



BSBESB404

Market new business ventures

Assessment 2 of 2

Project



Assessment Instructions

Task overview

This assessment task is divided into four [4] tasks. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents

To complete this assessment, you will need:

- CBSA – Business Plan
- Marketing Strategy Template
- Marketing Mix Template
- Performance Gap Analysis Template

Assessment Information

Submission

You are entitled to three [3] attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Task 1

Case Study

For this assessment, you will play the role of Adrian Russo, CBSA marketing strategist. CBSA is a consultancy service providing assistance with compliance, finances, human resources, information technology and other business needs to ensure that businesses have the expertise and support they need to survive and prosper. You should familiarise yourself with what CBSA does, its services and history, the organisational structure of the business, its employees, and its mission, vision and business objectives.

Gavin Stead and the board of directors have undertaken a major review of the CBSA business plan. They have decided to expand the training services division by offering new financial training services for new and existing clients.

CBSA's business objectives for the new service

- To offer successful financial training to new customers
- To support existing customers by offering financial training
- To increase customer satisfaction by offering additional services and seeking feedback

Roles and Responsibilities

You have been informed that according to CBSA's procedures:

- the social media team is responsible for developing all social media content
- the administration team is responsible for managing all emails
- the social media, as well as the administration team, are responsible for organising and promoting events
- for monitoring marketing activities as well as customer satisfaction the person responsible is CBSA's marketing strategist.

HR Assets of the company

- The administration team received the yearly CBSA award for most efficient.
- The social media team received two awards for promoting new services in the last 6 months

About the new service

Description: offer financial training to businesses to help them set up and manage their finances

Unique selling point: CBSA has engaged knowledgeable trainers with years of experience that can provide high-end financial training to our customers.

The company has been offering other training services for the last 3 years very successfully.

Online as well as face-to-face delivery will be provided according to customers' needs.

The training service will be provided as part of a package at a better price when the customer requires consultancy services as well.

Volume: CBSA expects to sell at least 150 financial training services to existing and new customers.

Pricing strategy: the pricing strategy for the new financial training service that will be followed by CBSA is competitive pricing. They will charge \$250 per face-to-face training session and \$200 per online training session. Each training session will last for 1 hour.

Cost to offer the service:

- Learning material: \$50
- Travel cost: \$20

Gavin and the board of directors have provided suggestions for the marketing activities they would like to see implemented:

Suggested Marketing Activities

- **Social media posts for new customers**
They would like to see the creation of posts for Instagram, Facebook and LinkedIn. They believe this activity suits the target market as it consists of businesses that use social media platforms. Social media posts align with CBSA's marketing strategy as they create awareness of the new service.
- **Target emails for current customers**
They would like emails with marketing material about the new service to be sent to the current customer database. They believe this activity suits the target market as the existing clientele can be reached and informed instantly about the new service. Target emails align with CBSA's marketing strategy as they support current customers by informing them about the new service.
- **Event to launch the new service** (maximum invitees: 100 people)
They would like to launch the new product to existing customers and potentially attract new customers. They believe this marketing activity suit the target market as B2B events are very common and businesses tend to attend them for networking purposes. An event like this aligns with CBSA's marketing strategy as it creates awareness of the new services
- **Online surveys to customers after the completion of the training**
They would like online surveys to be created and sent to clients after they receive their first financial services training to gather feedback and make improvements. They believe this marketing activity will suit the target market as offering feedback through online surveys is a common practice among organisations. Online surveys align with CBSA's marketing strategy as they improve customer satisfaction by seeking feedback regarding the new service
- **Flyers to be handed out**
They would like flyers to be handed out to businesses, however, they feel this might not suit the target market.

Suggested KPIs for the marketing activities to be achieved fortnightly

Social media posts for new customers

- Facebook: 50 likes, 10 shares, 10 comments
- Instagram: 50 likes, 10 shares, 10 comments
- LinkedIn: 30 likes, 5 shares, 5 comments

Target emails for current customers

- 20 email responses requesting further information
- 10 phone calls requesting further information
- 10 website visits to find out more information

Event to launch the new service

- 10 bookings to receive the service
- 10 meetings to find out more about the service
- 30 Social media posts from attendees being at the event

Online surveys to customers after the completion of the training

- 50 complete surveys out of the 100 people that will receive it
- 20 online reviews
- 10 recommendations
- 50% retention rate

Flyers to be handed out

- 100 flyers/day

Distribution channels

- Online delivery of the training session
- Face-to-face delivery of the training session

Customer service strategies

- Online surveys

The budget allocated for marketing activities

- Social Media paid ads: \$1,200
- Event: \$5,000
- Online surveys: \$300

Activity 1

Gavin has asked you to develop a marketing strategy for the new business venture. Firstly, Gavin would like you to identify the focus of marketing activities according to CBSA's business objectives for the new financial training service that CBSA wants to offer. To complete Gavin's request, fill out the table below using the information found in the case study.

