

STAKEHOLDER ANALYSIS & COMMUNICATION

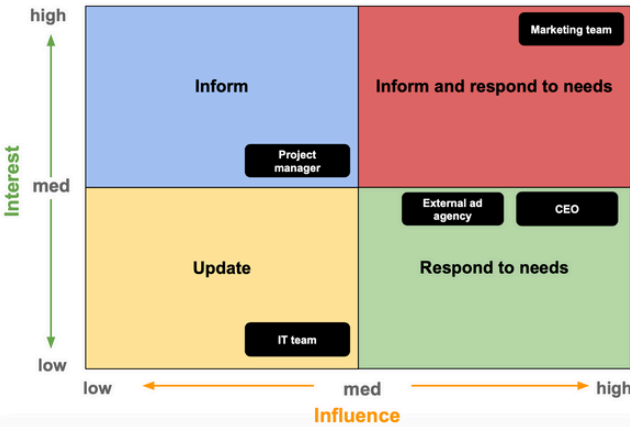
The scenario involved stakeholder analysis and evaluation of communication methods.

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