

## **AGENDA FOR MEETING FORMAT**

### **Meeting Agenda**

Date: July 4, 2021

Time: 1:00 PM IST

Location: Conference Room

### **Agenda details**

Goals: Examine last year's marketing efforts, identify seasonal slumps in product demand, plan methods to raise demand during these slumps and make sure we are ready for the next marketing campaign.

#### **1. Examine last year's marketing initiatives**

Time: 15 minutes

Purpose: Share information

Leader: Raj Mehra

- a. Showcase previous year's marketing initiatives
- b. After each marketing campaign, review the sales figures
- c. Determine which campaigns had the greatest impact

#### **2. How can we effectively handle our product's evolving needs?**

Time: 45 minutes

Purpose: Discussion

Leader: Bhanu Saxena

- a. Examine sales figures from the previous four quarters
- b. Recognise any patterns in the sales figures
- c. Discuss ways to increase sales

#### **3. Getting ready for the next marketing campaign**

Time: 20 minutes

Purpose: Decision

Leader: Riya Gupta

- a. How should we prepare for the upcoming marketing campaign?
  - i. Review the marketing campaign materials that are attached
  - ii. Assign duties to each member of the team
- b. How will we measure the campaign's effectiveness?

c. Review the campaign's sales targets

#### **4. Finalising of meeting**

Time: 5 minutes

Purpose: Decision

Leader: Raj Mehra

a. What did we do well in this meeting?

b. How should we approach the next meeting?

### **MINUTES OF MEETING FORMAT**

#### **Marketing campaign meeting**

Location: Conference Room, CA

Date: April 11th, 2022

Time: 11:30 AM PST

#### **Attendance:**

- Erin Black -- in attendance
- Camden Gregor -- in attendance
- Dana Redmonds -- in attendance
- Ingrid Bergen -- absent
- Beau Vance -- in attendance

#### **Agenda items:**

- Campaign progress so far
  - Written scripts for new commercials and radio spots
  - Designed graphics for digital ads and social media posts
- Goals of campaign
  - Increase online store traffic 33%
  - Boost engagement on social 42%
  - Spend under \$5 acquiring each new lead

#### **Next steps:**

- Shoot the commercials
  - Obtain location permits
  - Hire camera crew
- Develop strategy in collaboration with sales team
  - For generating and managing new leads from the campaign