



# FreeSuccess P F E B o o k

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"The best way to predict your future is to create it" - Abraham Lincoln

2023-2024

# Plan

Key points



■ Introduction

■ How to apply ?

■ List of projects



# Introduction

History, Mission, Vision, Values, benefits



# Introduction

Welcome to the PFE book program at FreeSuccess, a leading digital marketing agency specialized in inbound marketing and a trusted HubSpot Solutions provider in Tunisia. At FreeSuccess, we pride ourselves on being a small and dynamic team, offering a safe and collaborative environment with an agile approach to work. We are excited to provide interns with an opportunity to learn and grow while working on real-world projects using HubSpot's powerful tools and strategies.



# History, Mission, Vision



## History

FreeSuccess is a digital consulting agency focused on Inbound Marketing, founded and based in Tunis since 2018.



## Mission

We help our customers achieve exponential success by unleashing their full digital potential and helping them develop their digital culture.



## Vision

Our vision is to empower our customers and grow by providing better services, while committing ourselves to being a people-centered agency.

# Our Values

Our shared value system revolves around one fundamental principle:

" Every human being is worthy of **RESPECT**. "

 **Respect**

 **Engagement**

 **Simplicity**

 **Passion**

 **Empathy**

 **Confidence**

 **Transparency**



# What are the benefits for trainees?

- Learning and skills development
- Technical training and soft skills
- Follow-up
- Support



# How to apply?





# How To Apply?

Interested in joining our team?  
Here's how to apply.

All internship opportunities are scheduled to begin in August 2023 and it will take place at Rades - Ezzahra (Possibility to work remotely)

**Duration:** 4 to 6 weeks be 100% online.



## Fill in the form

[click here to access the form](#)



## Interview

Online interview



## Validation

Validation answers will be sent by e-mail.



# List of projects



# Project 1 :

## HubSpot CRM : Gain Practical Experience in HubSpot CRM for Marketing, Sales, and Service

### Abstract :

This summer internship offers an opportunity to gain hands-on experience in utilizing HubSpot's CRM functionalities within the Marketing Hub, Sales Hub, and Service Hub. As an intern, you will work on real-world projects, develop practical skills, and contribute to the optimization of customer relationship management processes using HubSpot CRM.

 **Technologies :** HubSpot CRM, Marketing Hub, Sales Hub, Service Hub

 **Qualifications :** CRM / Marketing/ Sales / Business Analytics

 **Key words :** HubSpot CRM, Marketing Hub, Sales Hub, Service Hub, Customer Relationship Management, CRM Optimization, Data Analysis, Automation

# Project 2 :

## Abstract :

This project aims to extract and analyze data gathered by HubSpot tools using both HubSpot operations and data sync.

The goal of this project FS-ecom is to be able to extract and analyze marketing data from an ecommerce site managed by HubSpot

## HubSpot operations : Analytics and data integration with Ecommerce platforms

### Technologies :

- HubSpot operations
- Data sync
- Woocommerce / Prestashop
- A Business intelligence tool

**Qualifications :** Informatique / data engineering / Genie logiciel / Business intelligence

**Key words :** e-commerce, HubSpot, HubSpot operations, KPI, data extraction, Analytics

# Project 3 :

## Website design Wordpress & HubSpot : Comparative study, integrations and migration

### Abstract :

This project aims to study the advantages of two CMS technologies: Wordpress and HubSpot CMS hub.

The goal of this project FS-WP is to build a website prototype based on HubSpot CMS Hub. study tracking techniques, integration methods and migration tools.

### Technologies :

- CMS HubSpot
- Wordpress 6.2
- MySQL Database
- Animation tools and WP plugins

**Qualifications :** CRM / Marketing/ Sales / Business Analytics

**Key words :** CMS, web site design, HubSpot

# Project 4 :

**Business Development : transform selling to match the way people buy with Inbound sales methodology**

## Abstract :

As a Business Development Intern, you will play a crucial role in developing our business by improving our Sales Organization and closing more deals using an Inbound Sales methodology. This internship will provide you with valuable hands-on experience in sales, marketing, and business strategy, and will allow you to contribute directly to our company's growth..

### **Technologies :**

- Customer Relationship Management (CRM) software
- Sales and marketing automation tools
- Data analytics and reporting tools
- Data analysis and reporting tools

**Qualifications :** CRM / customer-centric strategies/ Sales / Communication skills

**Key words :** Sales, Inbound methodology , customer centric



# Scan To Apply

After scanning the QR code, you'll be directed to a form where you can choose the project you want to work on and upload your CV.

[Apply Now](#)



# Thank You!

**Do you have a question?**



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