INTERNSHIP PROJECT

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emi, TU MÉDICO PERSONAL.



PROBLEM

The sales force lacks the tools and sufficient knowledge to properly promote the brand's services under a unified visual line.

FINDINGS

Tools

Grupo Emi has an excellent communication portal between the marketing department, the sales department, and their sales advisors. Emi Connect keeps advisors informed about marketing initiatives and also serves as a repository for documents and tools for effective communication between the company and clients. However, there are the following opportunities for improvement:

- 1. The information is significantly outdated.
- 2. There is very little knowledge on how to use the tool from both the marketing and sales sides.
- 3. A consistent plan is needed for the use and updating of Emi Connect.



Assets

Grupo Emi has a creative agency dedicated to creating graphic materials for promoting the company's services across different platforms. However, the sales team is unaware of this resource and has created their own tools over time. This practice undermines the company's image and can create distrust. Therefore, the following opportunities for improvement have been identified:

- 1. The sales team needs to be trained in best practices for using the brand.
- 2. Graphic pieces that are easy to edit are needed, along with an effective way to distribute them among the sales team.





Channels

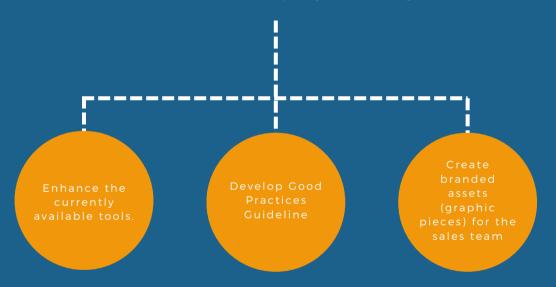
The two main communication tools used by salespeople to interact with clients are WhatsApp and email. However, there is a significant lack of knowledge on how to make these tools more user-friendly for both the sales team and their clients, and how to leverage them for maximum benefit. Therefore, the following opportunities for improvement have been identified:

- 1. Instead of using the regular WhatsApp app, switch to WhatsApp Business.
- 2. Use Emi Connect as a tool to obtain the best materials and make communication with clients more efficient.
- 3. Teach best practices for both platforms.



OBJECTIVE

Develop strategies and tools for sales advisors to support the sales process and promote Grupo Emi's services in accordance with the company's brand guidelines.



EVIDENCE

Current status of Emi Connect and current use of graphic materials by sales advisors.





Improper modification of existing materials



Inappropriate
use of brand
colors & Misuse
of logos



Outdated materials

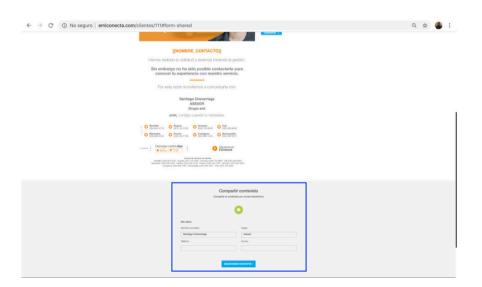


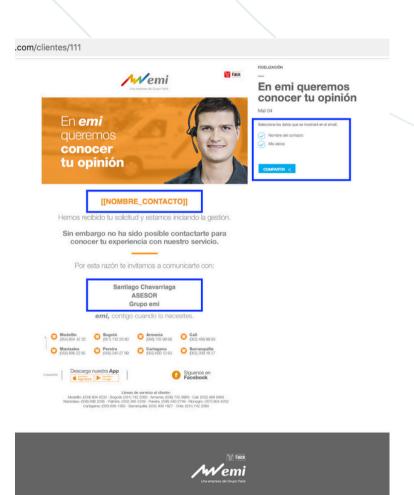
IMPROVEMENT PROPOSALS

OB 1: Enhance the current available tools

Fase 1	Fase 2	Fase 3
 Recover the admin profile for Emi Connect. Address questions regarding the use of the platform. Review the current status of the platform's content. 	 Consult with the sales team to understand their needs. Create a content calendar specifically for Emi Connect, based on discussions with the sales team. Remove outdated content and update it to align with current needs. Request graphic materials from the creative agency. 	• Train the sales department and monitor the results.







OB 2: Develop Good Practices Guideline

Face 1	Fase 2
 Develop a plan that addresses: Best times to post content How to post stories in statuses Accompany images with relevant text Number of daily posts ABC of emojis Create a corporate WhatsApp account and its benefits Tags Misuse of WhatsApp 	Train the sales department and monitor the results.



