

- (a) **program concepting and planning,**
- (b) **deciding goals/success metrics,**
- (c) **progress tracking.**

Solution - Mockup Exercise

[a] Single poster for Instagram feeds (4 x 5)

Content reference : Case Study Description - *Dealls' Campus Ambassador Program*.
Tools used : Figma.
URL : [Abe-Mockup Instagram Post](#)
Screenshot :



RATIONALE

Designer and communication researcher Colin Wheildon, author of *Type & Layout*, explain that most people from Western reading backgrounds will read your poster:

- [1] from top to bottom,
- [2] then left to right.

Indonesians are among the countries that adopt this reading method from early age. Thus, I believe this mockup design provides the best practice as the basis for future Instagram post to promote Campus Ambassador Program.

The decision to include QR Code Images was based on the country's population data and active Instagram users in Indonesia. The [recent World Bank data on Indonesia's population](#) recorded that around 275 million now live in Indonesia. The DataReportal latest report on '[Instagram Users, Stats, Data and Trends](#)' revealed that at least 106 million Indonesian are Instagram active users.

Thus, it can be inferred that only 38.35% of Indonesian actively use Instagram and having QR Code Images embedded within the post is a great way to allows non-Instagram users to engage with the content.

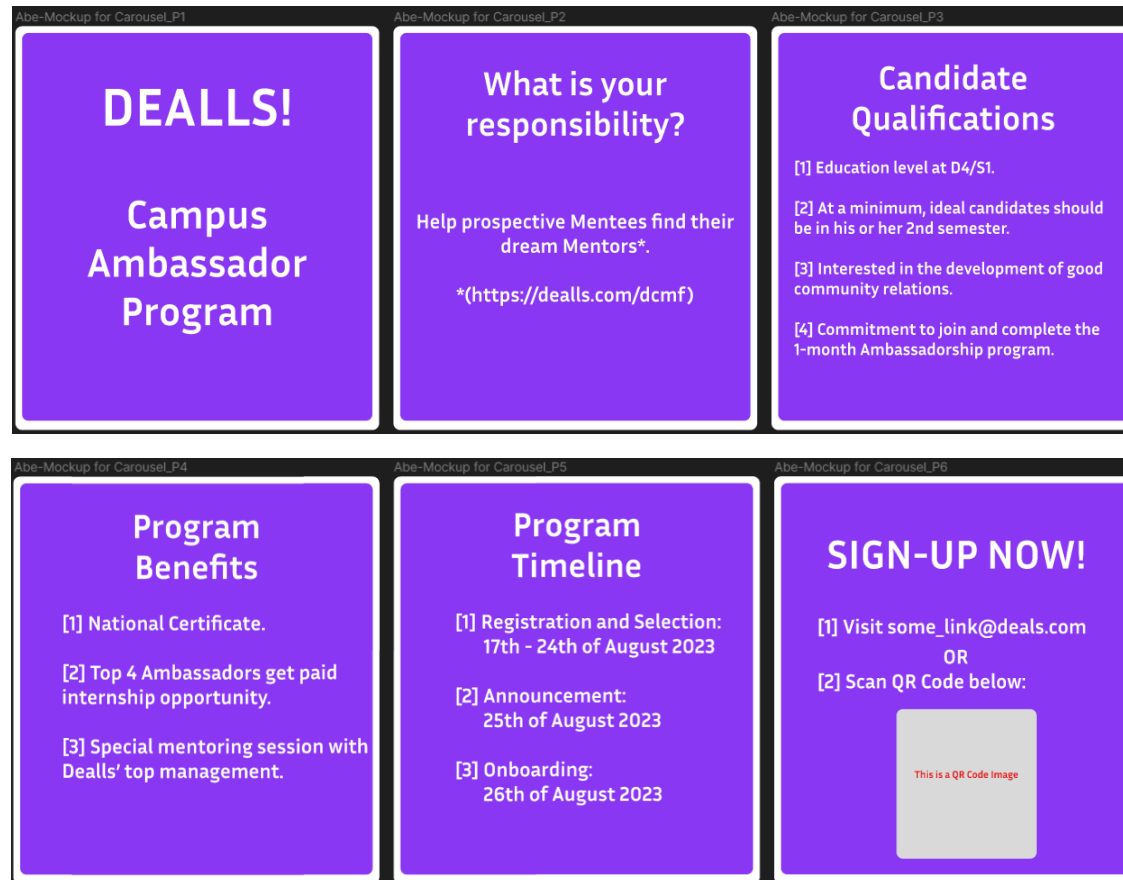
[b] Carousel content for Instagram feeds (4 x 5)

Content reference : Case Study Description - *Dealls' Campus Ambassador Program*.

Tools used : Figma.

