Stakeholder Analysis

Role	Influence (H/M/L)	Interest (H/M/L)	Primary Information Needs	Communication Approach
CEO	H	M	Conversion and sales data, revenue forecasts, ROAS, ROI, historical perspective	Give overview updates with only essential information. Provide monthly email and quarterly meetings.
Marketing team	H	H	Engagement and conversion goals and data, campaign strategy, task assignments and deadlines	Daily emails and chats, with weekly meetings. Include all relevant details.
Project manager	M	M	Campaign progress, task assignments and deadlines, scheduling delays, budget constraints	Bi-Weekly emails and as needed weekly meetings. Include campaign progress.
Information technology (IT) team	M	L	Software and hardware requirements and issues, data archiving	As needed, updates on requirements and issues.
External ad agency	M	M	Creative requirements, contractual information, scheduling, budget and payment details	Weekly emails and as needed monthly meetings with updates.

Stakeholder Map
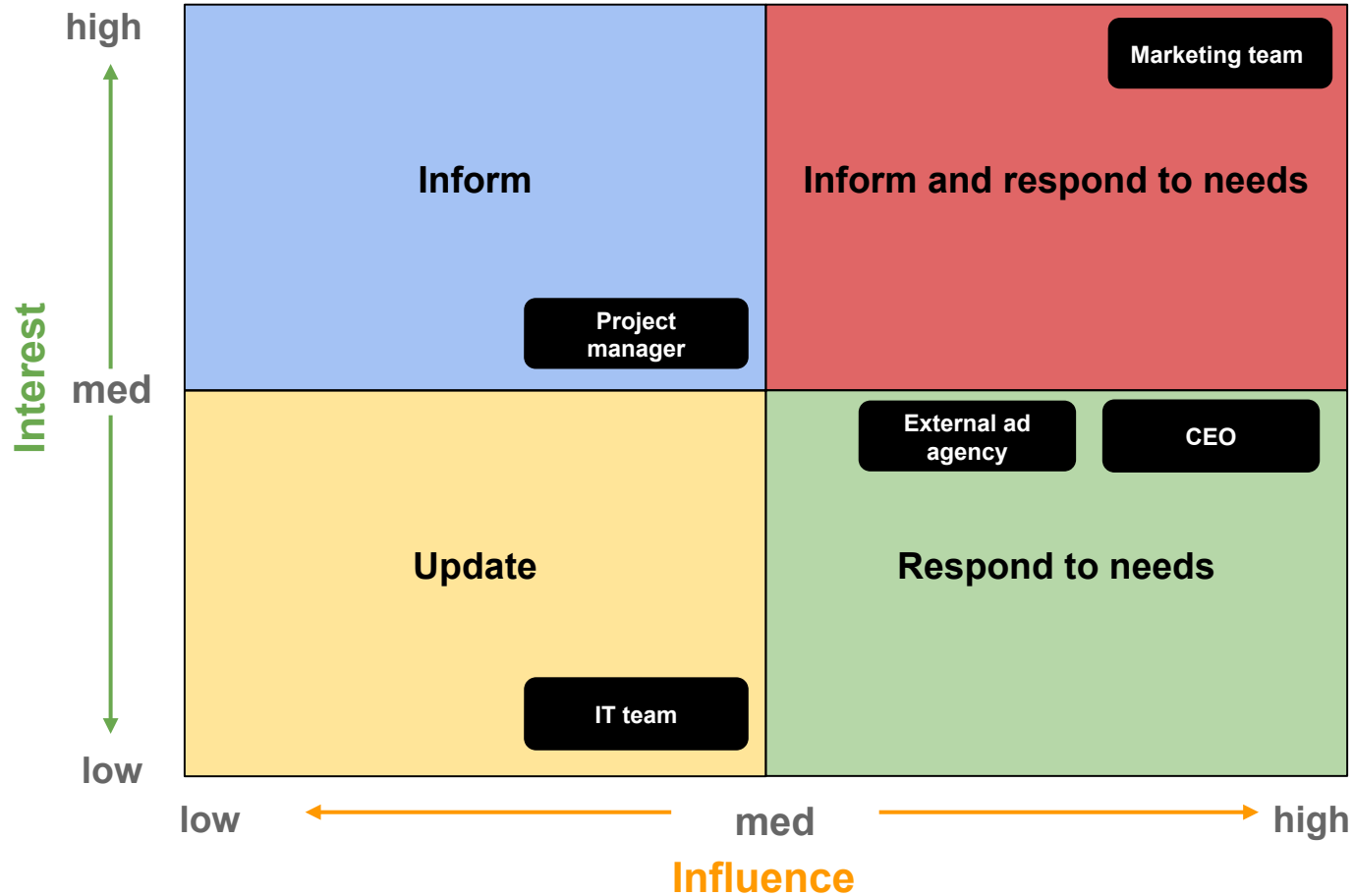
Communication Plan

Role	Information to Be Shared	Means of Communication
CEO	- Conversions from email up 2% over the previous month - Incremental sales last month exceeded targets by 5%	Create visualization charts and graphs for monthly update email
Marketing team	- Engagement highest among Instagram users between ages 29-41 - Ads containing video received 12% higher click-through rates than ads without on social media - Conversions from email up 2% over last month - Incremental sales last month exceeded targets by 5% - Team is having problems using new marketing analytics tool and will require assistance to implement software correctly - A designer working on promotional emails has resigned. Another designer will need to take over, which will delay the first email that was meant to be sent next week.	- Create charts to visualize data analysis findings and share in weekly meeting - Update via email immediately about the promotional email delay and the issue with the new analytics software
Project manager	A designer working on promotional emails has resigned. Another designer will need to take over, which will delay the first email that was meant to be sent next week.	Update via email immediately about the promotional email delay and the need for a new designer to be assigned to project
IT team	Team is having problems using new marketing analytics tool and will require assistance to implement software correctly	Update via email immediately about issue with new software and request assistance
External ad agency	- On social media, levels of engagement were highest among Instagram users between the ages of 29 and 41. - On social media, ads containing video received 12% higher CTRs than ads without video.	Create charts to visualize findings and share in monthly meeting