1.
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 assess what information to communicate—and how to communicate it—with stakeholders on a digital marketing project. To do this, you will review a scenario, a stakeholder analysis, and a stakeholder map to determine the information and type of communication that will be required to meet each stakeholder's information needs.

Understanding what information stakeholders need from you can help you communicate with them more effectively and build their trust.

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.

You are a marketing coordinator at Tilly's Toys, a regional toy store chain. The company recently launched a new line of educational toys, and you have been working on a digital marketing campaign to promote these products. It is your responsibility to keep stakeholders informed about the campaign's progress, ongoing metrics, and any issues that arise. To determine how best to communicate with different stakeholders about these matters, you have assessed their influence and interest in the campaign in a stakeholder analysis. In your analysis, you have included the types of information each stakeholder is most concerned about and how you plan to communicate with them. Then, you visualized your analysis in a stakeholder map.

In this activity, you will determine how to communicate data analysis findings and other issues to stakeholders. You will review the Key Updates list below and your stakeholder analysis and map to determine what information to share with which stakeholders and how best to communicate that information.

Key Updates, Week of 6/13

Two months ago, your team launched a campaign to promote the new line of toys. You've collected and analyzed data from last month to evaluate the campaign's performance. Some of the key findings from your analysis include:

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 click-through rates (CTRs) than ads without video.

The number of conversions referred from email last month were up 2% over the previous month.

Incremental sales last month exceeded targets by 5%.

To help track and forecast campaign performance, your team recently began using a new marketing analytics tool. However, several team members are having difficulty setting up their campaign dashboards in the tool. Team members will require assistance to implement the software correctly.

The designer working on a series of promotional emails for the campaign has just resigned. The first of these emails was supposed to be sent out next week, but will now be delayed. Another designer will need to be assigned the tasks of the designer who left.

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: Stakeholder communication plan

OR

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

[Activity Template_ Stakeholder communication plan
PPTX File]

Step 2: Review the stakeholder analysis
Go to the first slide in the template: Stakeholder Analysis. Review the Role, Influence, and Interest columns in the table to understand each stakeholder’s involvement in the campaign. Influence refers to the degree to which a stakeholder can convince people to take certain actions and how much their actions may affect the campaign’s outcome. Interest refers to the degree to which your campaign informs or impacts a stakeholder’s objectives and how involved they will be in the campaign on a daily basis.
Then, review the Primary Information Needs column to understand what each stakeholder needs to be updated about, such as specific campaign data, progress, and issues.
Finally, review the Communication Approach column to understand what form and frequency of communication will work best for each stakeholder.
Step 3: Review the stakeholder map
Go to the second slide in the template: Stakeholder Map. The box containing each stakeholder’s role has been dragged to the appropriate area of the map, according to the level of interest assigned to them (high, medium, or low).
Someone's position on the map shows the actions you plan to take with them:

Higher influence, higher interest: These stakeholders should be your highest priority. You should manage them closely and make every effort to fully engage with them.
Higher influence, lower interest: These stakeholders should be kept completely informed as far as the progress and success of the campaign is concerned, but you should not overburden them with daily communications.
Lower influence, higher interest: Anticipate and meet the needs of these stakeholders by keeping them adequately informed. Communicate with them to ensure that no major issues are arising.
Lower influence, lower interest: Communicate with these stakeholders regularly, but do not overload them with excessive communication.

Step 4: Determine what each stakeholder needs to know
Review the Key Updates section in the scenario above and compare it to the Primary Information Needs column in the Stakeholder Analysis (Slide 1). Consider which information needs to be shared with each of the different stakeholders.
Then go to the third slide in the template: Communication Plan. Complete the Information to Be Shared column with the information you plan to share with each of the different stakeholders.
Step 5: Determine how to communicate with each stakeholder
Review the Communication Approach column in the Stakeholder Analysis (Slide 1) and the Stakeholder Map (Slide 2). Then add notes to the Means of Communication column in the Communication Plan (Slide 3) about how you plan to communicate the information to each stakeholder.
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 criteria in your completed Communication Plan (Slide 3):
The Information to Be Shared column lists the information you plan to share with each of the different stakeholders.
The Means of Communication column describes how you plan to communicate the information to each stakeholder.