[Approximate word count: 50 – 100 words]

Assessor Instructions: students must fill out the table below in order to identify the focus of marketing activities according to CBSA's business objectives for the new financial training service that CBSA wants to offer.

Students' words will vary but their answers need to reflect the concept in the sample answer below. They need to:

- include the business objectives for the new service found in the case study.
- explain the focus of the marketing activities to help the business achieve its objectives.

A sample answer is provided below.

Business objectives for the new service	What should be the focus of the marketing activity? <i>[What is the outcome you are trying to achieve?]</i>
To offer successful financial training to new customers	To reach more customers and create awareness
To support existing customers by offering financial training	To inform existing customers of the new service and explain how it will cover their immediate and future needs regarding financial training
To increase customer satisfaction by offering additional service and seeking feedback	To seek feedback and make improvements to ensure customers are satisfied with the new service

Activity 2

Gavin has asked you to establish marketing objectives for your marketing strategy, according to CBSA's procedures. To do so you will need to fill out the table below. You will need to:

- establish three [3] marketing objectives. The marketing objectives should align with the business objectives in the previous activity and the information provided in the case study.
- add the person who will be responsible for each marketing activity and their title.

[Approximate word count: 40 – 50 words]

Assessor instructions: students must establish marketing objectives for the new financial training service according to CBSA's procedures. To do so you will need to fill out the marketing objectives table below.

Students' words will vary but their answers need to relate to the case study. They need to:

- establish three (3) marketing objectives. The marketing objectives should align with the business objectives in the previous activity and the information provided in the case study.
- add the person who will be responsible for each marketing activity and their title.

A sample answer is provided below.

Marketing objectives (3)	Person/s Responsible - Title
Create awareness of the new services through social media	Amy Knight – Social Media Content Creator Caroline Pierce – Social Media Content Creator
Support current customers by informing them about the new service via target emails	John Smith – Administration Officer Alice McDonald – Administration Officer
Improve customer satisfaction by seeking feedback regarding the new service via online surveys	Adrian Russo - Marketing Strategist

Activity 3

You need to present the marketing objectives you established in Activity 2 to all the required people, consult with them and seek their approval.

In your meeting with them you need to ensure you:

- include a brief description summarising the purpose of the meeting
- present the table with the marketing objectives from Task 1, Activity 2
- present your ideas and any requirements clearly, using language and non-verbal techniques appropriate to the audience and environment
- use questioning and listening to check and confirm understanding
- confirm Gavin's and Henry's support of the marketing objectives.

You are required to upload a video of yourself, and two (2) others engaged in a short meeting. The participants will need to consult with you and confirm their support of the marketing objectives.

The participants will be Gavin Stead, the managing director and Henry Thomas, one of the members of the board of directors. The participants must be fully briefed as outlined in the role play instructions.

Role play instructions

The role play/meeting must include two (2) participants, must not exceed 10 minutes duration and must address all elements of the Observation Checklist below.

In this task you will participate in a role/play meeting with two (2) others. These may be sourced using one of the following options:

1. peers who you are already working with, in the industry your qualification relates to.

2. fellow students who will play the role of the stakeholders. Please contact your fellow students via the Discussion Forum and coordinate your role play with them directly.

If you are unable to find participants to play the role of the other team members, Gavin Stead, the managing director and Henry Thomas, one of the members of the board of directors, contact your assessor via the Discussion Forum who will discuss options for pairing up with other students to complete this task.

Option 1: Peer participants

Should you complete this task with your peers, you must fully brief all participants, providing them with the context to the role play/meeting, a role outline to play and a copy of the observation checklist so that they can prepare for the recording.

Peers will need to state their name and job title at the start of the recording to inform consent.

Option 2: Fellow student participants

Fellow students participating in the recording must be provided with context to their role and responsibilities in the session and have reviewed the assessment activity and observation checklist so that they can prepare for the recording.

Students will need to state their name and that they are a student [as their job title] at the start of the recording to inform consent.

Participants' briefing instructions:

Gavin Stead, the managing director:

- Listen to the presentation carefully
- Ask how the marketing objectives align with the business objectives after the presentation
- Confirm your understanding of the marketing objectives
- Confirm your support of the marketing objectives

Henry Thomas, one of the members of the board of directors:

- Listen to the presentation carefully
- Confirm your understanding of the marketing objectives
- Confirm your support of the marketing objectives

Recording instructions

Your role play must be recorded with all participants captured in a virtual room using a system such as Zoom, Skype or Teams.

Consent to participate in the recording must be captured for all participants at the start of the meeting. This is achieved by the student reading the following statement at the start of the recording, with all participants replying their name and job title to inform consent.

"This session/presentation is being recorded for assessment purposes for my course with Swinburne Open Education. This session will be recorded and submitted through my course online learning platform to my Assessor for grading. All participant/s in this session indicate their consent to be included in this recording by stating their name and job title."

