



MGT201 Client Presentation
Group 1

Financial needs:

- Investment pitches with convincing statistics
- Reach a certain customer threshold

**Abilities to:**

- Attract customers
- Retain customers

"We need 100 bookings."





Marketing needs:

- Increase the brand awareness
- Pick the right entry market to start building reputation
- Establish a unique market position among the competitors

“Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.” - Steve Jobs

Gartner, an American technological research and consulting firm, 2018:

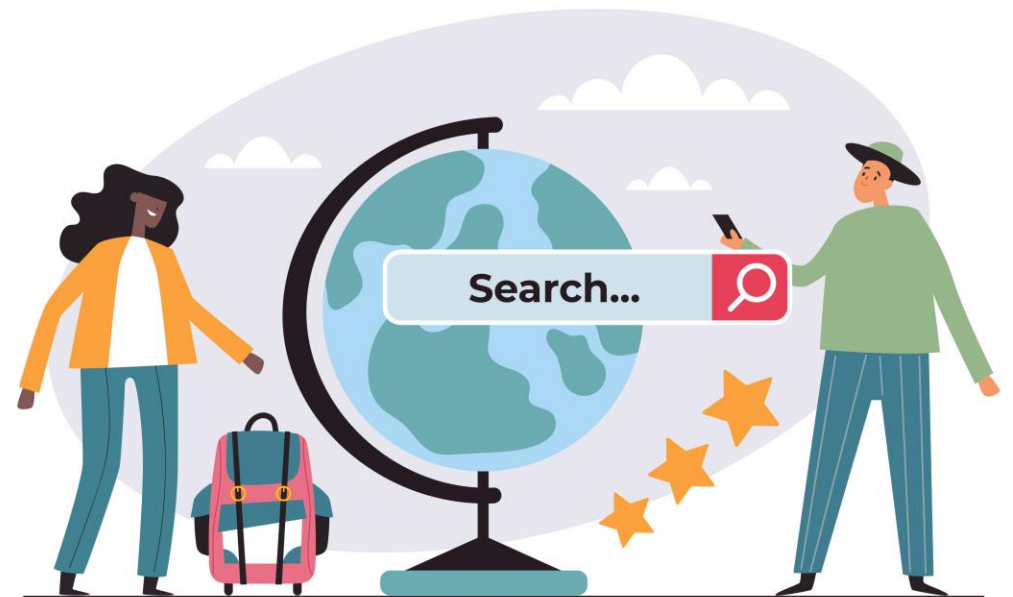
- more than two-thirds of companies compete primarily on the basis of customer experience compared with the 36% in 2010!
- Popular channels: multiple channels, through forms on their website, live chat, social media and more.

Context



- **Online travel agencies (OTAs)** becoming central to the consumer experience
- Travelers now seek **unique, tailor-made trips** that offer deep immersion into the destination's culture

- Trend on moving towards **digitalization**
 - Having strong online presence is becoming critical

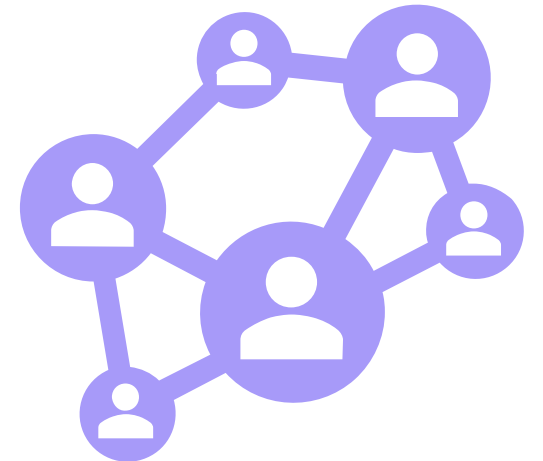


Audience

MBA Students

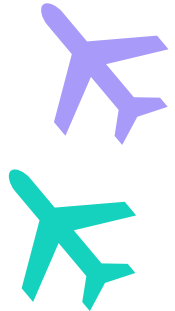


- Average spend of more than **\$21,000** over the **two-year** span
- Student Group trips large as **200** people
 - (\$4000/ per person)



Your new favorite **trip companion**

MBA Students



- **Diverse** backgrounds --> travel to different places around the world

International Traveling

- Average Age of **27-32 years**, with 4.3 year of working experience and senior-level professionals --> likely to travel



Recommendation – Student Ambassadors

Profile: MBAs involved in different organizations, excellent communication and social media skills, active on campus with lots of connections

Goals: Deliver brand information + provide customer feedbacks

Tasks:

- **Face-to-face:** Student org talks, tabling
- **Physical:** Flyers on dorms, dining areas, etc.
- **Social media:** student-focused marketing, ads reposts, Q&A drop boxes with immediate feedbacks, video testimonials



Why is it effective?

College Marketing Group, 17 Feb. 2023:

Recruitment: With 70-80% of college students employed while pursuing their education, there's an abundant pool of interested representatives available. These students are also potential employees in the future.

Trust: Over 90% of consumers express a preference for personal recommendations over direct advertising.

Engagement: Following a talk with a brand ambassador, 42% of consumers conducted product research, 28% made a purchase, and 26% shared their experience with friends and family.



