

Performance Gap Analysis

Marketing Activity	Gap	Change in customer requirements	Opportunity for improvement	Action	Person/s Responsible - Title	Date
Social Media Posts	No gap was identified	No changes were identified	Create more social media posts since it was the most successful marketing strategy	Create more social media posts with the extra \$1,000 budget allocation	Social media team: Amy Knight – Social Media Content Creator Caroline Pierce – Social Media Content Creator	28/06/2022
Target Emails	No sales to our existing customers Only 12 emails were opened KPIs not achieved	Existing customers do not open marketing emails and a lot of the time the emails go straight to their spam folder. Therefore, in most cases, they never receive the intended information.	Change the communication with the existing database. Add at least an alternative communication method	Follow up with a phone call to inform the existing clients about the new service	Administration team: John Smith – Administration Officer Alice McDonald – Administration Officer	28/06/2022
Event	No gap was identified	No changes were identified	No opportunity identified	No action required	N/A	28/06/2022

Online Surveys	No gap was identified	No changes were identified	Use positive feedback to attract more customers to use the service	Prompt customers at the end of the survey to leave a positive review online, so potential new clients can see it.	Adrian Russo – Marketing Strategist	28/06/2022
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