

**Subject: Student Competition in Online Marketing - SME Information Request**

Dear Client,

We hope this message finds you well. We are excited to inform you about an upcoming student competition in the field of online marketing, where talented students will have the opportunity to develop digital marketing solutions or campaigns for selected Small and Medium-sized Enterprises (SMEs). We believe that your participation can provide a valuable learning experience for students and potentially benefit your business.

As part of this initiative, we kindly request your assistance in providing essential information that will enable students to create proposals for effective online marketing strategies and operations for your company. Your involvement is crucial to ensure the success of this competition. Below, we have outlined the key details we require:

**1. Business Overview:**

Jij Vastgoed onderhoud is a company focused on property maintenance: improving, renovating, or modifying residential and commercial properties, both indoors and outdoors. Originally established as a painting company, it has evolved into a business with various specializations, enabling complete renovations.

Jij Vastgoed onderhoud prioritizes quality: aiming for the best possible maintenance rather than the cheapest. A foundation of trust from the basis for successful long term collaborations, both with our employees and our clients.

Services provided by Jij Vastgoed onderhoud include, but are not limited to, painting, installation technology, carpentry, facade restoration, glasswork plastering, flooring, etc.

Jij Vastgoed onderhoud operates in the Construction and Real Estate sector and can be specifically classified as contractors for renovations or alterations within this sector. The company has five permanent employees and approximately 25 to 30 flexible workers per day.

The target audience:

1. Housing associations and institutional investors.
  - a. Housing associations are non-profit organizations focused on strengthening and managing affordable housing. The goal of housing associations is often to provide high-quality and affordable housing and community development.
  - b. Institutional investors are organizations that manage and invest large amount of capital on behalf of others. These investors are not individuals but entities such as pension funds, insurance companies, investment firms, foundations, universities, and other major financial institutions. Asset managers perform these tasks for institutional investors.
2. Individuals.
  - a. Jij vastgoed onderhoud provides turnover maintenance in the higher luxury segment, for resale or re-rental.
3. Private equity-banker.
  - a. A private equity banker focuses on investing in non-public traded companies, means they are often involved in acquiring full or partial ownership of companies with the aim of increasing returns on their investment. It involves a large group of people investing in

real estate. These investments are often less liquid than financial instruments managed by asset managers. Jij vastgoed onderhoud takes care of the maintenance of the real estate.

Organization goal: the company needs to be prepared for the new target audience, Generation Z, where mobile usage during working hours is common and employee branding seems to be less pronounced towards employees. Recruit new employees and engage them to our company is one of our main challenges.

## 2. Current Online Presence:

Besides the website: <https://jijvastgoedonderhoud.nl> has an Instagram channel that is not fully utilized. There has not been a previous online (or offline) campaign. Jij vastgoed onderhoud collaborates with people they know, and their own network is extensive.

## 3. Marketing Goals and Objectives:

The challenge for Jij vastgoed onderhoud is that there have been no previous communication goals and/or budget established. This is a task that needs to be set, and the students are encouraged to advise the client on this matter.

## 4. Budget and Resources:

See above.

## 5. Competitive Landscape:

The most important competitors are: Breijer, PHB De Combi and Jansen Huybregts. And all companies with real estate assets, employing more than 25 employees.

## 6. Desired Outcomes / smart challenges to be solved by the student teams:

1. How do we ensure that we are ready for the new generation of employees, and how can we find and retain them?
2. In addition to identifying potential clients, how do we best approach them through an online campaign and with what message?

## 7. Contact Information (for the student competition management):

1. Name: [REDACTED]
2. Email address: [REDACTED]@jijvastgoedonderhoud.nl
3. Phone number of the primary contact person for this competition: [REDACTED]
4. Your company website or links to information about your company:  
<https://jijvastgoedonderhoud.nl>

Please provide this information to us at your earliest convenience. The students will use this data to develop a comprehensive proposal for online marketing strategies or campaign and creative solutions tailored to your business needs.

We genuinely appreciate your interest in participating in this student competition and contributing to the growth of aspiring digital marketers. If you have any questions or require further clarification, please do not hesitate to contact us.

Thank you for your support, and we look forward to working with you in this exciting competition.



**Co-funded by  
the European Union**

Sincerely,  
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DEMS team.

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**7 reasons why you should join the DEMS student competition with your SME 😊**

- 1. Fresh Perspectives:** Students bring fresh, creative ideas to the table. They haven't been immersed in the industry for years, which means they can approach your business with a new set of eyes and a unique perspective that may uncover untapped potential.
- 2. Cost-Effective Solutions:** This competition offers you cost-effective solutions to your marketing challenges. Instead of hiring expensive marketing consultants or agencies, you can leverage the skills and enthusiasm of students who are eager to prove themselves.
- 3. Networking Opportunities:** Engaging with students provides an excellent networking opportunity. You can establish connections with future marketing professionals who may become valuable assets to your company down the line.
- 4. Case Study Material:** The strategies developed by students can serve as case studies for your business. These real-world examples can be used to showcase your company's commitment to innovation and as a reference for future marketing endeavors.
- 5. Relevance and Adaptability:** In today's rapidly changing digital landscape, having a fresh and adaptable marketing strategy is crucial. Students are up-to-date with the latest trends and technologies, making them well-suited to help you stay competitive in the market.
- 6. Giving Back:** By participating in this competition, you are actively contributing to the education and development of future marketing professionals. It's an opportunity to give back to the community and support the growth of young talent.
- 7. Win-Win Collaboration:** This is a win-win collaboration. You benefit from the students' expertise, and they gain valuable real-world experience. It's a mutually beneficial relationship that can lead to long-term success.

**In summary, participating in our student competition as a case study partner is a smart investment in your business's future**