YR 13

Unit 2: Developing a Marketing Campaign

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1. PESTLE stands for
2. SWOT is used to
3. What is market segmentation

**Student Activity**

1. If my product is something that everybody might want to buy then I am targeting the \_\_\_\_\_\_ \_\_\_\_\_\_\_ .

If only a few customers might be interested though, I am better targeting a \_\_\_\_\_\_ \_\_\_\_\_\_\_\_ . I can break down my whole market into smaller \_\_\_\_\_\_\_\_\_\_\_\_\_ .

Each customer will share common \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for example \_\_\_\_\_\_\_\_\_\_\_\_, age or income.

If I do target a niche market, then I can charge \_\_\_\_\_\_\_\_\_ prices and hopefully make more \_\_\_\_\_\_\_\_\_\_ . To help me better understand my customer, I could also carry out lots of \_\_\_\_\_\_\_\_\_\_\_\_ before making my product. This means that I will be taking a \_\_\_\_\_\_\_\_\_\_\_ - \_\_\_\_\_\_\_\_\_\_ approach.

1. Design an advert for a **mass market** or a **niche market** that fits into one of the categories below.

Healthy Eating

Dating

Fashion

1. **Research: How will the following internal influences impact on the Marketing campaign selected by the business**

**Cost of the advertising campaign**

**Availability of Finance**

**Staff expertise**

**Size and Culture of the business**