

Senior CRM Specialist

Trial exercise

Purpose

This doc describes a Marketing case study linked to the problems you will have to solve in the new job position. You shall analyse and define a solution approach arguing why you have selected this solution.

Exercise definition

Imagine you have just joined Lingokids as a Senior CRM Specialist, and your first challenge is to design a **CRM communication strategy for the first 2 weeks after a user downloads the app**. Your goal is to **increase engagement and drive conversion** from free users to paid subscribers by leveraging **email, push notifications, and in-app messages**.

In this exercise, you will:

1. Define user segmentation criteria to personalize communications.
2. Suggest key communications for the first two weeks, outlining the main elements for each (goal, content, timing, channel...). Describe how these messages will guide users through their journey and highlight any A/B testing ideas to optimize performance.
3. We are looking for a data-driven, user-centric approach with clear strategic thinking. Provide detailed justifications for key decisions.

Guidelines

- We understand that you don't have access to all our business data and insights. However, we expect you to make some assumptions. You will not be evaluated on the accuracy of these assumptions but rather on the strategic thinking and decision-making behind your approach.
- On areas you think most important, please provide substance by drilling down to specific details.
- Format: both Google Doc and Slides format are fine.
- Deadline: 3 days