Student Internship Bureau 2011 Case Studies

Tele-Products Ltd: E-Marketing and Social Media Internship, Summer 2011.

Tele-Products Ltd, which trades as First Stop Safety and Crucible Technologies, was established in 1988 as a manufacturer of test instruments. The business has grown, and its activities have extended to include the manufacture, sale and calibration of Portable Appliance Testers (PAT), energy saving and energy monitoring equipment, as well as the provision of training courses and caller ID solutions. Based in Northminster Business Park in York, customers include many household names such as BT, Sony, Panasonic, Cancer Research, British Heart Foundation, Dell Computers, Amstrad and Fujitsu.

In the summer of 2011, Tele-Products contacted the University of York’s Student Internship Bureau to recruit an intern who could help maximise the overall effectiveness of the company’s marketing strategy. Second year Philosophy, Politics and Economics student Firdaus Kader was selected by the business for the part-time, 10 week project, to both support staff in improving the way that it communicates with its growing customer base and to help the team have a greater understanding of customer behaviour, particularly in relation to e-marketing.

Firdaus used a variety of research methods to complete the aims of the project, including internet research, telephone contact with customers and e-marketing campaign analysis. Initially Firdaus concentrated on the challenges and weaknesses of the company’s email marketing campaign, analysing statistical data relating to this. Firdaus then used her analysis to create an email marketing guide for the company to use as a point of reference. In addition to this she produced a strategy for social media operations, establishing a list of recommendations and suggested changes that were put into action shortly before she completed her internship.

Kimberley Stubbs, Sales Director at Tele-Products has said that, ‘we wanted someone in the short-term who had a motivation to make a difference. Firdaus has been an asset in many ways. She has worked hard, effectively and diligently and has left us better informed, and with a clear plan of action with regard to the tasks and issues we gave her.’