

Prospecting Assignment

Name – Megha Bisht

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Email – Mbisht1@myseneca.ca

Course Name & Section – MKM804ZSS

Professor's Name – Humza Adam


Date – 28th September

The Seneca logo is displayed in a bold, red, serif font. It is positioned on the right side of the slide, which has a white background. The logo is partially framed by a dark grey diagonal band that runs from the top left towards the bottom right.

A large orange circle on the left side of the slide, partially cut off by the edge.

SENECA CO-OP PROGRAM

We at Seneca are looking to widen our boundaries, we want student to have more opportunities to grow, get firsthand industry experience which will not only give them industry exposure but also will prepare them for what is coming next.

A yellow dashed line in the bottom right corner, consisting of several short, curved segments.

Who are we looking at?

Companies that are in Canada

Medium and large business enterprises in technology, Business, media and arts.

We will not be looking at company's revenue but the reputation that it holds and the type of client it caters to.

Human Resource head/team will be targeted for this campaign

With respect to Seneca offering wide range of programs, we have listed 10+ companies from the below sectors

- Hospitality and Travel
- Education and Training
- Marketing Advertising and PR
- Medical and Health
- Creative Arts and Design
- Computer and IT
- Legal services
- Recruitment and HR

We would want to move forward with Marketing Advertising PR sector first since we have the least number of companies currently partnered in this segment,

We will meet HR and Managers from these industries.

Below are the three shortlisted persona and companies we are targeting.

Name – Leslie Edmund
Role – HR Executive
Company Name – Shift
Industry - Advertising
Clients - 30+

Name – Rin Steward
Role – Manager
Company Name – Digicom
Industry – Digital Marketing
Clients - 60+

Name – Lauri James
Role – HR Manager
Company Name – The Peachy
Industry – Advertising & PR
Clients - 100+

Seneca

Name – Leslie
Edmund

An active learner, has gathered multiple linked in skill badges and have subscription for linked In tutorials on various HR Marketing and Advertising courses

Age – 30

Constantly looking for something new to learn, not just sticking to her field but likes to understand all the aspects of business.

Marital Status –
Single

Location –
Toronto, On

Education – HR
management

An extrovert, realistic

Follows the facts not words

Job & Company
– HR in Shift

Believes in staying positive and leads an active life

Linked In – Posts company updates daily on Linked In.

Writes articles on recruiting trends

Keep people updated on any opening in the company or events that the company is hosting or being a part of.

Not an enthusiast of social media platforms and likes to keep her personal life private



What you expect

Knowledgeable students
Skilled students ready to learn
Students with great portfolio
Expects students to have some industry exposure
Graduates who are motivated
Combination of theoretical knowledge and technical skills
Creative thinkers

What we provide

Graduates with pre set industry knowledge, build portfolio, theoretical and practical knowledge of the subject along with some industry exposure

Motivated, disciplined and creative thinkers

Teachers at Seneca are from the industries therefore they give students the best insights that the books cannot, and which is where Seneca students stand out

Seneca



"Through the co-op Opportunity given to me, I was able to land my dream job At Ogilvy. I am proudly holding Manager position here" - Strix (Student alumni)



Our partners who trusted Seneca for student resources once and came back for more



Hugh Jack : Executive manager at Yourstory

"We took 15 students from Seneca last year through their co-op program and this was the first time our team was so proud of the talent we had acquired. The students had utmost knowledge, we had to only do a little and sometimes they would teach few things too. Cannot wait to get some more students the next year"

Our Students & Your Organization

It's a match

Seneca



OUR OBJECTIVE

FOR BUSINESS

- Bring more companies to participate in Seneca co-op programs
- Become partner and have a strong strategic relation with the companies
- Fill the gap between the need for fresh talents in the industry

By fulfilling business goals, we achieve the below for students

- Open more opportunities
- Establish Seneca as the number 1 destination when it comes to providing industry opportunities
- Give students a wider range of choices

The campaign must encourage companies to get involve in Seneca's co-op programs and become partners for long term



Linked IN – Day 1 & 14

It is here, The Seneca Event for our current and future partners.

Explore our universities, connect with the teachers meet our students and highlight what your company has to offer.

SEE YOU AT THE SENECA EVENT

#Seneca #Co-op #Job #Industries

Seneca

Email - Day 2

Subject : Invitation For the Seneca Event

Hi Leslie,

Greetings,

This is Megha Bisht CO-OP program coordinator for Seneca College, this is in regard to over upcoming Seneca even for our current and future partners, who will become a part of the Seneca community.

