

Apply your skills to a workplace scenario

- Video:** Welcome to week 3  
59 sec
- Video:** Project introduction  
35 sec
- Reading:** End of course project overview  
10 min
- Practice Quiz:** Activity: Create an internal marketing proposal  
1 question
- Reading:** Activity Exemplar: Create an internal marketing proposal  
10 min
- Practice Quiz:** Activity: Adjust your campaign keywords  
1 question
- Reading:** Activity Exemplar: Adjust your campaign keywords  
10 min
- Reading:** Case study: How ShearShare recovered from unsuccessful ads  
20 min
- Practice Quiz:** Activity: Create a marketing report presentation  
1 question
- Reading:** Activity Exemplar: Create a marketing report presentation  
10 min
- Reading:** Resources for the workplace  
20 min

- Prepare a portfolio for job interviews
- Prepare for digital marketing and e-commerce interviews
- Answer interview questions
- Develop an elevator pitch
- Review: Prepare for jobs in digital marketing and e-commerce
- Course review: Satisfaction guaranteed: Develop customer loyalty online

# Activity Exemplar: Create a marketing report presentation

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

## Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Marketing report presentation](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



**Activity exemplar\_ Marketing report presentation**  
PPTX File



## Assessment of Exemplar

Compare the exemplar to your completed marketing report presentation. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

**Note:** *The exemplar represents one possible way to complete the activity. Your presentation will likely differ in certain ways.*

Let’s review each section of the marketing report presentation.

### Slide 2: The agenda

**Summary:** Slide 2 lists the upcoming sections of the presentation, including the goal, end of year overview, holiday season report, and the conclusion.

### Slide 4: The goal

**Summary:** Slide 4 lists the three goals as stated in the digital marketing strategy.

### Slides 5 -14: End of year overview

**Summary:** Slides 5–14 include data found in the analysis report. This includes organic traffic, social media mentions, Instagram followers, Instagram engagement, Twitter followers, and Twitter engagement.

### Slide 16: Holiday season report

**Summary:** Slides 16–17 focus on a holiday season report. It includes a completed table that compares the 2020 and 2021 holiday seasons.

### Slide 18: Conclusion

**Summary:** Slide 18 includes a conclusion paragraph that analyzes the information from slides 4–16. It also includes a prediction about the next year.

Mark as completed

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