Catalyst Marketing Agency Work Experience KS2

Welcome to Catalyst Marketing Agency.

We are so happy that you have chosen to spend your work experience with us.

Catalyst is a full-service sales and marketing agency. This means we help businesses:

- · Share their message with the right people
- · Use digital skills like websites, social media and videos
- · Study what works best
- · Make smart plans for growth

Our team uses creativity and teamwork to help companies grow to the next level.

You will complete three tasks that help you think like one of our team.

When you have finished all your tasks and your teacher is happy with your work, you'll have completed your Catalyst Work Experience!

Best wishes,
The Catalyst Marketing Agency Team

© Career Seekers Direct Limited 2025

Starter Task – What helps a business get noticed?

Your goal:
Decide which ideas help a business attract customers.

What to do:
1.Read the list below:

- · Bright shop sign
- · Posting produce photos online
- · Keeping the business a secret
- · Offering special deals
- · Speaking clearly about what the business sells
- · Hiding all prices

2. Sort these into two groups:

- Helps a business grow / Does not help a business grow

3. Explain why you have put each bullet point in your chosen list

Suggested search prompts:

- · 'What is marketing for kids?'
- · 'How do businesses get customers?'

© Career Seekers Direct Limited 2025

Starter Task – What helps a business get noticed?

Helpful vocabulary
Marketing – how businesses tell people about what they sell
Customers – people who buy things
Digital – using the internet and computers
Strategy – a careful plan to reach a goal

Sentence starters
This helps a business grow because…
This does not help because…
Businesses need marketing to…
Marketing is…

Example
Posting product photos online helps a business grow because lots of people can see what is being sold….

© Career Seekers Direct Limited 2025

Main Task – Create a simple marketing campaign

Your goal:

Design a mini marketing plan for a new business.

What to do:

1.Choose a business you want to promote, such as:

- · A toy shop
- · A sports club
- · A bakery
- · A pet shop
- · Or invent your own

2. Plan a mini marketing campaign. Include:

- · One logo idea
- · One online post idea
- · One special offer
- · A short catchy slogan

3. Explain how your campaign would bring in customers.

Suggested search prompts:

- · 'What is slogan kids?'
- · 'How do adverts persuade people?'
- · 'Simple marketing campaign ideas'

© Career Seekers Direct Limited 2025

Main Task – Create a simple marketing campaign

Helpful vocabulary
Campaign – a group of ideas used to promote something
Slogan – a short, catchy phrase
Promotion – telling people about something
Brand – the look and message of a business

Sentence starters
My business is…
My slogan is…
I would post online about…
This campaign works because…

Example
My business is a bakery. My slogan is 'fresh treats every day'. I would post pictures of cupcakes online and offer a buy one get one free deal. This campaign works because it shows tasty food and gives people a reason to visit.

© Career Seekers Direct Limited 2025

Extension Task – Turn interest into sales

Your goal:

Think about how a business turns someone who is interested into a real customer.

What to do:

1.Read this journey:

- Someone sees an advertisement for trainers online.
- They click the link.
- They visit the website.
- They decide whether to buy.

2. Write four steps showing what the business must do to help the person feel confident to buy (for example: clear prices, good pictures, easy payment).

3. Finish with a sentence explaining why trust is important in sales.

Suggested search prompts:

- · 'What is customer journey for kids?'
- · 'Why trust matters in business'
- · 'How do online shops work explained for kids'

© Career Seekers Direct Limited 2025

Extension Task – Turn interest into sales

Helpful vocabulary
Sales – when customers buy something
Trust – feeling safe to buy
Journey – the steps someone takes
Confidence – feeling sure about a choice

Sentence starters
First, the business should…
Next, the customer needs to see…
This helps the customer because…
Trust is important because…

Example
First, the business should show clear photos of the shoes. This is so the customer can see the quality and exactly what they are buying…

© Career Seekers Direct Limited 2025