

## **Unit AH5          Plan marketing activities**

### **Elements**

**AH5.1    Develop a marketing plan**

**AH5.2    Develop and distribute marketing materials**

**AH5.3    Evaluate the success of marketing activities**

### **Unit Commentary**

This unit is for archaeologists responsible for the planning, implementing and evaluating marketing activities, and developing appropriate support material. It covers the identification of objectives for the marketing in the context of the organisations policies and procedures, selection of appropriate marketing activities, preparation of a plan and budget, delivering and evaluating the marketing activity

## AH5 Plan marketing activities

### AH5.1 Develop a marketing plan

#### Performance Required

*This will involve:*

- a) defining the target audience for marketing activities
- b) defining the desired outcome of marketing activities
- c) preparing a **marketing plan** that will attract, satisfy and retain the target audience
- d) costing the marketing plan and securing an appropriate budget
- e) taking into account relevant legislation and guidelines
- f) taking into account internal and external policies, guidelines and codes of conduct
- g) identifying stakeholders and partners
- h) co-ordinating marketing activities with press and public relations opportunities

#### Occupational Context

##### 1 Marketing plan

- aims
- target audience(s)/markets
- attendance/take-up/income targets
- methods
- materials
- distribution
- costings
- timetable
- evaluation strategy

#### Knowledge Requirements

*You need to know and understand how to:*

- Analyse risks and benefits
- Use marketing to attract, satisfy and retain customers

*You need to know about:*

- Marketing theory and practice
- Target market and audiences
- Effective use of advertising and marketing materials
- Budgeting and financial control
- local and national advertising, distribution and communication media
- Importance of branding and corporate identity
- Effective use of design in marketing
- Key objectives of organisation
- Commercial awareness
- Communications

## **AH5 Plan marketing activities**

### **AH5.1 Develop a marketing plan**

#### **Required Skills**

*You should demonstrate:*

- How to plan and carry out evaluation strategies
- Use of Press and PR
- Copywriting
- Negotiating
- Teamworking

#### **Evidence Required**

*You should provide evidence that you can Develop a marketing plan*

The candidate should be questioned, based upon the documentation provided, to explore how they:

- planned and evaluated commissioned marketing materials.

#### **Evidence Rules**

The candidate should have been involved in planning and carrying out at least two marketing activities.

## AH5 Plan marketing activities

### AH5.2 Develop and distribute marketing materials

#### Performance Required

*This will involve:*

- a) producing and commissioning **marketing materials** including advertising in **collaboration with** others and in accordance with the marketing plan
- b) ensuring that all marketing and advertising copy is accurate, up to date and conforms to house style
- c) ensuring that copy is delivered on time and that the production schedules are adhered to
- d) ensuring that content and design are appropriate for the target audience
- e) maintaining cost and quality control and following financial procedures
- f) evaluating marketing activities and providing feedback to the marketing plan

#### Occupational Context

##### 1 Marketing materials

- free leaflets, flyers, posters, folders, cards, website
- merchandise
- Advertising: newspapers, trade journals, directories, radio, TV
- corporate identity, brands, logo, liveries, uniforms, design manual, house style

##### 2 Collaboration with:

- content providers
- copy writers
- photographers
- electronic and print editors
- illustrators/photographers
- designers
- printer
- advertising manager
- distribution companies
- web designers

#### Knowledge Requirements

*You need to know and understand how to:*

- Plan and implement an evaluation strategy

*You need to know about:*

- Appropriate use of content, design, media and distribution channel for target audience and message
- key objectives of organisation
- Marketing plan
- Relevant legislation and guidelines
- Working knowledge of the structure of professional archaeology in the UK
- Local and national advertising, distribution and communication media
- print and electronic production processes and costs
- Working knowledge of legislation relating to copyright and intellectual property
- Commercial awareness

## **AH5 Plan marketing activities**

### **AH5.2 Develop and distribute marketing materials**

#### **Required Skills**

*You should demonstrate:*

- Copywriting
- Negotiating

#### **Evidence Required**

*You should provide evidence that you can develop and distribute marketing material*

The candidate should be questioned, based upon the documentation provided, to explore how they:

- Develop and distribute marketing material

#### **Evidence Rules**

The candidate should have been involved in the development and distribution of two types of marketing material.

## AH5 Plan marketing activities

### AH5.3 Evaluate the success of marketing activities

#### Performance Required

*This will involve:*

- a) clearly identifying achievable, measurable targets for marketing activities and the factors that will **indicate success**
- b) using any opportunities that arise during the marketing activity to collect data that could be used to measure success
- c) designing a strategy for collecting data to measure the effectiveness of an activity
- d) collecting **data** cost-effectively and accurately
- e) producing an accurate analysis of the data against the **indicators** for measuring success
- f) reporting the results of the evaluation fully, clearly and accurately in the required format
- g) using the results of the evaluation to inform **future actions**

#### Occupational Context

##### 1 Indicators of success must be

- measurable
- achievable
- meaningful

##### 2 Data may include

- attendance/enquiries/awareness/sales/turnover/ profit and loss
- customer satisfaction, new customers, repeat business
- external feedback from professionals/experts/specialists/ consultants

##### 3 Future actions to be informed

- marketing activities
- research
- policy, best practice, procedure, creative content, design, branding
- programme management/ partnerships/ linkages and networks
- training and staff development

#### Knowledge Requirements

*You need to know about:*

- Marketing theory and practice
- procedures for evaluating marketing activity
- Quantitative and statistical methods
- Sources of professional advice on evaluation and market research, costs and timetable
- Commercial awareness

## **AH5 Plan marketing activities**

### **AH5.3 Evaluate the success of marketing activities**

#### **Required Skills**

*You should demonstrate:*

- Briefing market researchers
- Data Collection
- Data Analysis
- Interpretation and application of results

#### **Evidence Required**

*You should provide evidence that you can evaluate the success of marketing activities*

The candidate should be questioned, based upon the documentation provided, to explore how they:

- evaluated the success of promotional activities

#### **Evidence Rules**

The candidate should have been involved in evaluating marketing initiatives.