The time taken to capture consent at the start of the recording does not count towards the recording time limit.

Include this recording as part of your assessment submission.

ASSESSOR OBSERVATION CHECKLIST: Task 1, Activity 3

Students are required to upload a video of themselves, and two (2) others engaged in a short meeting. The participants will need to consult with you and confirm their support of the marketing objectives. The participants will be, Gavin Stead, the managing director and Henry Thomas, one of the members of the board of directors. The participants must be fully briefed as outlined in the role play instructions. The meeting should be a maximum of 10 minutes.

Students must demonstrate each of the performance criteria outlined in the observation checklist below.

ACTIVITY	SATISFACTORY YES / NO		ASSESSOR COMMENTS
Task checklist			
Present the table with the marketing objectives from Task 1, Activity 2			<p>The student has:</p> <ul style="list-style-type: none"> presented all three (3) marketing objectives explained which team will be responsible to address each marketing objective
Confirm Gavin's and Henry's support of the marketing objectives			<p>The student has:</p> <ul style="list-style-type: none"> confirmed Gavin's and Henry's support of the marketing objectives
Skills checklist			
Students must present their ideas and any requirements clearly, using language and non-verbal techniques appropriate to the audience and environment			<p>The students has:</p> <ul style="list-style-type: none"> presented all three (3) marketing ways clearly used language and non-verbal techniques appropriate to address Gavin, the managing director and Henry, a member of the board
Students must use questioning and listening to check and confirm understanding.			<p>The student has:</p> <ul style="list-style-type: none"> used questioning and listening to receive confirmation regarding the stakeholders' support of the marketing objectives and confirm their understanding

Activity 4

Since the marketing objectives were established successfully after your meeting, Gavin asked you to identify CBSA's customer base, target market and competitors according to identified marketing objectives. To complete this activity, you will need to:

- access CBSA Business Plan.
- fill out the table below using the information provided in the case study and the CBSA Business Plan.

[Approximate word count: 150 – 200 words]

Assessor instructions:

Students must identify CBSA's customer base, target market and competitors according to identified marketing objectives. To do so they will need to fill out the table below using the information provided in the case study and the CBSA Business Plan.

They need to:

- access CBSA Business Plan.
- fill out the customer base describing the ideal customer for CBSA's new financial training service.
- describe CBSA's target market found in the case study.
- fill out the competition table including information about CBSA's three [3] competitors, their strengths, and their weaknesses and explain what CBSA will do differently.

A sample answer is provided below.

Customer base (The ideal customer)						
Company	Industry	Number of employees	Annual Revenue	Budget	Location	Why do they need your service?
Start-up company	ICT	5- 15	\$250,000	\$ 25,000	Australia	They need help managing their finances

Target market
<ul style="list-style-type: none">• Start-up businesses that need help with setting up• Organisations that changed ownership or go through a restructure and want to review every department• Organisations that have been operating for years but feel the need to review or update their policies, procedures and processes.• Size: Small, medium, and enterprise-size organisations• Industry: ICT, Finance, HR,

The competition			
Competitor name	ABC Consultancy	Finance & Budget Ltd	Consultants Now
Strengths	Lower Prices for financial training	Specialising in Finances only. It is their niche.	They have been around longer and have

			established their brand as consultants offering services similar to CBSA's
Weaknesses	They only offer financial training online	They can only assist other businesses with their finances	They have received negative reviews on social media regarding helping businesses manage their finances
What we will do differently	We will offer both online and face-to-face delivery	We will offer a variety of services and create enticing packages	We will offer great customer service and make sure we work with the customer every step of the way to keep customer satisfaction high. We will monitor our progress by seeking feedback through online surveys.

Activity 5

To finalise the development of your marketing strategy for the new service, as per Gavin's request, you will need to fill out the Marketing Strategy template. Access the Marketing Strategy template and fill it out using the information you gathered in the previous activities.

Assessor instructions: students must finalise the development of their marketing strategy for the new service by filling out the Marketing Strategy template. They must complete the following sections:

- Business objectives
- Marketing objectives
- Customer base [The ideal customer]
- Target market
- The competition

Activity 6

Gavin has now asked you to ensure the marketing strategy is ethically and culturally appropriate and aligns with CBSA's customer and industry expectations by filling out the table below. You will need:

- provide an example of how following each practice in column 1, CBSA will ensure ethical and cultural appropriateness using your own words.

[Approximate word count: 250 – 300 words]

Assessor instructions: students must ensure their marketing strategy is ethically and culturally appropriate and aligns with CBSA's customer and industry expectations by filling out the table below.

Students' words will vary but their answers need to reflect the content of the sample answer. They need to:

- provide an example of how following each practice in column 1, CBSA will ensure ethical and cultural appropriateness.

A sample answer is provided below.

