

# Marketing Management

(Post Secondary)

## Tracking Your Client

<b>Objectives</b>	<p>This assignment is meant for developing ones investigative nature. Most people today would call this activity as “creeping” or “stalking”, but it is quite the contrary. Today, celebrities want to be tracked and followed because with public appearances comes marketability and \$\$\$! This assignment is for you, the student, to track the movements of your client, the celebrity, in order to set up radio interviews and public appearances in order to boost the public image of your client.</p> <ul style="list-style-type: none"><li>• Given “TwitVid” and all the links that are attached to it by the celebrity (from their account) you are to track the movements of the client and log everything.</li><li>• Granted, your client has already visited the places and marketing there in unnecessary now that the celeb is gone, but we will approach this in a different sense. We assume that the celeb will do this same exact tour the following year and we want to make all accommodations in advance.</li></ul> <p><b>This activity should take approximately 60 minutes to complete.</b></p>
<b>Materials</b>	<ul style="list-style-type: none"><li>• “TwitVid” account and internet connection.</li><li>• Microsoft Word or any application in which you could log the activities.</li></ul>
<b>Procedures</b>	<ol style="list-style-type: none"><li>1. First step is to create a “Twitter” account that can be used to view and subscribe to a celebrity on “TwitVid”.</li><li>2. Find a celebrity who has an account on “TwitVid”, preferably a singer or actor, but athletes are fine too. This celebrity will be your client.</li><li>3. Follow, for example John Legend. View his uploaded videos and track his locations for each one, and the time/date also. Remember, he will be on this same exact tour next year again so you will want to have the information to schedule meetings with media, like talk shows, well in advance to put the name out there and market the client.</li><li>4. The “TwitVid” account will often have links to their “Twitter” pages where their statuses could be something like “In Cleveland, doing a show”. This will be placed in your log/schedule.</li><li>5. You are to track the celebrity for at least 2 months from the last update in order to gain as much information as possible.</li><li>6. When you are done logging all the locations and dates of your clients and their whereabouts, you will make a report.<ol style="list-style-type: none"><li>a. Your report will include where the Celebrity will be located on a specific day, and what you have planned for them for that day.</li><li>b. Example: John Legend will be in Los Angeles on April 18, 2010, and he will make an appearance on Jay Leno that evening to promote his new album. Or on August 23, 2010 John Legend will be in Chicago and he will be featured on Eddy and Jo-Bo in the Morning on the local pop station B96.3 to promote his new album.</li></ol></li><li>7. After the report is compiled make sure it is in table form with separate columns for, but not limited to; Date, Location, Planned activity, Promoting...</li></ol>

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|  | <ul style="list-style-type: none"><li>a. Should be in chronological value.</li><li>b. Report should include brief hypothesis of how marketing the client in each location will benefit sales in that very city.</li></ul> |
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**YOU ARE INVESTIGATIVE AGENTS! So find out all you can about your client to make them as marketable as possible.**