



CUTTING-EDGE MARKETING

Power your practical marketing skills
in an internship at Morningscore

1. What have you previously worked with and how much? List your experience in Online Marketing:
2. Have you done any creative projects where you've had to work with any of the Adobe applications?
3. Challenge: You get a budget of 1000 DKK for online and offline marketing activities. How would you spend that money to acquire one customer for Morningscore?
4. Look at this page: <https://morningscore.io/reports/>. This is a lead magnet page which has the goal of converting people to try the free trial. Your task is to write about 300 words that would both increase the ranking of the page in google and "sell" the free report to visitors.
5. Take a look at the 15 keywords and the data related to them below. Select the top 5 keywords that are relevant for Morningscore and are worth going after. Explain why.

Send your answers in a PDF format to mail@morningscore.io

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🏠 <https://morningscore.io>

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