Practice	How will CBSA ensure ethical and cultural appropriateness?
Section 1 – Competitor Complaints	
1.2 Advertising shall not be misleading or deceptive or be likely to mislead or deceive.	CBSA should only advertise the services that the company can deliver and not promise outcomes that are unrealistic. For example, CBSA should not state that receiving the new financial training service will result in making the business receiving the training rich.
1.1 Advertising shall comply with Commonwealth law and the law of the relevant State or Territory.	CBSA must always comply with the law. For example, CBSA should always provide the correct description of the services offered to all their customers and in the timeframe agreed to avoid breaching the Australian Consumer Law [ACL].
Section 2 – Customer Complaints	
2.1 Advertising shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual orientation, religion, disability, mental illness or political belief.	CBSA should be very careful with their advertising and be respectful of every race, ethnicity, nationality, gender, age, sexual orientation, religion, disability, mental illness or political belief. For example, CBSA should not create advertising to promote their financial training by showing a person from a specific age group stating that they need more help to manage their finances due to their age.
2.3 Advertising shall not present or portray violence unless it is justifiable in the context of the product or service advertised.	CBSA should avoid including violence in their ads. For example, they should not advertise their HR services showing people fighting in the workplace.

Task 2

Activity 1

The board of directors asked you to establish the marketing mix for the new financial training service. You will need to assess product mix, volumes and pricing opportunities according to marketing focus and CBSA's business plan objectives. Fill out the table below using the information provided in the case study.

[Approximate word count: 100 – 150 words]

Assessor instructions: students must assess product mix, volumes and pricing opportunities according to marketing focus and CBSA's business plan objectives. They will need to fill out the table using the information provided in the case study.

Students' words will vary but their answers need to reflect the content of the sample answer and align with the information provided in the case study.

A sample answer is provided below.

Product or service

Where our services fit in the market. What makes us different from our competitors' services.

Product/Service	Description	Unique selling point
Financial Training	Offer financial training to businesses to help them set up and manage their finances	<p>CBSA has engaged knowledgeable trainers with years of experience that can provide high-end financial training to our customers.</p> <p>The company has been offering other training services for the last 3 years very successfully.</p> <p>Online as well as face-to-face delivery will be provided according to customers' needs.</p> <p>The training service will be provided as part of a package at a better price when the customer requires consultancy services as well.</p>

Expected demand [Volume]

How much of our service we expect customers will want to buy over the next year.

CBSA expects to sell at least 150 financial training services to existing and new customers.

Price

How we set the prices for our service.

The pricing strategy for the new financial training service that will be followed by CBSA is competitive pricing. They will charge \$250 per face-to-face training session and \$200 per online training session. Each training session will last for 1 hour.

Activity 2

Your next task is to research and evaluate the costs and benefits of available distribution channels and customer service strategies. You will need to fill out the table below using the information provided in the case study and research on the internet the cost of each channel and customer service strategy in the table. Use the link below to find the hourly rate for full-time teachers and tutor/instructors - level 5:

[Educational Services \[Post-Secondary Education\] Award \[MA000075\] Pay Guide \[DOCX\]](#) | [\[PDF\]](#)

[Approximate word count: 50 – 100 words]

Assessor instructions: students must research and evaluate the costs and benefits of available distribution channels and customer service strategies. Students will need to fill out the table below using the information provided in the case study and by researching the cost for each channel and customer service strategy in the table.

They will need to use the link below to find the hourly rate for full-time teachers and tutor/instructors - level 5:

[Educational Services \[Post-Secondary Education\] Award \[MA000075\] Pay Guide \[DOCX\]](#) | [\[PDF\]](#)

Students' words will vary but their answers need to reflect the content of the sample answer.

For the Benefit column, a sample answer is provided. Student responses may vary however the assessor needs to see the response includes/addresses:

- Directly relates to the channel/approach
- Aligns with the definition of benefit (i.e., provides an advantage/gain/positive result for the business)

A sample answer is provided below.

Distribution channels and customer service strategies

Channel	Details	Benefit	Estimated cost	Target date
Online delivery	Offer financial training service online	Trainers do not need to access the premises of the business and they save travelling time and cost.	Trainer's hourly rate: \$30.52 Learning material: \$50	1/07/2022
Face-to-face delivery	Offer financial training service face-to-face	Better customer engagement. Attendees tend to respond better to face-to-face training.	Trainer's hourly rate: \$29.18 Travelling cost: \$20 Learning material: \$50	2/07/2022
Customer service strategy	Details	Benefit	Estimated cost	Target date
Obtain feedback	Create online surveys to gather feedback and make improvements to the new service	Monitor customer satisfaction	\$3 per complete survey	4/07/2022

Activity 3

Your next task is to select four (4) marketing and promotional activities to suit the target market and according to marketing strategies. Review the case study and your marketing strategy and fill out the table below.

[Approximate word count: 140 – 160 words]

Assessor instructions: students must select marketing and promotional activities to suit the target market and according to marketing strategies. They must review the case study and their marketing strategy and fill out the table below.

