



A member of the otto group

limango is the Online Shop for families – We wow our customers every day with a fantastic range of brands at very attractive prices. Based in Munich, our 280 employees share a passion for families. We do everything we can to understand their needs and fulfil their wishes. limango has everything families need: Fashion for Babies, Kids, Women and Men as well as Homeware, Toys, Cosmetics and Family holidays. At limango you'll find both classic brands and up and coming brands from across Europe. Founded in 2007 and a member of the Otto Group since 2009 limango now has over 8 million members across Germany, Austria, France, the Netherlands and Poland and sells over 30 000 products daily to German customers alone. We want to continue to grow and win the trust of all mums in Europe. To help us achieve this, we're looking for motivated, talented individuals to work with us and be a part of something big.

# Internship Performance Marketing limango.nl

4-6 months

Munich, Germany

Without Professional-Experience

Start: February 2016

## Become part of the limango family

Gain international experience with a big, fast growing company. limango is known for having a creative start-up culture; a flat, informal organisational structure with many responsibilities and room for your own initiatives. You will be working in a Dutch team with driven colleagues.

You will be working in the most prosperous and fastest growing city of Germany. Munich is known for FC Bayern München, Oktoberfest, Englischer Garten (one of the world's biggest urban parks) and it is just a 1,5 hour drive to the Alps (to ski/backpack/climb). In 2013 Monocle ranked the city as world's most liveable city with the highest quality of life.

## What can you expect?

### Research

limango offers the following research cases:

1. How can limango.nl (and limango-outlet.nl) increase last years' visibility in search engines (Google) by 100% within a year?
2. How can limango.nl unleash the potential of Google Shopping and price comparison engines at ideal CPNB (Cost per New Buyer rates)?
3. How can limango.nl improve the quality of new members (as measured by repeat-buyer percentage) by 10% whilst retaining current lead levels? (For a specific channel such as Google AdWords, Facebook, Affiliates or Marktplaats)

### Daily/operational work

Based on performance targets and in cooperation with our marketing colleagues, you'll be an 'owner' of one or more online marketing channels:

- o Planning, execution and monitoring of activities in order to unleash the potential of new member/buyer acquisition
- o SEO, SEA, Facebook Marketing, Affiliate marketing, price comparison sites and email marketing – be a part of the team that drives limango's growth
- o Realising impactful online marketing projects, from concepting to execution
- o Are you here to make coffee and photocopies? If it's your own coffee and your own copies, then yes. Other than that you're a full member of the marketing team and are expected to take responsibility for your projects, meet deadlines and deliver results

## Who are you?

- o You are available during the first semester of 2017, starting in January or February
- o You are a student with a commercial study (CE, BE, MER, BM, IBL, IBM etc.)
- o You have excellent Dutch language skills
- o Quality and precision are important to you
- o You have a good understanding of Microsoft Excel
- o You have analytical skills, you're good with numbers
- o You have strong communication skills
- o You have an entrepreneurial spirit: driven, independent, ambitious and creative

### What do we offer?

- Working and gaining experience in an international environment
- Highly demanded online marketing skills
- Informal and young company culture
- A lot of room for your own initiatives
- Compensation of € 750,- per month

Interested?

We are looking forward to your application (your CV and motivation letter). We also like to hear in which period you are available.

APPLY ONLINE