We give companies a chance to get acquaintance with students at Seneca tell the, about who they are and also learn about the students and explore the college where we shape these students. Your company will also have a chance to connect with our current partners and share insights on their experience and what you can expect from us.

Hoping to see you at the event with you team. [Register here](#)

If you have any query regarding this, feel free to reach out to me, will be happy to help.

Regards,

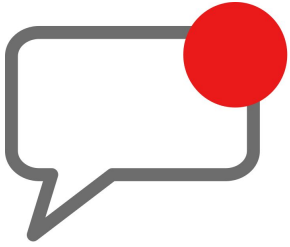
Megha Bisht

Co-op Coordinator Seneca

999-888-555

Meghabisht1@myseneca.ca





Text Message Day 2

Hi Leslie,

Seneca's event is calling you and your team for the greatest interaction of all time. Meet the students, our current partners and teachers in the campus. Become a part of the great Seneca partners community. The event is on 28 September, hope to see your firm at the venue you can [register here](#) for the event



VM – Day 7

Hi, Leslie. This is Megha Bisht CO-OP program coordinator for Seneca College, we understand that you have been looking to fill marketing associates' position at your firm, we have several media students graduating this fall who are motivated to become a part of industry like yours. We are holding an event for our current partners and future partners where they learn about our students and build a relationship with us. You can also [click here](#) learn more and register yourself.