Students' words will vary but their answers need to align with the information provided in the case study and their marketing strategy. They will need to:

- select four (4) out of five (5) marketing activities suggested in the case study.
- **not** select handing out flyers as a marketing activity as according to the case study it does not address the target market.
- provide details for each activity.
- explain how this activity suits the target market.
- explain how the marketing activity aligns with their marketing strategy.

A sample answer is provided below.

Marketing activity (4)	Details	How does this marketing activity suit the target market?	How does the marketing activity align with the marketing strategy?
Social Media posts	Create posts for Instagram, Facebook and LinkedIn.	Our target market consists of businesses that use social media platforms	It creates awareness of the new services
Target Emails	Send emails with marketing material informing the current customer database about the new service	Target emails can reach our existing clientele instantly and inform them of the new service	It supports current customers by informing them about the new service
Event	To launch the new product to existing customers and potentially attract new customers	B2B (Business 2 Business) Events are very common, and businesses tend to attend them for networking purposes	It creates awareness of the new services
Online surveys	Create online surveys and send them to clients after they received their first financial services training to gather feedback and make improvements	Offering feedback through online surveys is a common practice among organisations.	It improves customer satisfaction by seeking feedback regarding the new service

Activity 4

Gavin has asked you to establish the marketing mix for the new service. He has sent across the Marketing Mix template that you are required to fill out. Access the Marketing Mix template and fill it out using the information provided in the case study as well as the information you gathered in the previous activities.

Assessor instructions: Students must establish the marketing mix for the new service. They need to fill out the Marketing Mix template using the information provided in the case study as well as the information they gathered in the previous activities. They must complete the following sections:


- Product or service
- Price
- Place
- People
- Promotion and advertising

A sample answer is provided in the Assessor's Folder.

Activity 5

Gavin has sent across the customer journey and asked you to analyse it and evaluate your marketing mix. After you complete your analysis, fill out the Marketing Mix Evaluation table below for the following 5 Ps. You will need to provide one (1) strength and one (1) weakness for each component of the marketing mix.

[Approximate word count: 200 – 250 words]

Customer Journey					
Stage	Awareness	Consideration	Decision	Service	Loyalty
<i>Customer actions</i>	View online ad or open target email	Conduct research Compare prices with competitors	Make a purchase	Receive service	Share the experience and/or make another purchase
<i>Touchpoints</i>	Social media Email	Website Review sites	Phone Website Email	Phone Chatbot Email	Review sites Social media
<i>Customer experience</i>	Hesitant 	Curious 	Excited 	Happy Or Frustrated  	Satisfied 
<i>KPIs</i>	Number of businesses reached	New website visitors	Conversion rate Sales	Customer service success rate Waiting time	Retention rate Customer satisfaction score
<i>Business Goals</i>	Increase interest and awareness	Increase website visitors	Increase sales	Increase customer service satisfaction	Generate positive reviews Increase retention rate
<i>Teams involved</i>	Social media team Admin team	IT team	Admin team	Training team Admin team	Social media team IT team Admin team

Assessor instructions: students must analyse the customer journey and evaluate their marketing mix by filling out the table provided for the following 5 Ps.

Students' words will vary but their answers must align with the information provided in the case study and reflect the content in the sample answer below. They will need to provide one [1] strength and one [1] weakness for each component of the marketing mix.

A sample answer is provided below.

Marketing Mix Evaluation		
	Strength	Weakness
Product	Exceptional financial training offered by experts with years of experience.	Not all businesses will need specifically this type of training.
Price	Our pricing strategy is competitive pricing. If customers decided to compare the prices, they will find that our prices are similar to our competitors, but our service is much better.	Customers might think that the service we offer is no different to any other similar service offered by our competitors.
Place	We offer online and face-to-face training to cover different needs.	Our staff might not be able to cover all training needs in an efficient timeframe if we have a high volume of sales. We currently have only 2 trainers as part of our team.
Promotion	We cover all online channels to reach potential customers and we	Current customers might miss the targeted email.

	also have organized an event to launch the product.	We do not promote the service through offline channels other than the event and we might miss the opportunity to reach customers that are not very tech-savvy.
People	Our social media team consists of experts that can promote the new service in the best way. Our admin team is very efficient. Our trainers are very experienced and can offer high-quality training to our clients.	We only have two trainers in our team currently. To offer our service in a timely manner we will need to hire more trainers.

Task 3

Activity 1

The board of directors has requested that you plan marketing activities according to marketing objectives, marketing strategy and budgetary requirements.

To complete this task, you must fill out the table below by using the marketing activities you selected in Task 2, Activity 3.

[Approximate word count: 100 – 120 words]

Assessor instructions: students must plan marketing activities according to marketing objectives, marketing strategy and budgetary requirements.

