LCVP | University Relations SOP CHECKLIST

PRE-ATTRACTION

Market Analysis

- ☐ I have local Buyer Persona for each of the Products (oGV, oGE and oGT) and sub-product for GE and GT.
- ☐ I did a Competitors Analysis.
- ☐ I did a Market Analysis for my main campuses and focus departments.
- ☐ I have analyzed the current state of each of the products funnel and its bottlenecks for my LC.
- ☐ I have analyzed past conversion rates by university, department, channel, strategy used, SDG/sub-products.

Resources

- ☐ I have a defined Marketing Budget.
- ☐ All agreements with the university and partner organizations are reviewed.

Strategy Creation

- ☐ Each product (oGV, oGE and oGT) and sub-product (for GE and GT) has a clear communication strategy with a clear product message.
- ☐ I have a defined Physical Marketing strategy for each one of the products and sub-products (for GE and GT).

Reporting System

- ☐ Synergy routine has been established.
- ☐ There is an established way between UR and OGX to report the funnel of each product.
- ☐ I have established how Physical Marketing activities will be reported and tracked.

Goal

- ☐ Timeline has been established with OGX areas.
- ☐ I have goals for each stage of the customer flow defined with LCVP oGV/oGE/oGT.
- ☐ I have goals for each conversion rate defined with LCVP oGV/oGE/oGT.

Education

- ☐ I created a Local Education Cycle for my area.
- ☐ I ensured that all the HR allocated to UR completed the Local Education Cycle.

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Offline Attraction

- [ ] All Physical Marketing activities are personalized to the university and department they are executed in.
- [ ] My LC is using Offline Materials provided by the MC.
- [ ] I am updating the National tracking system for Offline activities.
- [ ] All interested people are directly signing up on aiesec.gr.
- [ ] I ensure at least 1 stand per week for each one of my products.
- [ ] I ensure at least 3 classrooms per week for each one of my products.
- [ ] I ensure at least 3 digital activities per week for each one of my products.
- [ ] I participate at least in 1 event per month for each one of my products.

Online Attraction

- [ ] My focus Universities are promoting AIESEC on their digital channels.
- [ ] My LC is targeting focus Markets by investing in paid Ads posted by National social media channels.
- [ ] My Local Media Partners are promoting AIESEC on their digital channels.
- [ ] My LC is brand auditing through MC every material that is created.

Product Tracking

- [ ] I'm weekly tracking the number of Physical Activities executed in my main campuses and focus departments.
- [ ] I'm weekly tracking the Sign-Ups by university, department, channel, strategy used, SDG/sub-products.
- [ ] I'm weekly tracking Sign-Up Goal vs Achieved.
- [ ] All Sign-Ups are being contacted by oGV/oGE/oGT in less then 24h.

CONSIDERATION

Message Alignment

- [ ] Message passed to customer in consideration phase is aligned with Product message as defined in Pre-Attraction.
- [ ] oGV, oGE and oGT teams have aligned sales pitch and materials to Product Message, Country Partners and Buyer Persona.

Conversion Rate Optimization

- [ ] Me and LCVPs oGV/oGE/oGT monitor main drop out reasons from SU-APL-ACC-APD.
- [ ] Me and LCVPs oGV/oGE/oGT create strategies to improve conversion based on main drop out reasons.

Product Tracking

- [ ] I'm weekly tracking Sign-Up to Applied conversion rate.
- [ ] I'm weekly tracking the Applicants by university, department, channel, strategy used, SDG/sub-products.
- [ ] I'm weekly tracking Applied Goal vs Achieved with LCVP oGV/oGE/oGT.

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PREPARATION

Content Production
- [ ] I ensure all Approved EPs are added to community groups so they can share their experience.
- [ ] I ensure all Approved EPs are trained to produce content during their experience.

Conversion Rate Optimization
- [ ] Me and LCVPs oGV/oGE/oGT have a system in place to identify main drop out reasons from APD-RE.
- [ ] Me and LCVPs oGV/oGE/oGT create strategies to improve conversion based on main drop out reasons.

EXPERIENCE

Brand Advocacy
- [ ] All EPs having good experiences are being encouraged to give reviews on facebook, google and other channels.

POST - EXPERIENCE

Re-sales
- [ ] There is a system in place that targets EPs in Finished to go for another experience (GV, GE, GT, membership).

Conversion Rate Optimization
- [ ] Me and LCVPs oGV/oGE/oGT have a system in place to identify main drop out reasons from FIN-CO.
- [ ] Me and LCVPs oGV/oGE/oGT create strategies to improve conversion based on main drop out reasons.