

2.4 Marketing and sales plan

Name: _____ Class: _____ Date: _____ **Total: 12 marks**

KEY WORDS marketing plan 营销计划 • sales forecast 销售预测 • conversion rate 转化率
• call to action 行动号召

Objective

Build a **marketing plan** 营销计划 that links a target, channel, forecast, and measurable sales action.

You must be able to:

- distinguish a forecast from a guarantee
- identify a suitable promotion channel
- explain a call to action and conversion measure

1 Worked examples

■ **Target → channel → measure**

A student repair service targets cyclists near campus. It posts a QR booking link in student groups and counts scans, bookings, and completed repairs. These measures show whether attention becomes sales.

■ **Forecast with assumptions**

“We will have many customers” is not a forecast. “Twenty bookings in month one, based on campus-group reach and two-hour capacity” can be tested and revised.

2 Practice

2.1 Define a sales forecast. [1]

2.2 State what a call to action tells a customer. [1]

2.3 Explain why bookings are a stronger sales measure than advert views. [2]

3 Exam-style questions

3.1 Explain two reasons a QR booking link in a student group may suit a campus bicycle-repair service. [4]

3.2 A business forecasts 30 bookings but receives only 12 in its first week. Explain how reviewing this result can improve the marketing plan. [4]

Solutions

2.1

- An estimate of units or sales expected over a period.

2.2

- The next step the customer should take, such as scan, book, visit, or order.

2.3

- A view shows attention only.
- A booking records a customer action toward a sale.

3.1

- Students in the group are close to the target market.
- A QR link makes the next action quick and measurable.

3.2

- The firm compares actual bookings with its forecast.
- It can test assumptions about the channel, price, or offer and change one of them.
- This prevents repeating an ineffective campaign without evidence.