Students' words will vary but their answers must align with the information provided in the case study and reflect the content in the sample answer below. More specifically:

- they will provide different responses regarding how often each activity will be implemented but their answer should provide a realistic timeframe.
- their cost analysis will be different, but their responses need to meet the budgetary requirements.
- their answers regarding the projected marketing cost, and the difference will be different, but their calculations need to be correct.
- the marketing budget will need to be \$6,500

A sample answer is provided below.

Marketing Activity [4]	How often will they be implemented?	Which marketing objective does it address?	Person/s Responsible - Title	Cost Analysis / projected cost	Does it meet the budgetary requirements?
Social Media posts	One [1] Facebook post per week for six weeks One [1] Instagram post per week for six weeks	Create awareness of the new services	Amy Knight – Social Media Content Creator Caroline Pierce – Social Media Content Creator	\$1,200	Yes

	One (1) LinkedIn post per week for six weeks				
Target Emails	One (1) email per week for six weeks	Support current customers by informing them about the new service	John Smith – Administration Officer Alice McDonald – Administration Officer	Free	N/A
Event	One (1) event for 100 people	Create awareness of the new services	Amy Knight – Social Media Content Creator Caroline Pierce – Social Media Content Creator John Smith – Administration Officer Alice McDonald – Administration Officer	\$5,000	Yes
Online surveys	One (1) survey per client that purchased the service until we reach 100 clients	Improve customer satisfaction by seeking feedback regarding the new service	Adrian Russo	\$300	Yes
What is the total projected marketing cost: \$6,500 What is the marketing budget: \$6,500 What is the difference: \$0					

Activity 2

To implement your marketing strategy, you need to communicate roles and responsibilities to required people according to the marketing plan and CBSA's procedures. Use the email template below to inform the social media team and the administration team about the marketing activities they will need to implement. In your email you will need to include:

- include a greeting.
- include a date and time stamp for the email.
- send it to both teams – Fill out the “To:” section including both teams.
- attach the marketing strategy document and the marketing mix document. Fill out the “Attachments” section with the names of the two documents.

- content of the email:
 - specify the subject of the email
 - provide a brief description summarising the purpose of your email
 - clarify roles and responsibilities of each team
 - explain how often each activity should be implemented. Students' words will vary but their answers need to align with the case study
 - provide them with the cost and the budgetary requirements. Students' cost analysis per marketing activity will vary but they need to meet the budgetary requirements for each activity.
- complete the email footer specifying your name and position in line with the case study.

[Approximate word count: 150 – 200 words]

Assessor instructions: students must communicate roles and responsibilities to required people according to the marketing plan and CBSA's procedures. They need to use the email template to inform the social media team and the administration team about the marketing activities they will need to implement. In their email they will need to include:

- include a greeting
- include a date and time stamp for the email
- send it to both teams – Fill out the "To:" section including both teams.
- attach the marketing strategy document and the marketing mix document. Fill out the "Attachments" section with the names of the two documents.
- content of the email:
 - specify the subject of the email
 - provide a brief description summarising the purpose of your email
 - clarify roles and responsibilities of each team
 - explain how often each activity should be implemented. Students' words will vary but their answers need to align with the case study.
 - provide them with the cost and the budgetary requirements. Students' cost analysis per marketing activity will vary but they need to meet the budgetary requirements for each activity
- complete the email footer specifying your name and position in line with the case study.

A sample answer is provided below.



To:	Social Media team, Administration team
From:	Adrian Russo
CC:	
Date/time:	5:29 pm, 27.06.2022
Subject:	Marketing Strategy – Roles and Responsibilities
Attachments:	Marketing Strategy.docx, Marketing Mix.docx

Dear Social Media team and Administration team,

I am writing this email to communicate with you the roles and responsibilities each team has been allocated regarding our marketing strategy for the new financial training service CBSA is offering.

Amy Knight and Caroline Pierce will be responsible for the social media posts. According to our strategy, you will need to create one (1) Facebook, one (1) Instagram and one (1) LinkedIn post per week for six (6) weeks. The budget is \$1,200; therefore, you will need to spend \$200 per week.


John Smith and Alice McDonald will be responsible to send all target emails to our current clients with the marketing material for the new financial training service.

All members from both the Social Media team and Administration team will be responsible to organise an event to launch the new service. The budget for the event is \$5,000 and the board of directors set the maximum number of invitees to 100. So, the cost per person should not exceed the amount of \$50.

I have attached the marketing strategy as well as the marketing mix for your perusal.

If you have any questions, please contact me.

