

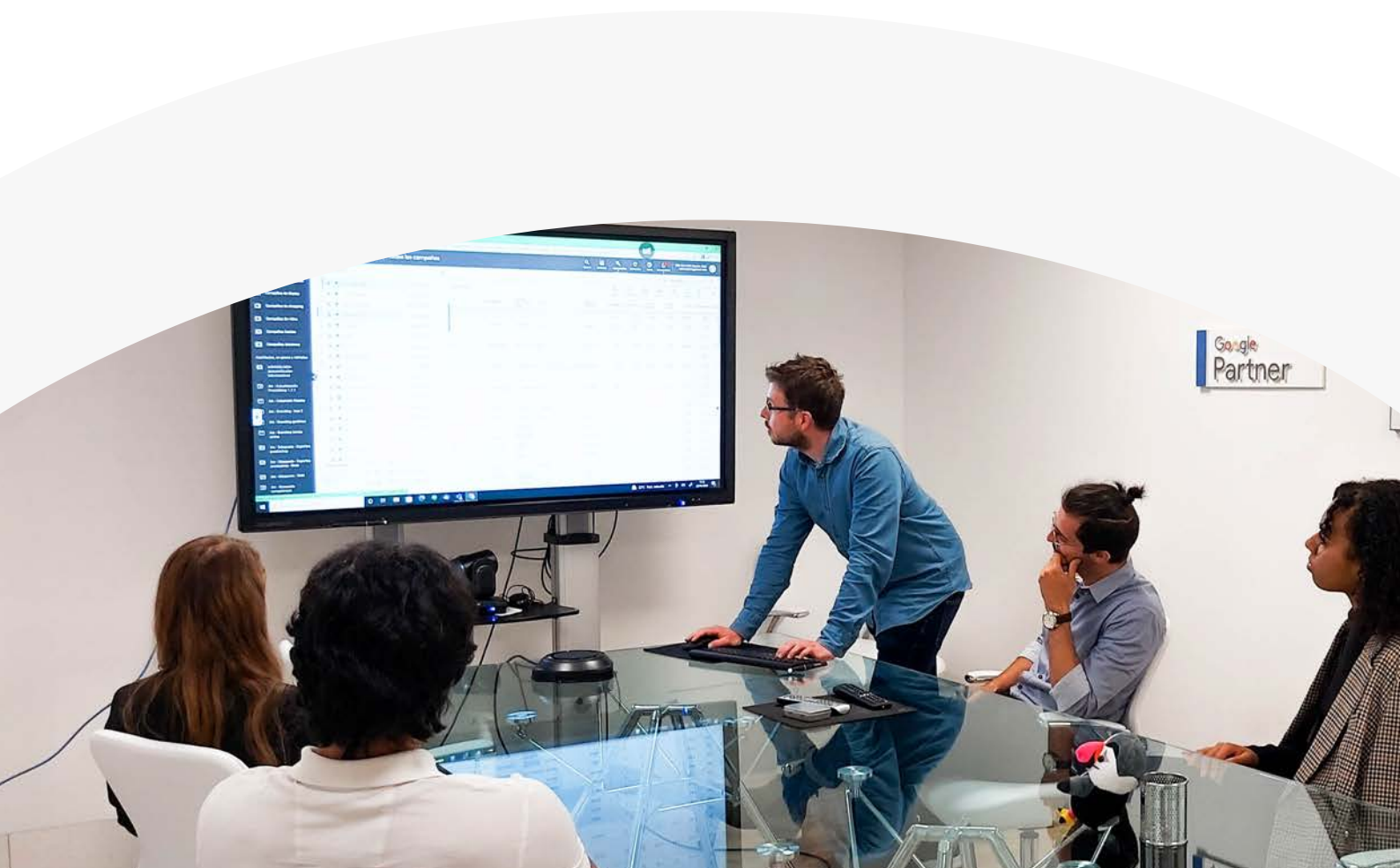


Alcalink

eCommerce - Marketing

BECOME A DIGITAL MARKETING PROFESSIONAL

INTERN AT ALCALINK



JOB IN DETAILS

Digital Marketing Strategies

You'll learn how to create strategies with campaign in google as well as how to think in the digital marketing field.

Set up Campaigns in Google ads

You'll learn everything about google ads, starting to the set up of new clients Project to managing their budget through those campaigns.