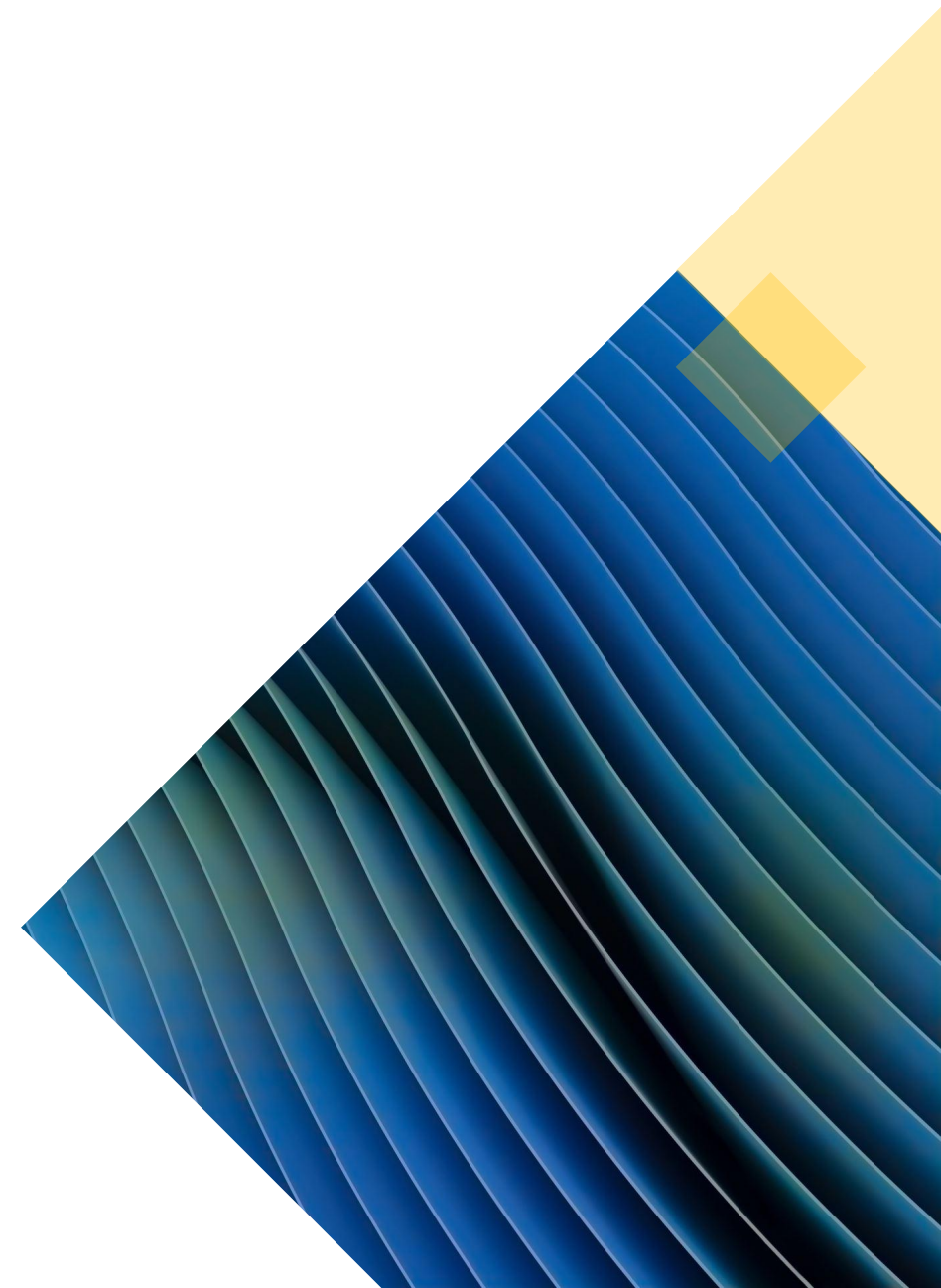
Text Message- 30

Hi Leslie,

It seems you haven't reached out to us yet, this is reminder to register for the event so that we do not miss you on our list.

Below is the link for you to quickly register yourself for the event and book a place in our event.

Link - <http;salfkhasgfhslkghsdgh>



Email – Day 30

Subject – Register for THE SENECA event

Hi Leslie,

This is reminder that Seneca event is almost here, and we would like to see your team at the venue, have you registered yet? If not [click here](#) to quickly book your seat at the venue.

We give companies a chance to get acquaintance with students at Seneca tell the, about who they are and also learn about the students and explore the college where we shape these students. Your company will also have a chance to connect with our current partners and share insights on their experience and what you can expect from us.

Regards,

Megha Bisht

Co-op Coordinator Seneca

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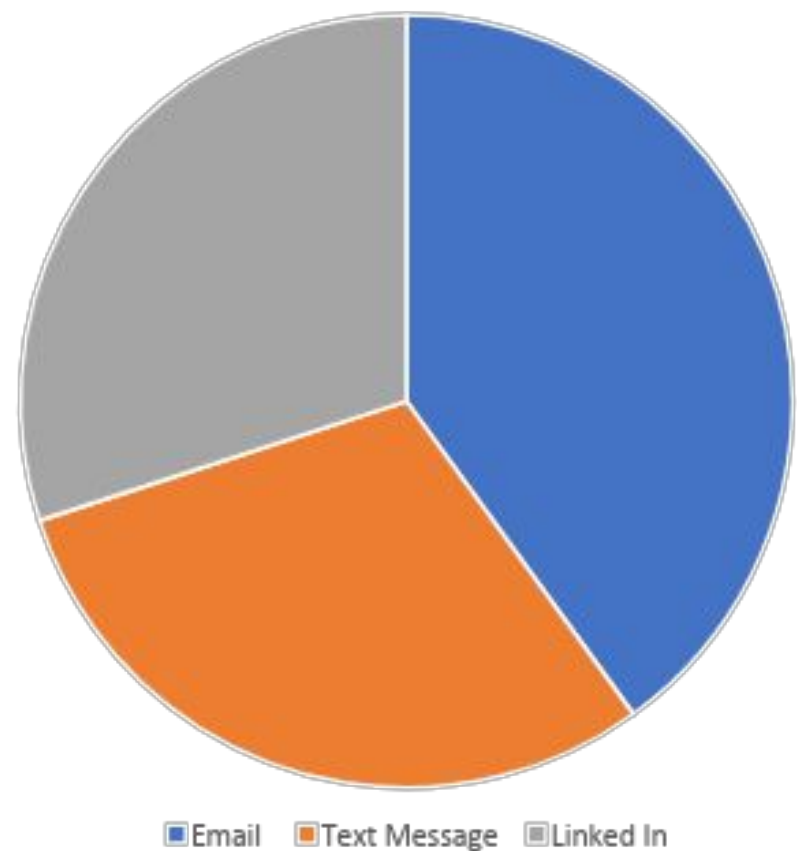


- VM – Voice mail
- EM – Email
- TM – Text Message
- LN – Linked in

Name: Leslie Company : Shift Position – HR Transaction : Outbound						
Day	Day 1	Day 2	Day 7	Day 14	Day 21	Day 30
Cadence	LN	EM	VM	LN	TM	EM
	TM					TM
Sample Days	Mon	Tues	Wed	Wed	Tue	Fri

Metrics Insights

Click through rates through difference mediums



Our register
Link here counts the number of
Individuals who have clicked
On the click and also collects
Information on if the
Individuals have visited our
Event site as well

The piechart shows the number of clicks for our event through various means