Kind regards,
Adrian Russo

	<p>Marketing Strategist 300 Fictional Way, Sydney, NSW 2000 Phone: 1800 111 222 www.cbsa.com.au</p>
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Activity 3

Case Study

After two [2] weeks Gavin send you some feedback based on the results received regarding the implementation of CBSA's marketing activities. The results are below:

Social Media Posts:

- Facebook: 52 likes,11 shares, 12 comments
- Instagram: 65 likes,15 shares, 11 comments
- LinkedIn: 45 likes,6 shares, 7comments

Target emails:

- only 2 email responses requested further information
- only 3 phone calls requesting further information
- 1 website visit was tracked from the link provided in the email

Event:

It is due in two weeks and CBSA has received 32 RSVPs so far

Online Surveys:

- 61 complete surveys out of the 100 people that will receive it
- 29 online reviews
- 14 recommendations
- 50% retention rate

Gavin asked you to monitor the implementation of the marketing activities by reviewing the information you received and filling out the table below.

- In column 1, you will need to list the four [4] marketing activities they selected in Task 3, Activity 1
- In column 2, you will need to list the KPIs found in the case study
- In column 3, you will need to state if the KPIs were achieved and list results to explain their response.

[Approximate word count: 150 – 200 words]

Assessor instructions: students must monitor the implementation of the marketing activities by reviewing the information they received and filling out the table below.

- In column 1, they will need to list the four [4] marketing activities they selected in Task 3, Activity 1
- In column 2, they will need to list the KPIs found in the case study
- In column 3, they will need to state if the KPIs were achieved and list the results to explain their response.

A sample answer is provided below.

Marketing Activity [4]	Key Performance Indicators [KPIs]	Were all the KPIs achieved? [List the results]
Social Media posts	<ul style="list-style-type: none">▪ Facebook: 50 likes,10 shares, 10 comments▪ Instagram: 50 likes,10 shares, 10 comments	<p>Yes all the KPIs were achieved</p> <ul style="list-style-type: none">• Facebook: 52 likes,11 shares, 12 comments• Instagram: 65 likes,15 shares, 11 comments

	<ul style="list-style-type: none"> ▪ LinkedIn: 30 likes, 5 shares, 5 comments 	<ul style="list-style-type: none"> • LinkedIn: 45 likes, 6 shares, 7 comments
Target Emails	<ul style="list-style-type: none"> ▪ 20 email responses requesting further information ▪ 10 phone calls requesting further information ▪ 10 website visits to find out more information 	<p>No, the KPIs were not achieved.</p> <ul style="list-style-type: none"> ▪ only 2 email responses requested further information ▪ only 3 phone calls requesting further information ▪ 1 website visit was tracked from the link provided in the email
Event	<ul style="list-style-type: none"> ▪ Due in two weeks ▪ Over 32 RSVPs so far 	N/A
Online surveys	<ul style="list-style-type: none"> ▪ 50 complete surveys out of the 100 people that will receive it ▪ 20 online reviews ▪ 10 recommendations ▪ 50% retention rate 	<p>Yes all the KPIs were achieved</p> <ul style="list-style-type: none"> • 61 complete surveys out of the 100 people that will receive it • 29 online reviews • 14 recommendations • 50% retention rate

Activity 4

Assess the use of digital devices, platforms and technologies and their effectiveness in implementing your marketing activities using the table below. You will need to:

- provide an explanation of how each digital device/platform/technology helped the implementation of each marketing activity.
- choose Yes or No to answer if the digital device/platform/technology was effective
- explain why you chose the Yes/No answer by determining if the digital device/platform/technology helped the achievement of the KPIs

[Approximate word count: 100 – 120 words]

Assessor instructions: students must assess the use of digital devices, platforms and technologies and their effectiveness in implementing their marketing activities using the table below.

Students' words will vary, but their answers need to:

- provide an explanation of how each digital device/platform/technology helps the implementation of each marketing activity.
- choose Yes or No
- explain why they chose the Yes/No answer by determining if the digital device/platform/technology helped the achievement of the KPIs

For column 3, students need to choose NO for the Email.

For column 4, the explanation needs to relate to the Yes or No answer and the Digital device/Platform/Technology that is being assessed and be explainable in the context of achieving the KPIs.

A sample answer is provided below.

Digital device / Platform / Technology	How did it help the implementation of the marketing activity?	Was it effective? Yes or No (Y/N)	Explain why you selected Yes or No
Facebook	Posts can be created through Facebook to promote the new service	Yes	Facebook posts achieved all the KPIs. They received: 52 likes, 11 shares, 12 comments
Instagram	Posts can be created through Instagram to promote the new service	Yes	Instagram posts achieved all the KPIs. They received: 65 likes, 15 shares, 11 comments
LinkedIn	Posts can be created through LinkedIn to promote the new service	Yes	LinkedIn posts achieved all the KPIs. They received: 45 likes, 6 shares, 7 comments
Email	Target emails were sent to promote the new service	No	Target emails did not achieve their KPIs. <ul style="list-style-type: none"> ▪ only 2 email responses requested further information ▪ only 3 phone calls requesting further information ▪ 1 website visit was tracked from the link provided in the email
Survey Monkey	Online surveys were created using survey monkey to monitor customer satisfaction	Yes	61 complete surveys out of the 100 people that received it

Task 4

Case Study

After six (6) weeks, Gavin sent you a report with the business performance after the implementation of your marketing strategy.