Development and optimization of the campaigns

Managing campaign isn't easy at all. You'll learn method to optimize those campaigns as to reach the best result you can.

Work with Google Data studio to create reports

At the end of the month we used to send to our clients monthly report regarding their campaigns results. These reports are create in Data Studio; another powerful Google platform.



Management of the main Google platforms

Google analytics, Google merchant center and Google tag manager. Everything is connected, each Google platform is directly connected to the others since they have different jobs. Analytics helps us to understand data from campaigns in Google as well as all kinds of users; Google merchant helps us to add all products from the client's e-commerce and Google tag manager which is a tags builder, code fragments that will allow us to measure and track visits, counting and conversions.



Management and administration of databases.

Database is very important to find us new clients in the country, having a good dexterity managing those data is a strong ability.



Study and management of leads.

Market study and feasibility of the different projects.

You'll understand better the different market in order to do the most fitted campaign for your clients.

Advisory tasks for e-commerce.

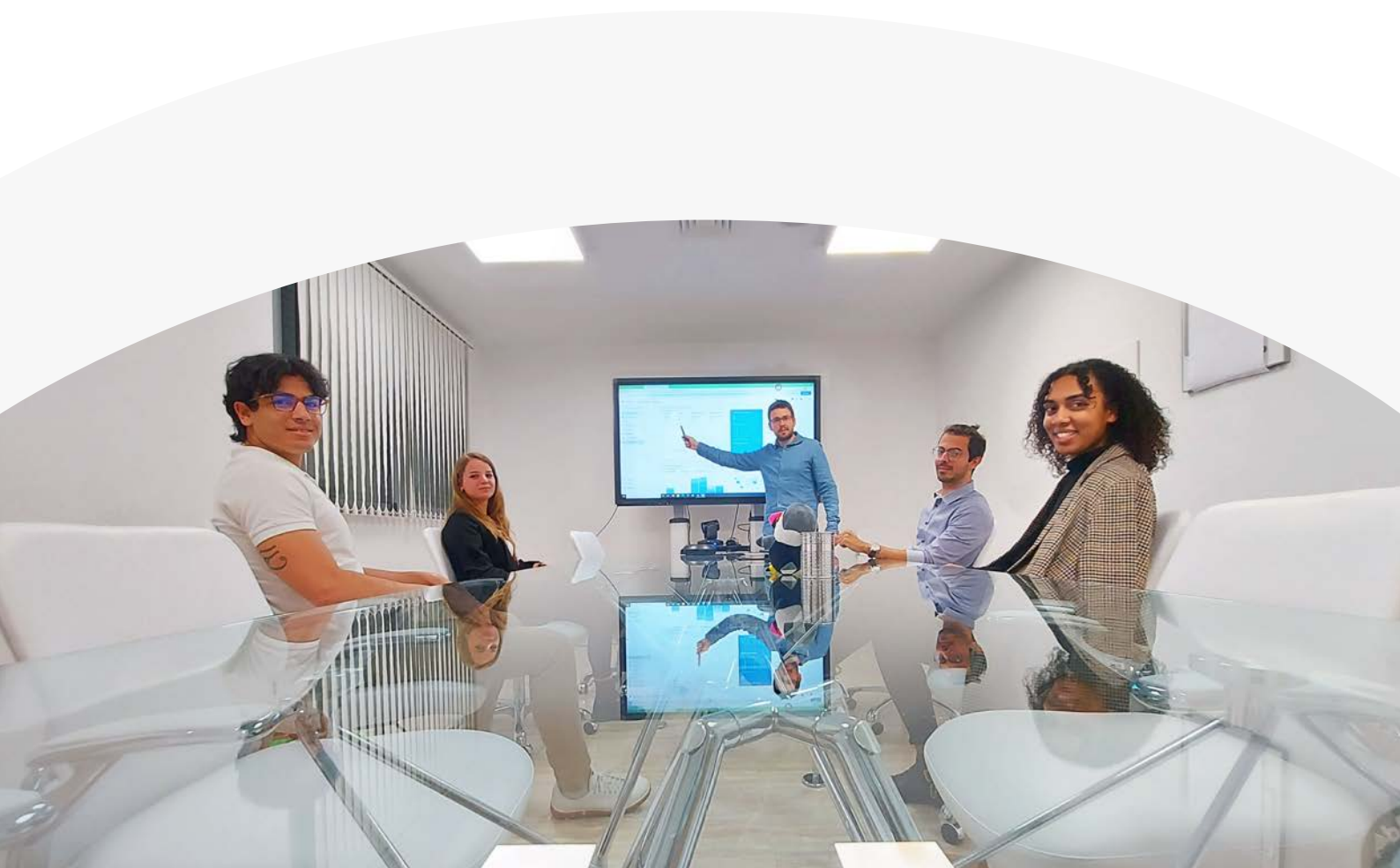
You'll advise to the clients how to develop and improve their own e-commerce and how to improve their sells with campaigns.

