

# WRITING INTERNSHIP

*For Credit*



**SPRING  
2019**

# STUDY ABROAD SMARTER

02

We've had consistent growth at Study Abroad **Smarter** since launching last summer and are looking to expand by hiring writing interns for next spring (2019) semester.

If you've listened to our podcast you know by now that only 10 percent of students study abroad and it's no secret that we're trying to drastically up that number. We want to do this by creating more remarkable content, but we need your help...

## GOALS

#1



**Triple** the amount of traffic to the website by the end of the semester.

**KPI:** Number of episode downloads which has consistently risen since 08/2018.

#2



Improve overall monthly customer retention by **20%**.

**KPI:** Users come back to the product consistently within a 5 day period.

# WHO YOU'RE WRITING FOR



## College students pondering study abroad



- Typically undergraduate
- On the fence
- Receives financial aid
- Curious



### Identifiers

- Skews female
- Age 18-24
- Active
- Lives on campus



### Majors

- STEM
- Business
- Communication
- Education



### Goals

Drive corporate productivity; improve user retention; streamline student onboarding.



### Challenges

Maintaining consistency and keeping up to date with content calendar.

## Produce weekly content in conjunction with AI platform



### **Inventory:**

MarketMuse's Content Inventory solution enables will enable you to monitor and manage the current and planned content inventory in one place. You will be working with others to meet the target(s).



### **Briefs:**

MarketMuse's AI-powered Content Briefs provide specific, detailed directions for writers to create and optimize content so it's the highest possible quality.



### **Plans:**

Perform qualitative and quantitative competitive gap analysis to find new content opportunities. Add any item from your inventory into your content plan and take action on high priorities.



### **Optimize**

AI writing assistant that improves the breadth and depth of content as it's being written.

# EDITORIAL CALENDAR

05

## January

- Article A
- Article B
- Vlog
- Article C

## February

- Article A
- Vlog
- Vlog
- Article B

## March

- Article A
- Article B
- Vlog
- Article C

## April

- Article A
- Article B
- Vlog
- Article C

## May

- Article A
- Article B
- Vlog
- Article C

## June

- Article A
- Vlog
- Vlog
- Article B

## July

- Article A
- Article B
- Vlog
- Article C

## August

- Article A
- Article B
- Vlog
- Article C

## September

- Article A
- Article B
- Vlog
- Article C

## October

- Article A
- Vlog
- Vlog
- Article B

## November

- Article A
- Article B
- Vlog
- Article C

## December

- Article A
- Article B
- Vlog
- Article C

# PROMOTION WORKFLOW

For every new piece of content:



- Post to relevant social media accounts
- Buffer 6 updates to Twitter
- Notify the email list
- Reach out to friends who'll love the article
- Reach out to influencers mentioned
- Reach out to influencers on the topic
- Answer questions on Reddit and Quora
- Add a Google Alert for long-term promotion