

14. Give at least (3) three reasons for undertaking marketing activities.

- Understand your existing customers by market research.
- Set realistic targets for your business.
- Identify potential new customers.

15. What (4) four questions could you ask to assess the effectiveness of a marketing activity against previous activities undertaken?

Did they align with the marketing plan?

Did they work/were they successful? If not, why not?

Did they follow the organization's marketing procedures?

Can you recreate the same type of activity by using a template or guide?

16. Describe the process of analyzing marketing information and customer feedback to determine the impact of the promotional activity.

Collect all the data they determine how to categorize the feedback, then get a quick overview, they code the feedback and refine its coding, calculate how popular each code is, and finally summarize and share.

17. List (4) four types of work activity plans organisations use to document marketing activities.

Indirect Marketing such as: Social Media, Trade shows, Public relations, blogging etc.

Visual signs

Social and Relationship Marketing and Channel Marketing Activities

Task 3 - Develop a Marketing Report

Formatting your report:

- **Add a cover page with an image of your chosen product**
- **Working with landscape pages in this document.** <https://support.office.com/en-us/article/change-page-orientation-to-landscape-or-portrait-9b5ac1af-9998-4a37-962b-a82b689572a9>
- **Use consistent format throughout including font, size and spacing.**
- **Remove all red instructions before submission**
- **Update the table of contents**
- **File name:** For submission, add your student number and first name to the front of the file name and add SUB1 at the end. For subsequent attempts change to SUB2 etc.

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Insert rows as needed

Total costs

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