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To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



## Activity Overview

In this activity, you will present your work to your clients. You will use supporting materials to help you create a presentation that includes an overall theme, agenda, and results.

Once a marketer has results from a campaign, they need to be able to effectively present it to clients. Engaging presentations have quality visuals that support the data and analytics from the campaign results.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

## Scenario

Review the scenario below. Then complete the step-by-step instructions.

Over a year has passed since the Sinclair Verde Lamp Company became a client of your agency, Good Mercury Marketing. At the end of each year, your team presents their progress to the client in a marketing presentation. These presentations detail what went well over the last year as well as what improvements are needed. Creating and conducting presentations are a great way to examine the impact of strategic marketing initiatives and long-term projects and communicate findings to clients, stakeholders, and other people important to your campaign.

You have been asked to create this year's marketing report presentation for the Sinclair Verde Lamp Company. You will base your findings on data collected from Google Analytics.

Your presentation will include monthly social media data as well as total traffic data. It will also include holiday marketing season data, since your agency is entering into its second consecutive year handling marketing duties for the client.

### Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

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

OR

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

 [Activity Template\\_Marketing report presentation PPTX File](#)

Step 2: Access supporting materials

The following supporting materials will help you complete this activity. Keep them open as you proceed to the next steps.

To use the supporting materials for this course item, click the links below and select "Use Template."

Link to supporting materials:

[Digital marketing strategy](#)

[Analysis report](#)

OR

If you don't have a Google account, you can download the supporting materials directly from the attachments below.

 [Digital Marketing Strategy](#)  
[DOCX File](#)

 [Sinclair Verde Lamp Company Analysis Report](#)  
[XLSX File](#)

### Step 3: Review the data

To help you create your presentation, review the data collected in the [Digital marketing strategy](#)<sup>[↗]</sup> and [Analysis report](#)<sup>[↗]</sup> documents. You will find key details on:

The goals of the campaigns

Website traffic

Social media

### Step 4: Add a theme

Presentations offer the opportunity to provide a visual representation of data. To help add visual appeal to your presentation, you can add a theme. A theme is a predefined set of colors, fonts, and visual effects that you apply to your slides for a unified, professional look.

To do this on Google Slides, click "Theme" in the toolbar menu and select a theme. If you are using Microsoft Powerpoint, click the "Design" tab and select a theme. Be sure to choose a theme that helps you emphasize the content you want to share and does not detract from it with unnecessary colors, shapes, or a focus that is more suitable for an informal setting than work.

Depending on the theme you select, the pre-filled text on the slides may need to be readjusted.

### Step 5: Create an agenda for your presentation

Start by creating an agenda for your presentation on slide 2 of the template. An agenda informs your audience of what will be included in your presentation.

To create the agenda, list the subcategories that are presented throughout the presentation on slides 3, 5, 15, and 17.

### Step 6: Input yearly data

Go through slides 3 through 15 in the presentation and fill in the highlighted text with the project data, which can be found in the [Digital marketing strategy](#)<sup>[↗]</sup> and the [Analysis report](#)<sup>[↗]</sup> documents.

This includes:

The Goal

Traffic

Social media Mentions

Instagram followers

Instagram engagement

Twitter followers

Twitter engagement

### Step 7: Compare holiday season metrics

As you learned in a previous reading, the holiday season is an annually occurring period of time recognized in many Western and other countries that is generally considered to run from late November to early January. Comparing the same month of the previous year can be more relevant than comparing statistics month over month.

Complete the table to compare the holiday seasons data from 2020 to 2021. The data for this can be found on the total traffic tab of the analysis report.

#### Step 8: Create a conclusion

The conclusion slide is a great way to summarize the overall results of the year. Did the campaigns improve? Did you notice anything that needs work? Based on the numbers, how do you think future campaigns will do?

Write 2–3 sentences about the overall success of the 2021 year.

Write 2–3 sentences about your predictions of the upcoming year. Use the trends from the analysis report to make predictions about the upcoming year. These are your predictions, so include justifications for your thoughts.

#### Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

#### What to Include in Your Response

Be sure to address the following elements in your completed presentation:

18 completed slides

3 goals

1 organic Performance table

1 conclusion