

SLEEVE7 SHIRTS

INTERNSHIP: Set-up of German SEO, Online Marketing and Brandbuilding

Internship Details

Period	minimal 4-6 months
Start	a.s.a.p. or every quarter of the year
Payment	The internship is unpaid in the sense of money. We offer a very high degree of knowledge transfer and responsibility. A small reimbursement of €100 is offered including a lunch meal with the team every day.

Your Personal Dates:

Full name	
Birthdate	
Country	
Native language	
E-mail	

The Company:

You will work for the ShirtsofHolland Team. It is a cool startup creating (dress) Shirts and T-shirts for tall men (from 1.80m). Therefore there are some e-commerce sides.

For Germany: www.sleeve7.com/de/ and www.shirtsofcotton.com/de/.



Team

We have a small, but dedicated team (<10 persons). Everybody works hand-in-hand: Teamwork is essential! You will be working mostly for the (online) marketing for Germany. Aim is to be more popular, get connected with relevant persons in Germany.

Short internship description

You will be working for the brands Sleeve7 and ShirtsofCotton and providing SEO and Online Marketing. Initially you would help in outreaching to potential partners to exchange links, information and branded content. In parallel we reach out to (external) fashion bloggers to plug our content – one of which is also blogging/ writing informative articles on our own blog site. Social media can definitely be an aspect hereof.

Expected Result

- Improving the Performance of the Websites
- Improving the Google Rank through SEO
- Creating good Content for the Websites (Blogging)
- Stable Contact with relevant people and Groups
- New Marketing Ideas / Concepts

Core Elements of your Work:

1. SEO (Backlinks, Google results)
2. Affiliate Marketing (Finding new partners)
3. Social Media (Customer engagement)
4. Brand Building (Tall men clubs, basketball clubs etc)
5. Blogging (Writing new Blogposts)

Required personal competencies

- ★ Professional planning (knowing one's limitations)
- ★ Interest in Fashion (you need to write about Fashion Issues)
- ★ Commercial and brand awareness (knowing what's best for the brand)
- ★ Perfect communication skills (How to talk with consumers/partners, especially for making deals)
- ★ Problem solving, investigation skills. Logical thought, especially for understanding the background of SEO
- ★ Creativity in writing, new ideas in contacting new people
- ★ Taking responsibility for the task at hand
- ★ A strong willingness to learn: what you don't know today, you understand tomorrow
- ★ Preferably or learn on the job: Working with CMS, text editors
- ★ Preferably or learn on the job: Working with Photoshop (elements), image editing

What your internship looks like: Phases of planning and working

Before the internship:

- ★ Preparations/learn before internship
 - Online marketing basics
 - SEO marketing

Part 1 – Startup - 1 month:

- ★ Preparations/learn before internship
 - Online marketing basics

- SEO marketing
- ★ Create plan for upcoming period
- ★ Investigate three competitors, present lessons learned
- ★ Review our German website and advise

Part 2 – Online marketing – 2-6 months:

- ★ Understand SEO basics (knowledge from our other team)
- ★ Create detailed plan of your aims of the internship
- ★ Identify online marketing targets and reach out
- ★ Identify partner targets and set-up branded content
- ★ Conduct SEO analyses of competitors (knowledge from our other team)
- ★ Negotiate and deal where necessary
- ★ Upgrade social networks, link and decorate profiles
- ★ Organize backlinks and media attention + write several blogs

Intake questions [please answer in a different color directly after the question]

Internship

- ★ What is the minimum duration of your internship?
[answer here, etc.]
- ★ Our preferred duration is 5-6 months. Is this a problem?
- ★ And when can you start?
- ★ Do you realize this is an unpaid internship?
- ★ When/how will you relocate to Amsterdam (zuid)? Do you have friends or family here?
- ★ Please elaborate on the required competencies? Which do you have or will you learn?
- ★ Please rate yourself on a 1-10 scale as a match for this position

About the brand

- ★ Are you familiar with Sleeve7 Dress Shirts or Premium T-shirts?
- ★ Did you investigate <https://sleeve7.com> + <https://shirtsofcotton.com/en?>
- ★ What is your initial response to/opinion about both brand sites?
- ★ Suppose you are our adviser: name 1 thing we could do to improve?

About you

- ★ Describe your student profile. What kind of student are you?
- ★ What would your friend say if we asked him/her: why you are a perfect for the position?
- ★ What would your friend say if we asked him/her: what skills do you need to improve?
- ★ What will be your job/work in 10 years from now? and why?
- ★ What do you do in your spare time?
- ★ What are your learning goals for this internship? And how can we help you?
- ★ What are you really-really good at? What one thing do you excel at compared to others?
- ★ Please attach your high school grade report (or similar)

Internship planning

- ★ How will you prepare for this internship?
- ★ Do you have any concrete goals to accomplish before you start?
- ★ What topics or sources would do you plan to investigate before you start? (books, sites, articles)
- ★ Are you familiar with the concept of online marketing?
- ★ Are you familiar with the concept of SEO? Google ratings?
- ★ Please describe your computer/technical skills? Working with data/Excel/internet.
- ★ Have you written blogs before? Is this something you can easily learn?
- ★ Please rate your English writing skills. How faultless is your English writing?

- ★ Please rate your German writing skills. How faultless is your German writing?
- ★ Is the preliminary planning clear? Do you understand exactly what is expected?
- ★ Do you agree to the preliminary planning or would you make adjustments?
- ★ Do you have any expectations that have not been addressed?