

# LET'S DO BUSINESS

## Catalyst Marketing – Effective On-line Marketing

### **Task**

- 1 Search for a business that sells its products on-line and then: analyse its website and how easy it is to search for and purchase an item; investigate how it promotes its business using digital media such as social media (Facebook, Twitter, Instagram, Tok-tok), adverts on search engines (Google/Bing)
- 2 Write a report detailing improvements that could be made on its website considering factors such as UX, speed, quality of content, impact of social media (frequency of posts, quality of posts/adverts and links to landing pages on its website)

### **Outline response to task**

A strong answer will be a Word document of 750-1,000 words or a PowerPoint presentation providing:

- key points about how you researched e.g. the search terms you used in Google
- headline statistics on website and social media platforms performance
- detail of all forms of digital marketing you identified
- detail of a marketing campaign that caught your attention as it covered all forms of media
- details of clear and concise CTA's (Calls To Action) you found i.e. a 'click here' button
- ideas for improving any aspect of the website
- ideas for improving any aspect of the advertising or marketing such as content i.e. words, graphics, adverts showing in particular places e.g. Facebook newsfeeds

Your report should be well-structured with clear headings and sections. The language used should be business-like. It should be checked for spelling and grammatical errors