

STAKEHOLDER ANALYSIS & COMMUNICATION

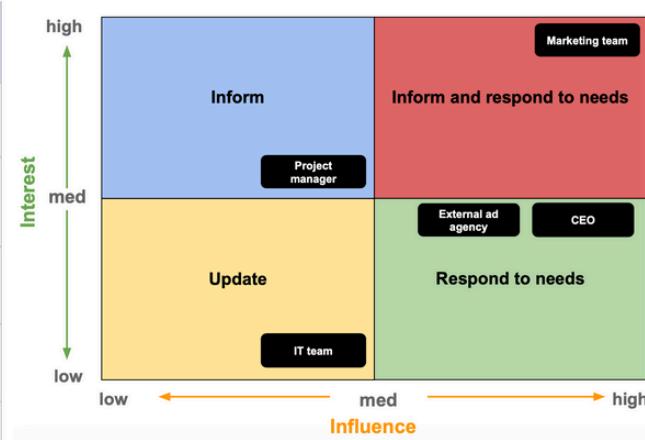
The scenario involved stakeholder analysis and evaluation of communication methods.

INFORMATION PROVIDED TO IDENTIFY STAKEHOLDERS:

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 | Provide overview updates with only the most essential information via email monthly and meetings quarterly |
| Marketing team | H | H | Engagement and conversion goals and data, campaign strategy, task assignments and deadlines | Communicate all relevant details daily via email and chat and hold weekly meetings |
| Project manager | M | M | Campaign progress, task assignments and deadlines, scheduling delays, budget constraints | Communicate about campaign progress bi-weekly via email and as needed and hold weekly meetings |
| Information technology (IT) team | M | L | Software and hardware requirements and issues, data archiving | Keep updated on requirements and issues as needed |
| External ad agency | M | M | Creative requirements, contractual information, scheduling, budget and payment details | Provide updates via email weekly and as needed and meetings monthly |

Stakeholder Map



COMMUNICATION WITH DIFFERENT STAKEHOLDERS:

| Role | Information to Be Shared | Means of Communication |
|--------------------|---|---|
| CEO | <ol style="list-style-type: none"> 1. Incremental sales exceeded targets by 5% 2. Conversion data (email conversions up 2%) 3. ROI indicators (CTR increase from video ads as a general success metric, not full detail) | <ol style="list-style-type: none"> 1. Monthly overview email with created charts to visualize concise highlights 2. Quarterly meeting to review ROI, revenue forecasts, and overall campaign impact |
| Marketing team | <ol style="list-style-type: none"> 1. Instagram engagement highest among ages 29–41 2. Video ads achieved 12% higher CTR 3. Email conversions up 2% 4. Incremental sales exceeded targets by 5% 5. New analytics tool adoption progress + dashboard setup issues (team support required) 6. Designer resignation and reassignment of tasks → promotional email delays | <ol style="list-style-type: none"> 1. Create charts to visualize data analysis findings and share in weekly meeting 2. Update via email immediately about the promotional email delay and the issue with the new analytics software |
| Project manager | <ol style="list-style-type: none"> 1. Campaign progress highlights (engagement + CTR findings) 2. Email conversion improvement (+2%) 3. Sales performance (+5% over target) 4. Scheduling delay due to designer resignation and reassignment needs 5. Analytics tool onboarding issues | <ol style="list-style-type: none"> 1. Update via email immediately about the promotional email delay and the need for a new designer to be assigned to project 2. Create charts to visualize findings and share in weekly meeting |
| IT team | <ol style="list-style-type: none"> 1. Issues with new analytics tool (dashboard setup difficulties, team support required) | <ol style="list-style-type: none"> 1. Update via email immediately about issue with new software and request assistance |
| External ad agency | <ol style="list-style-type: none"> 1. Creative performance insights (video ads performing 12% better CTR) 2. Campaign scheduling update (email launch delay due to designer resignation) 3. Adjusted creative requirements or timelines | <ol style="list-style-type: none"> 1. Create charts to visualize findings and share in monthly meeting |