



**ASSESSOR GUIDE**

**BSBMKG433**

# Undertake marketing activities

Assessment 4 of 4

Marketing Review Template





2.1 Budget Performance	
a. Actual versus budgeted marketing spend <i>(expressed as actual figure and percentage of budget)</i>	<i>Actual spent: \$23,000.00</i> <i>Budgeted spend: \$25,000.00</i> <i>Difference: \$2,000.00</i> <i>Actual spent was 92% of budget</i>
b. Actual versus budgeted revenue <i>(expressed as actual figure and percentage of budget)</i>	<i>Actual revenue: \$325,000.00</i> <i>Budgeted revenue: \$250,000.00</i> <i>Difference: \$75,000.00</i> <i>Actual revenue was 130% of budget</i>

2.2 Summary of factors impacting performance
<i>(Must address revenue and budget)</i>
<b>Impacting Factor #1</b>
<i>LinkedIn posts received a greater volume of viral (ie. Unpaid) traffic. This resulted in a larger number of people (and potential clients) seeing the posts than originally planned. This may have positively impacted the revenue and helped to offset the fact one of the ad sets was incorrectly set up consuming all budget in that set with no results.</i>
<b>Impacting Factor #2</b>
<i>LinkedIn conversation ads may have had high engagement rates but that did not translate into a higher number of leads, this means the actual revenue could have been potentially higher.</i>
<b>Impacting Factor #3</b>
<i>Illness and annual leave and the attendant procedural deficiencies meant that some of the leads generated were not contacted creating a not-so-good prospective client experience.</i>

## Recommendations

2.3 Internal/procedural changes to address underperformance
1. <i>Put in place procedures for ad setups are QA by a different team member to ensure budgets are setup ad per plan.</i>
2. <i>Set automated email responses for all leads generated and configure marketing automation campaigns.</i>
2.4 Changes to be made for future marketing activities that use LinkedIn

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| <p>1. <i>Try different content for conversation ads to see if they generate different results regarding leads.</i></p> |
| <p>2. <i>Emphasise and include more variations of LinkedIn videos ads in future campaigns.</i></p>                     |

--End of Marketing Review Template--

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