Field Learning Experience: Business Internship

Marketing Consultant
*Effect Technologies, Inc.*
Spring 2018

**Overview**

In the Fall of 2017, I took a Direct Marketing course with Steven Osinski as a major elective for a B.S. in Business Administration, Marketing. The course curriculum included a group project where students had the opportunity to consult with a client and formulate a strategic marketing plan. My team’s assigned client is a co-founder of a sentiment analysis tool called EffectCheck. EffectCheck is software that allows customers to run sentiment analysis on a piece of text to analyze the likely emotional response of their audience. The client’s ultimate goal for his company was to increase the brand awareness and customer base of EffectCheck.

Throughout the fall semester, our team collaborated to develop a marketing strategy that we thought would grow the brand awareness of EffectCheck, increase its customer base and ultimately lead to success for the company within the industry of digital communication. The project culminated as a formal presentation of our strategic marketing plan, where we presented our recommendation to our class as well as the client. After we delivered our formal presentation, the client expressed his interest in hiring myself and another student on my team as interns for the Spring 2018 semester to implement our strategic marketing plan.

**Communication**

My position as a marketing intern for EffectCheck began in January 2018. Our team spends a majority of the time working remotely so we communicate regularly using a group work application called “Slack.” The app allows us to collaborate, organize tasks and upload any relevant documents for others to view. Our team also schedules weekly phone calls or in-person meetings to ensure progress is being made and to discuss the logistics and strategy of upcoming tasks.

Another channel of communication my position requires is with developers and designers. One objective of our recommended marketing strategy was to completely redesign and redevelop the website to create a better user experience and increase customer engagement. To achieve this objective, our team communicated with designers and developers remotely to design a new logo and create new video content to use for digital marketing. Communication between team members and collaborators is an important part of working in any business. Communication should be open, honest and consistent. The success of my team is dependent on regular communication to ensure that all team members are on the same page in terms of tasks, implementation and the timeline we are working with.
Phase 1 – Website Development

As someone with little previous experience in website development, learning how to utilize Word Press to create a fully functioning and visually appealing website from scratch was both challenging and exciting. The new EffectCheck website consists of the following pages: Home, About, Blog, Pricing and Login.

On the Home page, visitors can watch an introductory video that gives a product overview of the EffectCheck tool and delivers the main value proposition for consumers. The About page covers the features offered by the EffectCheck tool and explains how each feature provides benefit to our customers. The Blog consists of news articles related to sentiment analysis and case studies that use EffectCheck to analyze communication materials such as press releases or political speeches. Our team also uses the blog to announce product updates or new features. The Pricing page lists the subscription price of the EffectCheck tool along with all of the features that can be accessed with a subscription. The Login page redirects users to the back end website where they can purchase a subscription, log into their account and run the EffectCheck software. Every page on the website has a call to action that redirects users to the Pricing page. Depicted below are a few images of the new website after the redesign.

Phase 2 – Strategic Marketing

The second phase of my internship with EffectCheck consists of implementing marketing strategy to drive traffic to the new website and turn visitors into subscribing customers. In order to achieve these goals, our team will focus on marketing tactics that will grow our social media presence organically and increase brand awareness within the industry. Our target market mainly consists of industry professionals in public relations, politics and other industries involving formal communication. In the future, we hope to engage with small teams and businesses that can utilize the EffectCheck tool on a larger scale. Our marketing plan consists of email strategy and social media strategy. These channels will enable our team to engage professionals from a variety of industries and increase brand awareness for our target market.

Phase 3 – Implementation and Control

We plan to implement our marketing strategy for a trial period of 90 days. We will push organic content and boost posts on both Facebook and LinkedIn to increase engagement and drive traffic to the new EffectCheck website. During the 90-day trial period, we will be collecting data including the number of followers on our company social media pages, number of impressions on our shared posts, click rate, and number of paid subscribers. These metrics will serve as our key performance indicators and will indicate the success of our marketing strategy. After the trial period of 90 days, our team will conduct an in-depth analysis of our marketing strategy to understand the successes and failures of our tactics and re-evaluate strategy moving forward.
Reflection

My time working as a Marketing Consultant Intern for Effect Technologies has provided me with professional growth in the areas of marketing, strategic consulting and team management. I have gained valuable experience in these areas that I will be able to utilize within a variety of roles and across many different industries.