

GCSE Business

Marketing activity sheet



Scenario

You work as part of the Social Media Marketing team for SleekTalent which is a talent agency for actors. SleekTalent specialises in placing actors in crowds and extra roles in film and TV.

Acting can be rewarding and lead to a long and varied career but often starts with small parts as extras in films.

A talent agency signs actors and then are paid a fee by the film companies when the actor is given a role. So the more work the actor gets the more revenue SleekTalent makes.

Actors produce showreels which are a collection of snippets of their best performances in plays, on TV and in films. This helps to give the casting directors a sense of who the actors are and what roles they might be suitable for.

Your job is to make sure that SleekTalent is seen on all social media sites and to increase sales revenue by promoting the actors that you have signed to your agency. You also need to attract new actors to sign up with the agency.

- 1. Design a suitable logo for SleekTalent**
- 2. Write a marketing plan for SleekTalent, explain which social media platforms they should be on and why. Make sure your plan includes; TikTok, Instagram, Twitter and Facebook. Explain the advantages and disadvantages of each of these.**
- 3. Design an advert for SleekTalent to attract new actors to sign with the agency. This advert should explain that you will help actors that sign with the agency to create their own showreel. This advert should be suitable for all social media sites.**

EXTENSION: Write a short report to your boss explaining what promotional activity SleekTalent should carry out and why. Make sure you explain how your promotional activity will have an impact on sales revenue.

