

## 2.4 Marketing and sales plan

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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

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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

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#### ■ 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

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**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]

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### 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]

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**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]

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