



ASSESSOR GUIDE

BSBMKG433

Undertake marketing activities

Assessment 2 of 4

Marketing Review and Activity Template



This template provides a summary of a report on CBSA's Consumer Analysis.

1.1 Business and Marketing Plan Analysis

a) Identify:

- two [2] elements in the plan that are business-related,
- two [2] that are marketing-related, and
- two [2] that relate to both.

Sample responses below:

	Business Related	Marketing Related	Related to both
1	<i>Business Details</i>	<i>Target Audience</i>	<i>Products/Services</i>
2	<i>Business Goals</i>	<i>Advertising</i>	<i>Income</i>
	<i>Organisation Chart</i>	<i>Sales</i>	<i>Communication Channels</i>
	<i>CBSA Board</i>	<i>Sales and Distribution Channels</i>	<i>Payment types accepted</i>
	<i>Finance</i>		
	<i>Operations</i>		
	<i>Plant and Equipment</i>		
	<i>Technology [Software]</i>		

b) Currently the plan only contains business objectives, but it is missing marketing-related objectives. Based on the existing business and marketing plan, list two [2] potential marketing objectives.

Sample responses of marketing objectives are listed below:

- *Increase sales in IT Services by X%*
- *Increase sales in Financial Services by X%*
- *Increase sales Business Services by X%*
- *Increase sales in HR Services by X%*
- *Redesign website to increase lead generation*

- *Launch paid campaigns using display advertising and social media*
- *Advertise in traditional media (Newspaper, Radio and Television)*
- *Select an industry event to sponsor and maximise*
- *Run two seasonal events per year*
- *Increase sales via electronic channel by X%*
- *Increase sales via direct contact by X%*
- *Increase sales via shopfront by X%*

1	
2	

c) List one [1] relevant marketing element for CBSA that was either not contained or slightly contained in the plan and why you are listing them. [20-50 words]

Assume they were executed but they were not listed in the plan.

Sample responses below:

- **CRM:** *salesforce is used, and email marketing is mentioned but there are no specifics about how the CRM is use in reference to the website, how the salespeople are using it.*
- **Prospective customer journey** *given there are different sales and distribution channels, the target audience stage journey needs to be defined for each channel as they behave differently.*
- **Target audience:** *it was defined as small, medium, and enterprise size organisations, but no demographic or psychographic information was provided regarding segments targeted.*

Other responses may also include- point of sale marketing, branding, lead conversion, marketing results tracking, sales performance, cross-selling, upselling, and new vs returning customers.

List one [1] marketing element for CBSA	Explain why you are listing this marketing element <i>[20-50 words]</i>

d) List two [2] marketing activities in the **BSBMKG433_02_Business and Marketing Plan** that will require the use of the **BSBMKG433_02_Privacy Policy & Procedures** and how it will be used. [10-20 words]

Sample responses below:

- *Google Ads: a privacy policy needs to be provided*
- *Email newsletter: all emails need to have a link to the privacy policy and to the unsubscribe*
- *Social media (Facebook, Twitter, Instagram, LinkedIn) all channels need to have a link to the privacy policy*

- *Events: if at any event we are collecting data, we need to make the privacy policy available.*

Marketing activities		Explain how it will be used <i>(10-20 words)</i>
1		
2		

1.2 A summary of the activities, expense, and income budget versus actual and return on investment under each of the following major headings outlined in the **BSBMKG433_02_CBSA Marketing Activity Budget Versus Actual** spreadsheet. See Assessor exemplar. Also, consider the mediums set in **BSBMKG433_02_Business and Marketing Plan**. (20-120 words for each)

This must include:

- reasons for over / under-performance as outlined in notes
- whether the return warranted the investment
- Alignment between plan and results

Sample responses below:

	Summary [20-120 words for each]
Google Ads	<i>Expenditure for Google Ads came in on budget (\$2500) and the income generated was up by \$8,500 pushing the return on investment to 880%.</i>
Media	<i>Expenditure on traditional media almost on budget except for \$200 underspent in newspaper against a \$6,200 budget. The three mediums invested on are newspaper radio and Television, with latter being the largest marketing investment across all activities. Only radio provided a larger income than originally budgeted with a 112% ROI. Both newspaper and television provided an ROI, however the actual income generated was less than originally budgeted. The business and marketing plan had Television as the medium with the highest responsibility when it comes increasing sales by 20% previous year sales are yet to be available to confirm of objective was met. TV as a medium brought in the second largest amount of income with 20% of the total.</i>
Social media	<i>According to the business and marketing plan, social media activities had organisation profile raising as objective, It however generated 410,000 in income and exceeded the budget by \$2,000 from originally \$8,000 projected.</i>

	<p><i>Of all mediums, Facebook was the only one providing a negative ROI as only \$500 were generated from a \$600 investment.</i></p> <p><i>LinkedIn investment was more than double the original budget as ROI was the second highest after website providing a 650% ROI</i></p> <p><i>All social media channels but LinkedIn performed lower than budgeted.</i></p>
Special events	<p><i>Sponsorships and public events had a 384% and 294% ROI respectively.</i></p> <p><i>Special events were responsible for 15% of the total sales and out of the option activities, sponsorship exceeded the income budget by \$28,750</i></p> <p><i>The special events business objective was to raise the organisation profile and in fact the sponsorship had significant media attention.</i></p> <p><i>Bad weather had an effect on the public events resulting on the actual income being only 75% of what originally was budgeted.</i></p>
Seasonal events	<p><i>The sales campaigns did not meet the income budget projected. They however had a 254% and 203% ROI respectively.</i></p> <p><i>Both had an objective to increase sales by 30%, there is no sufficient data to determine if this goal was met. The expenditure for both sales campaigns matched the budget.</i></p>

1.3 List what you considered to be the three (3) most successful activities and justify your selection? (20-40 words for each).

