

# Catalyst Marketing Virtual Work Experience KS4

Dear Work Experience Student,

Thank you for choosing our company for your work experience. We are delighted to have you on board, even if it is just for a short time. We hope you will enjoy your experience and gain lots from it.

Understanding how companies sell online, how they promote themselves, and how users experience their websites is key to a successful marketing strategy.

Please begin your work experience by searching for our company online and reading up about us. This will be useful for you as you work through the tasks.

When you finish all the tasks and your teacher is happy with your progress, please add this work experience to your CV.

All the best,  
Career Seekers Direct



## What is it?



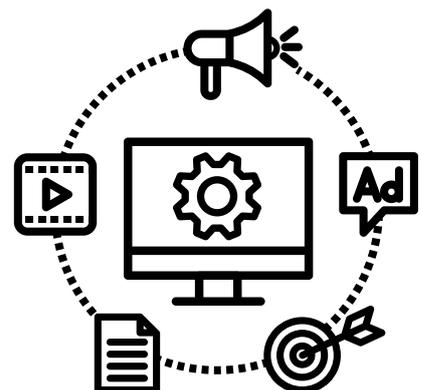
Catalyst Marketing helps businesses grow by delivering smart, engaging digital marketing campaigns. Whether through social media, websites, email, or advertising, their goal is to make sure the right message reaches the right audience – and gets results.

## Starter Task:

Think about the last time you bought something online (or helped someone else do it).

Write a response answering:

1. What kind of product was it?
2. How did you find it (e.g. Google, social media, direct website)?
3. Was the website easy to use?
4. What made you feel confident about buying from that business?



## Main Task:

Choose a small or mid-sized business that sells products online (not Amazon or big supermarkets – something like a clothing brand, candle company etc).

1. Visit their website and try to search for a product.
  - How easy is it to find?
  - Is the layout clear?
  - Can you understand the prices and delivery options?
2. Now check if the business uses any social media accounts
  - How often do they post?
  - What kind of things do they post (products, reviews, tips, offers)?
  - Do people like/comment/share?

Write a review that includes:

- 2 things the business is doing well
- 2 ways they could improve their website or online promotion

## Extension Task:

Think of a fun campaign or post that this business could use to promote one of their products online.

Include:

- A short campaign title
- The product it promotes
- A description of your ideas
- What platform you'd use and why
- What kind of image/video or text you'd include



Create a draft sketch or plan for the campaign on paper or digitally.