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# **Unreal Intern Training Program**

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## Overview

- The Unreal Marketing Internship Program is a comprehensive training program, designed to cultivate skills essential for a successful career in online marketing.
- In addition to providing valuable training within the online marketing space, Unreal also compensates interns at a rate of \$10 per hour, up to 40 hours per week.
- The fall training program starts September 1 and ends November 28. The training consists of four primary sections:
  1. Hands-On Department Assignment
  2. Weekly Aggregate Training Modules
  3. Google / Yahoo! Ambassador Program
  4. Team Project Development & Presentation
- Clay Gillespie, Executive VP of Client Strategy, serves as advisor to all interns participating in the program. He will meet with the interns periodically over the 13-week program to provide guidance and ensure that they are on track with their training.

## Hands-On Department Assignment

- There are five departments included in the assignment portion of the internship training program:
  1. Account Services
  2. Paid Search
  3. Search Engine Optimization (SEO)
  4. Online Media
  5. Research
- We rotate assignments among three different departments within the 13-week program to effectively cross train participants on all aspects of online marketing. Each intern is given the opportunity to rank the top three subject areas they are most interested in to help create the allocation schedule.
- Each assignment provides interns with intense on-the-job training within a specific area of online marketing.

### **Account Services**

Interns in the Account Services department will gain exposure to a wide array of marketing initiatives, with a primary focus on: learning marketing strategies, assisting with the planning and execution of online campaigns, and campaign analysis and reporting. The account team drives the marketing strategy for all clients and oversees all internal departments for the growth and execution of all online marketing campaigns. Day-to-day responsibilities for the account team interns include:

- Managing advertising campaigns to achieve client's growth and ROI objectives
- Providing strategic guidance to clients for their PLM (Paid Listings Management), PI (Paid Inclusion), Natural (SEO) and Media campaigns
- Providing ongoing analysis and reporting of client campaigns and other key initiatives
- Collaborating with internal teams to develop innovative solutions to challenges facing Unreal's clients
- Engaging with clients and working collaboratively to exceed expectations



### **Paid Search**

Interns in the Paid Search department will be involved in the strategic development, implementation, and ongoing management of a paid search engine marketing campaign that will run across the Google, Yahoo!, MSN, and Ask search engines. During the course of the internship, the intern will gain the following:

- An understanding of the basic implementation standards and unique differentiations of each major Search Engine
- Best practice application in relation to keyword development, marketing communications, and landing pages
- Data analysis skills and performance optimization applications and tactics
- Development of problem solving, communication, and prioritization skills
- Strategic foundations on direct marketing principle applications within a successful online campaign

### **Search Engine Optimization (SEO)**

Interns in the SEO department will be exposed to:

- Basic concepts of SEO
- How to design websites that are search engine friendly
- Work-arounds for common design flaws that can prohibit search engine rankings
- What criteria each of the major search engines uses in determining their rankings
- How to leverage content in the acquisition of links
- Creating search engine friendly website copy
- How to leverage social media networks for search engine rankings
- Keyword research tactics

### **Online Media**

Interns in the Online Media department will be involved in the strategic development, implementation, and ongoing management of an online media campaign that will run major portals (i.e. Yahoo! or AOL), niche target sites, and behavioral / contextual ad networks. During the course of the internship, the intern will gain the following:

- Knowledge into the major media publishers and their distribution networks
- Understanding of the differences in media platform and the quality of the target audience
- Best practice application in relation to media formats, sizes, positions, frequency caps
- Understanding of the elements that devise an standard media planning effort for a major Fortune 1000 advertiser
- Development of media buying and price negotiation skills
- Data analysis skills and performance optimization applications and tactics

### **Research**

Interns will utilize various industry measurement tools, such as HitWise, TNS-MI/Evaliant, Adgooroo, @Plan, and Nielson Net Ratings to conduct research and prepare analyses for Unreal clients, including:

- In-depth competitive reviews (e.g.; spend, seasonality, placements, optimization, customer journey, etc.)
- Online market assessment (e.g.; target universe size, online behavior, geo-targeting, etc.)



## Weekly Aggregate Training Modules

- In addition to on-the-job training, all interns will take part in weekly in-depth training modules, where they will gain valuable insight from subject-matter experts into trends in the online marketplace as well as best practices for campaign implementation and optimization, including:
  - Overview of all online marketing channels, including the integration of push and pull mediums as well as effective marketing strategies by industry.
  - Trends in the online marketplace including web usage, search and media behavior, and shifts in advertising spend by medium.
  - Best Practices in Paid Search, including keyword development, bid management, match-type strategies, copy testing, day-part optimization, and landing page optimization.
  - Best practices in Search Engine Optimization (SEO), including website architecture and optimization, content development, and link building.
  - Best practices in Online Media, including thorough review of CPM, CPA, Contextual, and Behavioral Targeting.
  - Best practices in Data Feed Management, including Shopping Engines, Yahoo! SSP / Paid Inclusion, and Local Business Listings.
  - Trends in Social Marketing, including an in-depth review of Social Media Networks, Blog Marketing, Mobile Marketing, and Unreal Marketing's proprietary Word-of-Mouth (WOM) platform.
  - Overview of Online Tracking, including Cookie Tracking, Parameter Tracking, Campaign Tracking, and Web Log analysis.
  - Effective Testing Methodologies for online marketing, including development and implementation of A/B and Multi-Variant scientific tests, standard testing elements, and optimal sample sizes.
  - ROI-based campaign reporting and analysis

## Google / Yahoo! Ambassador Program

- In addition to on-the-job experience and compensation, all interns at Unreal marketing will earn professional certifications from both Google Adwords and Yahoo! Search Marketing. These certifications serve to both validate work experience acquired at Unreal as well as distinguish individuals as skilled professionals in the online marketing industry.
- Certified professionals enjoy enhanced credibility and a competitive advantage in today's' cutthroat job market. In order to receive accreditation, each intern will be required to complete a course of study provided by each engine, culminating comprehensive online testing.
- As an added bonus, each intern will have expert direction and training to help guide them on the path to certification. Finally, Unreal will assume all costs associated with certification.
- Benefits of Certification
  - Develop expert level knowledge of Google Adwords by becoming a Google Certified Professional.
  - Develop expert level knowledge of Yahoo! Search Marketing by becoming a Yahoo! Ambassador.
  - Distinguish your resume through industry-recognized professional certifications.
  - Learn to become a more effective advertising tactician and strategist.
  - Earn the right to use Google and Yahoo! Advertising Professional Logo.
  - Take advantage of program features such as promotional credits and new client commissions.



## Team Project Development & Presentation

- Throughout the duration of the 13-week program, all interns will be divided into smaller groups to collaborate on a team project that will be presented within the final week of the internship.
- Each team will have access to research and analytical tools as well as support from subject matter experts and vendors to complete their project. Additionally, Unreal will allocate a budget for the purpose of conducting primary research, if applicable, to effectively complete their project.
- As an incentive and in the spirit of competition, the winning team will be awarded a \$2,000 prize to be split among participants.
- Topics may include, but are not limited to:
  - Industry trend research
    - Financial
    - Pharmaceutical
    - Home Services (Plumbing, Pest Control, Storage, Moving)
  - Monetizing new digital products
  - The effect of the recent algorithm changes in Google
  - Effective advertising techniques for Blogs.
  - Creating an effective Facebook group for Unreal Marketing. Incorporating widgets, etc.