URL : [Abe-Mockup Carousel](#)

Screenshot :



You can see how this frame is animated by clicking the embedded URL '[Abe-Mockup Carousel](#)'. Follow the instructions on the link to animate them.

[c] Single poster for Instagram story

Content reference : Case Study Description - *Dealls' Campus Ambassador Program*.
Tools used : Figma.
URL : [Abe-Mockup Instagram Story](#)
Screenshot :



This screenshot shows the mockup design of the Instagram Story poster. It also shows what happens when users interact with objects such as tapping [a] the **click here to learn more**, and [b] the **registration link**.

Solution - Planning and Documentation Exercise

Content reference : Case Study Description - *Dealls' Campus Ambassador Program*.

Tools used : Google Search Engine, Microsoft Excel, and Microsoft Word.

[a] PLANNING and EXECUTION

Business Summary : Help people easily find jobs to top Indonesian companies for
(i) internship and
(ii) full-time roles.

Company Description : Dealls is Indonesia's YCombinator-backed largest job portal and mentoring platform known for its simplicity, transparency, and response speed.

Business Initiatives : (i) **Initiative:** *Dealls Campus Ambassador Program*
Dealls (YC W22) recently released a flagship program called [Mentoring](#). This product answered the need of numerous talented and ambitious Indonesian students in finding better opportunities by learning from highly qualified and experienced mentors in **industries** and **academics**. This flagship program is currently in its infancy and requires a dedicated marketing efforts to increase its visibility among talented and ambitious Indonesian students. To do this, we will create a Campus Ambassador Program.

Target Market : (i) **Industries**
This year, we are targeting the following industries where we will sell our product and reach out to customers: **universities**.

(ii) **Buyer Personas**

Within our target market(s), we have identified the following buyer personas to represent our ideal customer:

[a] D4/S1 students,

[b] At a minimum, students in his or her 2nd semester,

[c] Student with an interest in building good relationships with the community, and

[d] Committed to complete the 1-month Ambassadorship program.

Budget : subject to change, based on guesstimate and online research (in Indonesian Rupiahs).

Marketing Expense	Estimated Price	Remarks
Design Tools	IDR 1,378,147	(i) Figma Organization price plan (ii) \$45 per editor per month (iii) 1 US\$ = IDR 15,312.74 per 14 th of August 2023 (iii) Annual billing only (iv) 2 Designers involved: Senior and Junior
Marketing Software	IDR 153,127	(i) Mailchimp Standard price plan (ii) \$20 per month for 12 months (iii) 1 US\$ = IDR 15,312.74 per 14 th of August 2023 (iv) Per 14 th of August 2023, there is a limited time offer of saving 50% for 12 months (v) Final price per month for 12 months now after discount is \$10
Webinar Platform	IDR 1,941,800	(i) Zoom Sessions price plan (ii) Method of payment is Pay Per Attendee (iii) Price in IDR is IDR 970,900 per 50 attendees (iv) Assume that there will be 100 attendees
Total	IDR 3,473,074	

Marketing Channels : Over the course of the year, we will launch (or ramp up) our use of the following channels for

- (i) *educating our customers,*
- (ii) *generating leads, and*
- (iii) *developing brand awareness:*

[a] WEBINARS

(a.1) Purpose of channel: *brand awareness, customer acquisition, and client engagement.*

(a.2) Metrics to measure: *webinar signups, signup-to-attendance rate, and attendee-to-QL rate.*

[b] INSTAGRAM

(b.1) Purpose of channel: *employee branding, company brand awareness, and visual engagement.*

(b.2) Metrics to measure: *followers and likes.*

[b] OPERATIONS

Specialization : Customer Experience (CE).

Responsibilities : Executing customer-facing communication (e.g., handling FAQs, solving issues) related to Deals Campus Ambassador Program.

Communication Channels : (1) Campus Ambassador Program (CAP) Internal - Team WhatsApp Group
(2) Campus Ambassador Program (CAP) External - Project-specific Instagram Account,
Project-specific WhatsApp Group,
Project-specific Email Address.