Relationship and loyalty with customers

You'll learn how to manage clients and how to speak with them.

E-mail Marketing

Part of the contact of new clients and publicize ourself consist in sending smart emails to specific potencial clients.



WHO WE ARE LOOKING FOR

Students who are appassionate and enthusiastic about digital marketing and want to have an experience abroad.



WHO WE ARE

Is a national reference firm dedicated to the development of Prestashop e-commerce and online marketing.

Our team consists of professionals with more than 10 years of experience. Since 2015 we are Prestashop Partner, receiving in 2018 the Prestashop Platinum certificate, the highest degree of recognition granted by Prestashop.

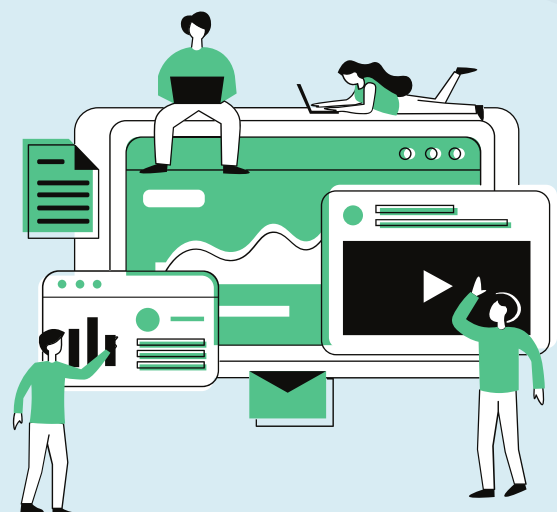
We are located in Lorca, a wonderful city belonging to Murcia.



ATMOSPHERE

The working atmosphere is a factor we care about very much. Alcalink is not just an agency but a growing family. Optimism and inclusion are part of our DNA as well as seriousness and professionalism that have led us to have excellent results in our country, without however taking off time for rest and toasts Friday between colleagues.

We left some comments from some Erasmus students who had the opportunity to live an experience with us.



REFERENCES

HERE ARE SOME COMMENTS FROM STUDENTS WHO HAD THE OPPORTUNITY TO LIVE THE EXPERIENCE WITH US





Alessandro Fois

Last Year of the Bachelor degree in Marketing and Business Administration

What a wonderful experience,

if you are looking for an agency which teach you everything about the digital marketing field , Alcalink is perfect.

As soon as you enter in the office you can feel that familiar sensation, the warmth of the colleagues and how they care about teaching this job to you, even if you don't have any experience.

This few months permitted me to expand my skills in the digital marketing field starting from zero to managing Google campaigns independently as all the software as Google analytics, Ads, Data studio, Merchant, Tag manager and few campaigns on Facebook.

Not less important is the language, before starting I was afraid I couldn't work well or being very uneasy, because I've never studied it, but after 3 months I could work independently with the PC in Spanish and talk with colleagues.

If it were up to me, I would continue to work for them because I believe that their activity deserves the success they still have in Spain, also in other countries like Italy or France.





Omar Hammami

Last Year of the Bachelor degree in Digital Marketing

An uplifting experience,

From the first day I set foot in the office I knew that my experience in this agency would be positive. The working environment is extremely professional, high-level but at the same time relaxed and familiar. During this experience I learned to put into practice what I have been studying for three years at university. In these months, in fact, I had the opportunity to learn how to independently manage campaigns for Spanish and Italian customers.

The tools I learned to use are many, but in particular I can mention: Google Ads, Google Merchant Center, Google Analytics, Google Tag Manager and Google Data Studio. In addition to the technical management of the campaigns, I also learned to look for customers for the company through calls in both Spanish and Italian.

