Def Method
Marketing & Content Creation Intern Assignment

1.) A. How would you describe Def Method in one sentence after viewing the website?
   B. In your opinion, what is Def Method’s unique value proposition?

2.) In your first thirty days, how would you build your role, our podcast effort, and related marketing?

3.) We’re marketing our next event! The topic is: How to Think Through Making the First Version of a Software Product. Take a look at the events we’ve hosted in the past (you can view our Youtube channel or our Eventbrite page) to get a feel of our events.
   a.) A. Write 2-3 social media posts for each platform (Linkedin, Twitter, Facebook) about our next event.
   b.) Please build a mock marketing email that you would send to the Def Method email list were you to be promoting this event to our followers. This can be a rough draft version.

4.) Do you have a podcast or video channel? Link it if you do, we’d love to see your work.