The results are below:

Marketing Activity	Results
Social Media Posts	16 sales for the new financial training service to new customers 20% increased traffic on our website All KPIs achieved
Target Emails	No sales to our existing customers Only 12 emails were opened KPIs not achieved
Event	13 sales for the new financial training service to new customers All KPIs achieved
Online Surveys	67 complete surveys Customer satisfaction increased by 17% Customer score according to the survey was 9.1/10 All KPIs achieved

The stakeholders received and analysed the results as well as all the aspects of the marketing mix and have provided the following suggestions to improve targeting and outcomes:

- Social media posts: although all the KPIs were achieved they believe we need to boost our posts event further to achieve greater sales and they decided to allocate an extra \$1,000.
- Target emails: did not achieve KPIs. The stakeholders believe that the administration team should follow up with a phone call to inform the existing clients about the new service.
- Online surveys: KPIs were achieved but the stakeholders believe we should prompt customers to leave a positive review online after they complete the survey, so potential new clients can see it.

After analysing the customer surveys the stakeholders provided the following information to you to take into consideration when you evaluate the marketing performance:

Changes in customer requirements: 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.

Opportunities for improvement:

- change the communication with the existing database. Add at least an alternative communication method
- use positive feedback to attract more customers to use the service
- create more social media posts since it was the most successful marketing strategy.

Activity 1

You have been asked to assess the business performance according to the business objectives that were set for the new financial service. To do so, you will need to review the results provided in the case study and fill out the table below.

- List the three [3] business objectives for the new service
- Explain how the business performed according to the objective. Was the business objective achieved?

[Approximate word count: 100 – 150 words]

Assessor instructions: students must assess the business performance according to the business objectives that were set for the new financial service. They will need to review the results provided in the case study and fill out the table below.

- List the three [3] business objectives for the new service
- Explain how the business performed according to the objective. Was the business objective achieved?

Students' words will vary but their answers need to reflect the content in the sample answer.

A sample answer is provided below

Business objective	Business performance <i>[Was the business objective achieved?]</i>
To offer successful financial training to new customers	The business objective was achieved through the social media posts and the event. We had 16 sales to new customers through social media posts and 13 sales to new customers at the event.
To support existing customers by offering financial training	The business objective was not achieved. We had no sales to our existing customers. Only 12 emails were opened, so the majority of our existing customers were not informed about the new service. The KPIs were not achieved.
To increase customer satisfaction by offering an additional service	The business objective was achieved. 67 surveys were completed. Customer satisfaction was increased by 17% and the customer score according to our survey was 9.1/10.

Activity 2

Gavin also asked you to develop a plan to address performance gaps taking into consideration:

- stakeholders' response
- changes in customer requirements
- opportunities for improvement.

Access and fill out the Performance gap analysis template.

Assessor instructions: Students must develop a plan to address performance gaps taking into consideration:

- stakeholders' response.
- changes in customer requirements
- opportunities for improvement.

They will need to access and fill out the Performance Gap Analysis template.
Students' words will vary but their answers need to reflect the content in the sample answer.

A sample answer is provided in the assessor's folder.

Assessment checklist:

Students must have completed all activities within this assessment before submitting. This includes:

Task 1		
1	Activity 1 - Identify focus of marketing activities	<input type="checkbox"/>
2	Activity 2 - Establish marketing objectives	<input type="checkbox"/>
3	Activity 3 - Consult with stakeholders	<input type="checkbox"/>
4	Activity 4 - Identify customer base, target market and competitors	<input type="checkbox"/>
5	Activity 5 - Develop a marketing strategy	<input type="checkbox"/>
6	Activity 6 - Ensure ethical and cultural appropriateness	<input type="checkbox"/>
Task 2		
1	Activity 1 - Assess product mix, volumes and pricing opportunities	<input type="checkbox"/>
2	Activity 2 - Research and evaluate costs and benefits of available distribution channels and customer service strategies	<input type="checkbox"/>
3	Activity 3 - Select marketing and promotional activities to suit target market	<input type="checkbox"/>
4	Activity 4 - Establish marketing mix	<input type="checkbox"/>
5	Activity 5 - Analyse customer journey to evaluate marketing mix	<input type="checkbox"/>
Task 3		
1	Activity 1 - Plan marketing activities	<input type="checkbox"/>
2	Activity 2 - Communicate roles and responsibilities to required people	<input type="checkbox"/>
3	Activity 3 - Monitor implementation of marketing activities	<input type="checkbox"/>
4	Activity 4 - Assess use of digital devices, platforms and technologies	<input type="checkbox"/>
Task 4		
1	Activity 1 - Assess business performance according to business plan	<input type="checkbox"/>
2	Activity 2 - Develop a performance gap analysis	<input type="checkbox"/>



Congratulations you have reached the end of Assessment 2!

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