Another activity that I have been involved in, has been to lay the foundations for the beginning of the opening to the Italian market. The activities I carried out were different: from the translation of the entire website to the search for customers through calls, through the creation of Italian social accounts and the creation of Facebook campaigns.

One aspect that struck me in particular of my colleagues is the attention and desire to teach the trainees all the activities that are carried out, without any kind of competitiveness or presumption.

To conclude, I can say that my experience in Alcalink has been unique and extremely formative. If it were up to me, I'd repeat the choice to come here a thousand more times.



Jessica Guerra



Last Year of the Bachelor degree in Public Relation

What a beautiful experience,

If you have the desire to learn new things in digital marketing and are ready for an experience abroad, Alcalink is the perfect solution.

From the very first moment I set foot in the office I immediately felt the welcoming atmosphere and I knew it would be a positive experience.

I basically started from zero, because I didn't have any experience in the digital marketing field but here I found a wonderful team who had the patience to teach me everything in detail.

Within a few months I acquired many skills, in particular I learn to manage independently campaigns for Spanish clients using Google tools such as Google ADS, Google Data Studio, Google Merchant Center, Google Analytics and Google Tag Manager.

In addition I had the opportunity to learn how to stay in touch with customers through the use of CRM (Customer Relationship Management). All work is done in Spanish and it is the best way to improve the language.

To conclude, I can say that this experience has made me grow a lot, both on a professional and personal level and I am very happy I made this choice.





Shayma Koutou

Temoignage de mon experience chez Alcalink (Shayma)

3rd year of Bachelor Management and Marketing

In order to validate my Management and Marketing diploma in France, I joined Alcalink e-commerce in Spain and it was a very enriching experience for me on a professional and personal level.

I would like to thank my team who trained me throughout my internship where I never stopped learning new things, sometimes very technical, but the patience of my colleagues allowed me to be autonomous very quickly. This aspect of learning and the diversity of the tasks to be carried out is in my opinion the strength of the company.

Indeed, I was able to familiarize myself with several software and applications such as Google Ads, Google Data Studio, Google Analytics, Google Merchant Center or software such as Semrush, Infociv and the company's database.

I've done website translation via Wordpress to help the company offer its services in France, programming to collect the database of French businesses, made phone calls to communicate with potential customers or modified product names to improve the referencing of our customers.

All the software from the Google suite, sales techniques, programming, database use are elements that I learned to use here without any experience and I thank Alcalink again for trusting me.

Within the company, the atmosphere is both relaxed and professional which allowed me to train without negative pressure or unnecessary stress.

Finally, if I have to quote 3 words to describe Alcalink, they are professionalism, indulgence and benevolence.

Thanks to your training courses I was able to acquire the necessary qualifications to enter the world of digital marketing.





Keasy Lenohim

To validate my degree in Digital Marketing, I chose to do my internship in Alcalink eCommerce & Online Marketing.

I had to work in the the Search Engine Marketing (SEM) department where I've learned how to use different platforms such as Google Ads, Merchant Center, Analytics or Data Studio. With those tools I had to think about different strategies to help our clients to grow their sales. Thanks to my tutor's training, Miguel Ángel, I've learned quickly and efficiently enough to make great results.

That's why one of the best things in the company is that you can see the results of your own work. Indeed, the employees give you a lot of autonomy where you can see yourself the different problems and suggest ideas to the team to make the job done in a better way.

Furthermore, this internship was enriching in different aspect because not only we had to help the customers but we also had to promote the company to bring more clients thanks to calls or Facebook campaigns. The diversity of the multiple tasks that were given to me, made my experience in the company more complete and instructive.

Finally, Alcalink is not only a great company for their works skills but also for the team spirit they offer everyday. The members bring a warm atmosphere that makes you want to work more with those people.

An amazing experience that I recommend for sure !





Leticia Martos

For three months I had the opportunity to do an internship at Alcalink eCommerce & Online Marketing in the Search Engine Marketing(SEM) department.

My experience in this company has been very positive and enriching.

It has helped me to acquire new knowledge, both theoretical and practical that I have not been taught during my studies.

I had to learn from scratch how the platforms worked and the correct way to configure them.

Those platforms were Google ADS, Merchant Center, Tag Manager, Analytics and Data Studio.

To never work with those platforms before was not a problem for me as I was given training courses and manuals made by my own tutor Miguel Ángel that helped me a lot during the first weeks of my internship.

In the end, a great work experience that I would repeat!