• "Doctor" emi, tu médico personal.



• " Ambulance" Urgencias y emergencias.



• "Location" Para hablar de ciudad.



• "Yoga" Bienestar.



• "Shot" Exámenes médicos.



• " House" atención domiciliaria.

Casa.



• "Telephone" Líneas teléfonicas.



• "Telephone" App.



• "Virus" Enfermedades.



• "World" Cobertura médica en latinoamérica.



• "Family" Familia.



• "sick" Malestar

#TAGS

#BlogEmi

#GrupoEmi

#emiColombia

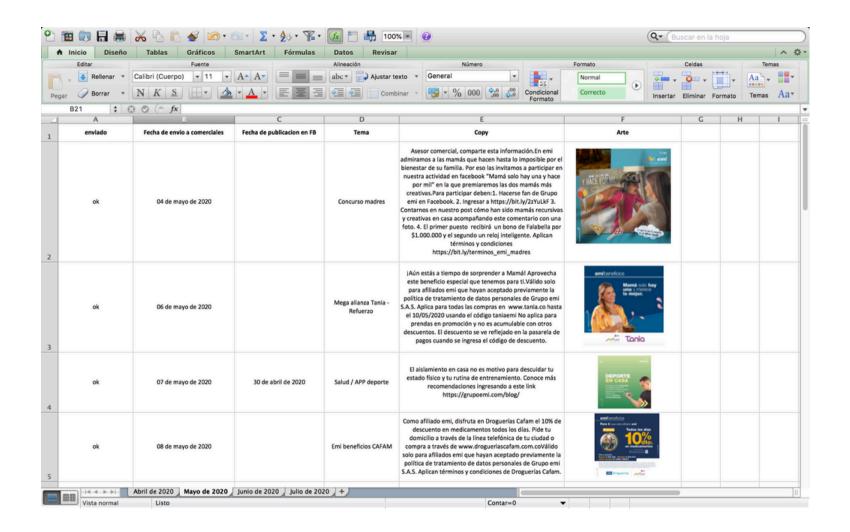
#TuMédicoPersonal

#GrupoEmiColombia

#EmiTeCuida

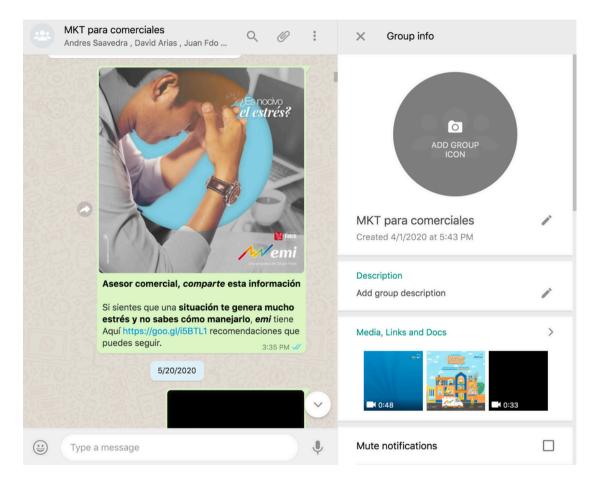
#EmiTeCuida

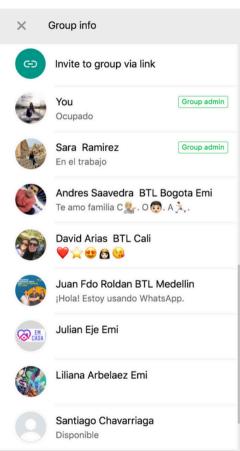
#EmilitoGrupoEmi



OB 3: Create branded assets (graphic pieces) for the sales team

Face 1	Fase 2	Fase 2
 Determine which graphic materials are most frequently needed by the advisors. Submit a request to the creative team for the development of these graphic materials. 	 Create a distribution channel on WhatsApp for the sales advisors. Develop a usage plan for WhatsApp Business. 	Train the sales department and monitor the results.





Conoce cómo compartir piezas por WhatsApp a tus clientes



Tu deberás:

- 1. Guardar el video o foto en tu celular.
- 2. Copiar el mensaje que se envía SIN incluir el texto de "Asesor comercial, comparte esta información."
- 3. Carga tanto la imagen o el video como el texto en tus estado o envíale el contenido a tus clientes.



Asegúrate de acompañar siempre las imágenes con el texto.















RESPONDER











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