Team and Scope of Work :

Role	Status	Person	Responsibilities	Communication Channels	Metrics
Team Leader	Full-time	Name_1	[1] Creating a pleasant working environment that inspires the team, [2] Managing the day-to-day activities of the team, [3] Developing and implementing a timeline to achieve targets, [4] Delegating tasks to team members, [5] Conducting training of team members to maximize their potential, [6] Empowering team members with skills to improve their confidence, product knowledge, and communication skills.	[1] CAP Internal CE [2] CAP External CE	[1] Team Member Feedback [2] Team Turnover Rate [3] Project Delivery Success Rate [4] Conflict Resolution Rate [5] Team Development Rate
Customer Experience 1	Intern	Name_2	[1] Handling daily CAP External inquiries for Campus Ambassador Program [2] CAP External inquiries covered: (a) CAP-specific WhatsApp Inquiries, (b) CAP-specific Instagram Post Comment Inquiries	[1] CAP Internal CE [2] CAP External CE	[1] First Response Time (FRT), [2] Average Resolution Time (ART), [3] Customer Effort Score (CES), [4] Customer Satisfaction Score (CSAT)
Customer Experience 2	Intern	Name_3	[1] Handling daily CAP External inquiries for Campus Ambassador Program [2] CAP External inquiries covered: (a) CAP-specific Instagram Direct Message Inquiries, (b) CAP-specific Email Inquiries	[1] CAP Internal CE [2] CAP External CE	[1] First Response Time (FRT), [2] Average Resolution Time (ART), [3] Customer Effort Score (CES), [4] Customer Satisfaction Score (CSAT)

Specialization : Creative and Digital Media - part 1
Responsibilities : Conceptualizing visuals based on requirements and testing graphics across various media.
Communication Channels : (1) Campus Ambassador Program (CAP) Internal Design - Design Team WhatsApp Group
Team and Scope of Work :

Role	Status	Person	Responsibilities	Communication Channels	Metrics
Creative Director	Full-time	Name_1	[1] Conceive and implement concepts, guidelines and strategies in various creative projects and oversee them to completion, [2] Collaborate with account executives to obtain knowledge of the program requirements, [3] Direct and motivate team of art directors, illustrators, copywriters etc. to help them use their talents effectively, [4] Lead brainstorming/creative sessions to generate ideas, [5] Write and design unique and well-crafted copy that meet program needs, [6] Revise content and presentations, approve/reject ideas, provide feedback to the team, [7] Train and guide subordinates into accomplished professionals, [8] Monitor results of team efforts and propose actions for the future.	CAP Internal Design	[1] Team Member Feedback [2] Team Turnover Rate [3] Project Delivery Success Rate [4] Conflict Resolution Rate [5] Team Development Rate
Lead Graphic Designer	Full-time	Name_2	[1] Collaborating with Creative Director and other team members to create new designs or refine existing ones, [2] Study design briefs and determine requirements, [3] Schedule projects and define budget constraints, [4] Conceptualize visuals based on requirements, [5] Prepare rough drafts and present ideas, [6] Develop illustrations, logos, and other designs using software or by hand, [7] Use the appropriate colors and layouts for each graphic, [8] Work with Copywriters and creative director to produce final design, [9] Test graphics across various media, [10] Amend designs after feedback, [11] Ensure final graphics and layouts are visually appealing and on-brand.		[1] Time to the First Draft [2] Standards Compliance [3] Rework Time [4] Social Engagement Numbers [5] Designer Response Time [6] Manager Response Time

Specialization : Creative and Digital Media - part 2
Responsibilities : Conceptualizing visuals based on requirements and testing graphics across various media.
Communication Channels : (1) Campus Ambassador Program (CAP) Internal Design - Design Team WhatsApp Group
Team and Scope of Work :

Role	Status	Person	Responsibilities	Communication Channels	Metrics
Copywriter	Full-time	Name_3	[1] Interpret creative briefs to develop concepts for execution with assigned brands, [2] Research and understand a client's needs and target audiences, through online searches, reviews of existing research, interview with subject-matter experts, and in-person meetings, [3] Write original copy and edit content for a range of marketing and communications materials, [4] Present copy concepts and final deliverables to internal team - and to client representative when requested - and participate occasionally in client pitches, [5] Revise copy based on internal and client feedback.	CAP Internal Design	[1] Conversion Rates [2] Click-through Rates [3] Social Engagement Numbers

[c] IMPORTANT LINKS

Section	Name	Links	Last Access	Project Maintainer
Projects	Description	dummy_link@dealls.com	14-Aug-2023	Aldy Rasyid Abe
	Program Requirements	dummy_link@dealls.com	14-Aug-2023	
	Design Requirements	dummy_link@dealls.com	14-Aug-2023	
Mockups	Instagram Post Mockup	Abe-Insta Post Mockup	14-Aug-2023	
	Instagram Carousel Mockup	Abe-Insta Carousel Mockup	14-Aug-2023	
	Instagram Story Mockup	Abe-Insta Story Mockup	14-Aug-2023	
Tools	Marketing Software price plan	Mailchimp Pricing	14-Aug-2023	
	Design Tools price plan	Figma Pricing	14-Aug-2023	
	Webinar Platform price plan	Zoom Events and Webinar Pricing	14-Aug-2023	

Notes:

The 'dummy_link@dealls.com' is **not a real link**.
 It is a placeholder that leads to nowhere.