**STRATEGIC MARKETING**

**Learning Outcome 1: Activity 5**

**GROUP ACTIVITY**

**Appealing to types of customers**

In groups, prepare a thorough presentation on how you may go about appealing to your assigned type of customers: Loyal Customers, Discount Customers, Impulse Customers, Need-based Customers or Wandering Customers

Be as detailed as possible, incorporating the sections below, and take care to make the presentation interesting for your fellow learners, and ensure everyone has the chance to speak. Use your Study Guide, reading lists and the Internet to help aid your research.

You may prepare a visual accompaniment such as a presentation if you think it suitable.

Be prepared to lead in a discussion about the effectiveness of this approach with your class afterwards.

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| **Describe your customer type and how to spot them i.e. defining characteristics, and how this differs in different sectors, industries, etc** |
| **Describe the key approaches for appealing to this customer type** |
| **Give some key ideas for reaching these customers - consider online (social media, email) and offline as appropriate** |
| **Case studies - examples of organisations in different industries engaging this type of customer, including evaluation of success** |
| **Benefits and considerations when reaching this customer type** |