



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 577FY18 - Marketing Strategies and Implementation)

Brief Company Profile

The company is in the health industry.

Objective of the consulting project

The physiotherapy clinic has just started its operations in March 2018 and is located in the CBD area. Its ideal target audience would be the office crowd in the area. It has gone through some SEO and SEM campaigns but the outcome wasn't ideal.

Through this project, it would like to tap on the student team's expertise to improve their online presence and to better align their online marketing strategies to bring about greater awareness. Eventually, through targeting the right audience, it is hoping to increase the footfall into its clinic.

Project Scope

- Define and validate target segment through research; develop market insights
- Develop and design overarching Digital Marketing Strategy to create brand awareness
- Design mini digital marketing campaign for implementation and the management of the various digital channels throughout the project duration
- Analyse and iterate for improved outcomes
- Review and recommend suitable improvements/changes to current digital channels to better align with the master strategy

Student Requirements

- **3-member** team with at least one student majoring in Marketing, and has completed the Digital Marketing Module
- Preferably with previous hands-on experience in social media management in Instagram, Facebook etc
- The team will be mentored by a [project advisor](#)

More Information

Start Date: ASAP

Duration of project: 20 weeks

Stipend: \$3000 per team (excluding incidental expenses incurred during the course of the project)

Working hours: Flexible working hours

Internship filing: Up to 10 weeks