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| Project | Description |
| **Social Media Account Management** | Handing the keys of your social media platforms over to an inexperienced intern can seem like a risky move, but remember, the intern you have hired has grown up in this world and understands what is creative and important. Have them review all your existing social media accounts (posts and data) and provide a high-level overview of what they discover. Ask them to put together a plan for how they could improve your online presence. Work together to finalize a plan that they can execute throughout their internship. |
| **Product Focused Research Report** | Interns still in school are programmed to conduct research on various topics and deliver a finished result. Take advantage of their skill set and have them research each of your existing product lines to see if there are gaps or opportunities you should be taking advantage of. In addition to scouring the web for information, you can have them reach out to your existing suppliers and ask for their input on new products and developing trends. They would likely be able to help identify an opportunity you are currently missing while also learning a lot about the products you offer. |
| **Customer Survey** | Gathering information from a customer satisfaction survey can provide your company with valuable insight. Your intern can research the best method to deliver the survey and oversee the implementation. Rather it be a telephone, mail, or online survey – they should be able to learn a lot about the products and services you are providing your customer and how that is received at your customer’s level. |
| **Sales and Marketing Content** | Content is king! Have your intern review all your existing customer facing content. Whether it be brochures, catalogs, or online material, have them identify areas where updated content could help support the company. If your sales team is still using an old presentation slide deck, have them update the look and create a template that can be used to help drive consistency. Does your logo need updated? Have them use crowdsourcing sites that are inexpensive to generate ideas. |
| **New Website** | Building a website today is easier than ever. If you are looking to refresh your brand and online presence, this could be the perfect summer project. Websites can be built through online platforms like Wix and SquareSpace for a fraction of the cost an outside firm would charge you. |
| **Competitor Analysis** | It’s competitive out there – understanding your value proposition starts with knowing what you do well as a company and how this stacks up to the competition. How are your competitors marketing their businesses, products and services? This analysis could help your company establish its brand voice, which could jumpstart a series of marketing initiatives designed to express what makes doing business with you different. The analysis could also reveal products and services that your competitors are using to capture market share that could be yours. |