

Introduction to Consumer Behavior Assignment

Name: Introduction to Marketing Concepts, Consumer Behaviour, and Integrated Marketing

Format of assignment: PowerPoint presentation & Excel Sheet

Assignment Type: Individual Assignment

Tasks for the Assignment:

❖ **Select the brand of your interest and perform the following activities:**

- Based on the available information and your research/knowledge attempt an analysis of the Market Forces that may impact your chosen Brand
(Hint - use Porter's Five Forces Model).
- Develop at least two Buyer's Persona for the selected Brand (use your understanding of the Brand, get creative, and detail-oriented.)
- Wear the hat of a Marketing Manager: Suggest content ideas and/or Marketing Channels you would leverage for each stage of the Buyer's Journey to build your Sales & Marketing Funnel (at Board Infinity, we love to see our learners get creative and pay attention to details!)

❖ Competition Analysis

Recognize at least 2 competitors to your chosen brand.

❖ Create a comparison report which includes:

- How many followers/fans do the competitors have?
- Comment on the frequency of posting across social media channels, by your competitors
- Recognize the Cumulative Engagement Rate for the latest 10 posts on Social Media (formula = number of shares +comments/number of likes)
- Please suggest other parameter(s) you may find useful for comparison.

❖ Share recommendations for your brand on the basis of Brand & Competition Analysis already done

- Do you think the content and strategy used by competitors on their social platforms is resounding well with the Buyer's Persona that you have developed? If yes/no, how can your brand learn from the same.
- What learnings from the competitors would you like to apply to your brand?
- Comment/suggest changes to the existing digital presence of your brand.

Submission Guidelines:

- Keep your presentations brief in nature. Avoid adding unnecessary content.
- Add screenshots with effects whenever required
- Add bullet points and write crisp text.
- Provide reports in excel format