

Def Method

Marketing & Social Media 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.) Take a look at our social media pages: LinkedIn, Twitter, Facebook. Review our followings. What are two things you would do to drive impact and improve our social media presence in 90 days?
- 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.) Write a 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.