

Tasks for the role of Marketing Intern @ Toddle

**Goals**

There are 3 tasks as a part of this assignment:

1) a task to test your market research & content skills,

2) a bonus task

3) Task for creative solutions for a business problem

Best of luck!

**Details of the Tasks**

**Task 1:**

**About Guest blogging:** It is a method used by the owners of blogs to increase traffic to their sites. They offer to write content for other similar blogs in their industry as guest bloggers. In exchange, they receive an opportunity to promote their own name and blog in their chosen industry. More on guest blogging [here](https://www.newbreedrevenue.com/blog/what-is-guest-blogging)!

1. Suppose you are working for a [finance client](https://www.instarem.com/en-in/). List 15 blogs you will recommend for guest blogging?

2. What will be your pitch email to the owner of a potential guest blog? (Not more than 300 words)

3. If you have reached out to a potential blog for guest blogging opportunity and they are asking for $100 to publish your post, how will you convince them to do it for free? (Not more than 300 words)

**Task 2:** Go through the below 3 pages on Toddle website and suggest 3-5 changes/additions that can be done to increase lead generation (number of demos booked)

* <https://www.toddleapp.com/>
* <https://www.toddleapp.com/myp/>
* <https://www.toddleapp.com/pricing/>

**Task 3:** A lot of interested prospective book demo using the [demo form](https://www.toddleapp.com/book-a-free-demo/) but at times they do not join the demo call for a lot of reasons.

What all strategy would you like to follow to make sure that the person who booked the demo, joins the demo call? (mention your strategy in bullet points only).