Nestlé

- Free samplings
- Fraternity parties and big college games



- Downloading the app to enter the party
- Mass social media posting



- Games on booth
- Testing samples



AMERICAN EAGLE
OUTFITTERS

- Marketing during move-in weeks

Address the Obstacles

The ambassador program is too costly.

- Ambassadors are typically paid \$10 to \$20 an hour and spend 2 to 3 hours per week after training, but each of them can bring your business \$6.50 for every \$1 spent on average, based off the data collected by College Marketing Group in 2023.

It's hard to pick the right universities.

- Ranked Full-MBA programs nearby, such as WashU Olin, Chicago Booth, Northwestern Kellogg, are the good ones to start.



Recruiting Strategy



Table at Target Programs

Handshake Post + Messages

Local Top MBA Programs





Ellipsis

Travel and Leisure

2024 Intern - Campus Ambassador Program/Marketing Intern

Posted 2 weeks ago · Apply by April 9, 2024 at 6 PM

 Saved

 Apply Externally

At a glance

 **\$20.00/hr**

 **Remote, United States**

Work in person for part or all of the week, on your campus

 **Internship**

Part-time

 **US work authorization required**

Eligible for visa sponsorship and open to candidates with OPT/CPT

2024 Internship – Campus Ambassador/Marketing Intern, [university]

You will be working onsite on your school's campus and reporting to Ellipsis's head of marketing, based in St. Louis, MO.

You're eligible to apply if you:

- Are a full-time MBA student currently pursuing a degree
- Are business proficient in English

You'll excel as a Campus Ambassador if you:

- Have a strong interest in marketing and customer engagement
- Have top-notch interpersonal and relationship management skills
- Are proactive in thinking about new ideas to improve customer experience
- Are a good communicator; have strong written and oral presentation abilities. Are persuasive and credible
- Have strong work ethic and integrity; are a team player that is proactive and self-motivated
- Have the ability to work for 2+ hours per week

See yourself as an Ellipsis Campus Ambassador:

Ellipsis has built an all-inclusive cooperational group trip planner. Users can collaborate to create a trip itinerary, including flights, stays, and activities. With an interactive map feature, curated featured itineraries, and cost splitting, planning group travel has never been easier.


You will be responsible for spreading the word about Ellipsis at your business school through methods including, but not limited to: tabling in high-traffic locations, presenting to student organizations, and spreading the word about Ellipsis in other ways you or Ellipsis sees fit. You will be expected to become familiar with the Ellipsis product prior to starting, and should you choose to use it to plan a trip, you will receive an employee discount.


How you should apply:

Apply through Handshake. We review applications on a rolling basis and encourage you to apply by submitting your resume as soon as you are ready.

What to expect during the interview process:

- After we receive your application, we'll conduct an initial resume review.
- You'll showcase your interests, skills, and personality by completing a video interview with a member of our team. If selected for our Campus Ambassador program, we will reach out to you for next steps!

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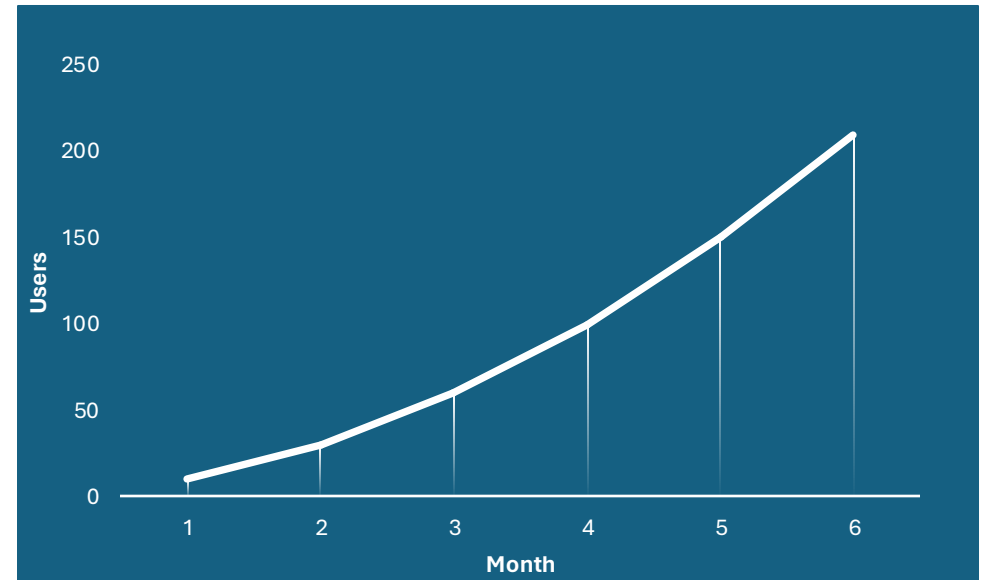
 Apply Externally

Project Projection

Recruit five ambassadors per month

Each ambassador draws two new users each month

210+ users acquired after six months




40,000+ full-time
MBA students in
the US

100s of MBA
programs

Craft extraordinary journeys with confidence

A user friendly travel planner that provides the tools to map out,
organize, and enjoy your **vacation** –for free!

Begin your journey 

Work Cited

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