

Catalyst Marketing Virtual Work Experience KS5

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?



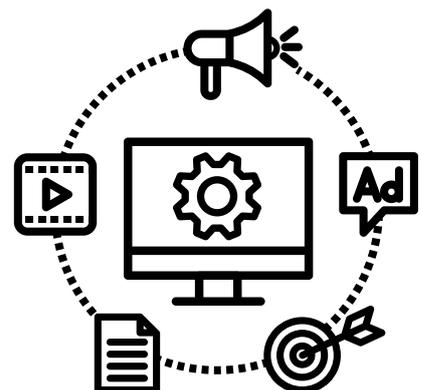
Catalyst Marketing helps businesses grow by delivering smart, engaging digital marketing campaigns. Whether through social media, websites, email, or advertising, their goal is to make sure the right message reaches the right audience – and gets results.

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:

Pick a real e-commerce business (ideally a small or mid-sized one, such as a local brand or niche product shop).

Complete a short digital marketing audit by evaluating:

1. How the business:

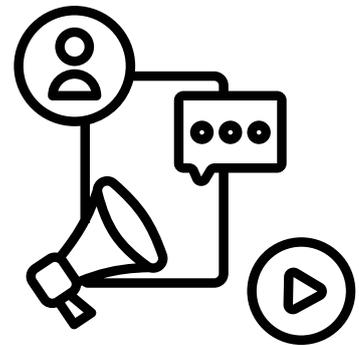
- Attracts customers (e.g. search engines, social media, ads)
- Converts visitors to buys (e.g. payment system)
- Follows up with customers (e.g. email marketing, loyalty offers)

2. Look for evidence of:

- Customer reviews or testimonials
- Retargeting or follow-up messages
- Visual branding

Write a report including:

- 3 things the business is doing effectively
- 3 areas for improvement
- 2 concrete suggestions for better digital promotion or customer experience



Extension Task:

Find a competing brand or business that sells a similar product.

1. Compare their website or social media presence to the first one you reviewed.
2. What's different in tone, visuals, layout, messaging or content type?
3. Identify one thing this competitor is doing better.
4. Suggest a content idea or campaign your first brand could use to match or beat that competitor.