



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 320 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.

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 March 2017 Mercer ranked the city the 4th place of the world's most liveable cities with the highest quality of life (Mercer Quality of Living 2017).

Internship Online Marketing limango - Performance

4-6 months

Munich, Germany

Without Professional-Experience

Start: February 2018

What can you expect?

You will develop your experience in online marketing in a rapidly growing international company. You will be given responsibility for your own marketing channel(s) and will work in a team of driven colleagues in limango's marketing department. You will be part of the team that drives limango's growth!

limango offers the following research cases:

1. How can limango.nl increase the volume of new members through Facebook?
2. How can limango.nl unleash the potential of influencer marketing at ideal CPNB (Cost per New Buyer rates)?
3. How can limango.nl improve the first month buyer conversion for new members through AdWords by 50%?
4. How can limango.nl increase last years' visibility in search engines (Google) by 100% within a year?

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
- o Realising impactful online marketing projects, from concepting to execution
- o Will you 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 team and are expected to take responsibility for your projects, meet deadlines and deliver results

Who are you?

- o You are a student with a commercial study (CE, BE, MER, BM, IBL, IBM etc.)
- o You have native Dutch language skills (first language)
- 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?

- o Working and gaining experience in an international environment
- o Highly demanded online marketing skills
- o Informal and young company culture with a flat organisational hierarchy
- o A lot of room for your own initiatives
- o Compensation of € 1000,- per month

Interested?

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

APPLY