Responses may vary according to interpretation and justification; however successful activities would typically include:

- *Google Ads*
- *LinkedIn*
- *Special Events*

Facebook and traditional media could not be considered successful.

Sample responses below:

1.	<i>The Google ads investment was most successful, the expenditure was exactly as planned, the income generated was significantly higher.</i>
2.	<i>Social media, although mixed, was particularly successful with LinkedIn. This aligns with the strong presence of financial services industry professionals on this platform.</i>
3.	<i>Special event advertising is considered the third most successful investment given the return-on-investment rates. Although public events performed below expectation, the return on investment was still higher than other categories. Sponsorship generated significant ROI at 384%</i>

1.4 Describe two [2] marketing and promotional trends within the financial services industry. [5-20 words for each]

Responses will vary but may include:

- *Need for increasingly personalised service and advice that is tailored to their specific industry and situation.*
- *Machine learning and automated marketing solution, i.e., Pushing content based on interaction with the website and social media*
- *Mobile on-demand access and services*
- *Chatbots have become increasingly popular because they provide instant service.*
- *Personalisation of service, e.g., Dedicated managers and interfaces designed specifically for customer needs.*

1.	
2.	

1.5 Summarise the following three [3] of CBSA's competitor activity based on the notes in the **BSBMKG433_02_CBSA Marketing Activity Budget Versus Actual** spreadsheet. Include reference to industry trends as outlined in point 1.4. and compare with CBSA's marketing activities. [35-45 words for each]

Responses must include:

- *Three competitors as outlined on the **BSBMKG433_02_CBSA Marketing Activity Budget Versus Actual** spreadsheet.*
- *Reference to the information contained in the **BSBMKG433_02_CBSA Marketing Activity Budget Versus Actual** spreadsheet*
- *Reference to marketing trends outlined in the above point.*

Sample responses:

BC Financial Services	<i>LinkedIn outreach campaign appears to have been successful given recruiting activity and move to new offices. Outreach programs can include tailoring personalised approaches and content to meet specific customer demands. This appears to have worked well for ABC.</i>
J&A Accounting and Auditing	<i>The use of television and radio suggests J&A is an older-style company with an established, traditional customer base. Although their scaling back may be said to be focusing on the existing customer base, this may not be viable in the longer term.</i>
Lanterra Co.	<i>Lanterra by focusing on specific customer groups is responding to the trend for personalised service and industry specificity. The use of social media and websites that align with the young, creative industries that they are targeting.</i>

1.6 Review the budget outlined in the Business and Marketing Plan, then make three [3] recommendations for marketing investment based on the return on investment (ROI) reported. For each recommendation include:

- a) A summary of the marketing activities to be undertaken [5-25 words]
- b) At least three specific actions to be taken as part of each activity

- c) Financial and other [e.g., physical or human] resources required to undertake the activity and why. (70-100 words)

Responses may vary. Sample responses below:

Recommendation #1
Marketing activities to be undertaken [5-25 words]
<i>LinkedIn outreach, i.e., Targeting people within specific industries or roles and approaching them with bespoke or tailored offerings.</i>
Actions as part of marketing activities
<i>1. Identify market segment to pursue</i>
<i>2. Create LinkedIn content/initial approach content for specific segments identified</i>
<i>3. Undertake outreach via paid promotion and LinkedIn content</i>
Financial and other resources that are required and justify why. (70-100 words)
<i>\$5,000.00 LinkedIn advertising spend due to the website being the top two [2] mediums in terms of ROI. Also, from a total budget of \$138,130.00 this increase in the budget can be offset by a less than 10% reduction in the Television budget.</i>
<i>LinkedIn content, as new refreshing content needs to be created in the new year.</i>
<i>CBSA personnel to be the initial point of contact for responses received via LinkedIn to ensure leads are converted.</i>

Recommendation #2
Marketing activities to be undertaken [5-25 words]
<i>Continued sponsorship of Financial Services Awards Dinner. This could be worked in conjunction with LinkedIn Outreach, i.e., LinkedIn content could show Awards Dinner and CBSA presence.</i>
Actions as part of marketing activities
<i>1. Secure sponsorship of this year's event</i>
<i>2. Plan marketing collateral to be created to showcase the promotion of the event</i>
<i>3. Engage a photographer to cover the event</i>
Financial and other resources that are required and justify why. (70-100 words)
<i>Sponsorship \$8,000.00</i>
<i>Newspaper ads to appear at the same time of the dinner to leverage potential media exposure.</i>
<i>CBSA marketing team to prepare marketing materials</i>

Recommendation #3

Marketing activities to be undertaken [5-25 words]
<i>The inclusion of Google Ads as a marketing activity.</i>
Actions as part of marketing activities
<i>1. Development of new/seasonal banner advertisements</i>
<i>2. Testing of placement of banner advertisements and analysis of results</i>
<i>3. Roll out of ads identified as high performing</i>
Financial and other resources that are required and justify why. [70-100 words]
<i>\$5,000.00 advertising budget based on the high ROI and opportunity to offset increase based on a reduction of the TV budget</i>

© Copyright 2021 RTO Advice Group Pty. Ltd.

All rights reserved. This publication is copyright to RTO Advice Group, Melbourne, Victoria. No part of this publication or its supporting documents may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without prior written permission from the publisher.

© UP Education Australia Pty Ltd 2021

Except as permitted by the copyright law applicable to you, you may not reproduce or communicate any of the content on this website, including files downloadable from this website, without the permission of the copyright owner.