Stakeholder Analysis

Role	Influence (H/M/L)	Interest (H/M/L)	Primary Information Needs	Communication Approach
CEO	H	M	Conversion and sales data, revenue forecasts, ROAS, ROI, historical perspective	Provide overview updates with only the most essential information via email monthly and meetings quarterly
Marketing team	H	H	Engagement and conversion goals and data, campaign strategy, task assignments and deadlines	Communicate all relevant details daily via email and chat and hold weekly meetings
Project manager	M	M	Campaign progress, task assignments and deadlines, scheduling delays, budget constraints	Communicate about campaign progress bi-weekly via email and as needed and hold weekly meetings
Information technology (IT) team	M	L	Software and hardware requirements and issues, data archiving	Keep updated on requirements and issues as needed
External ad agency	M	M	Creative requirements, contractual information, scheduling, budget and payment details	Provide updates via email weekly and as needed and meetings monthly

Stakeholder Map
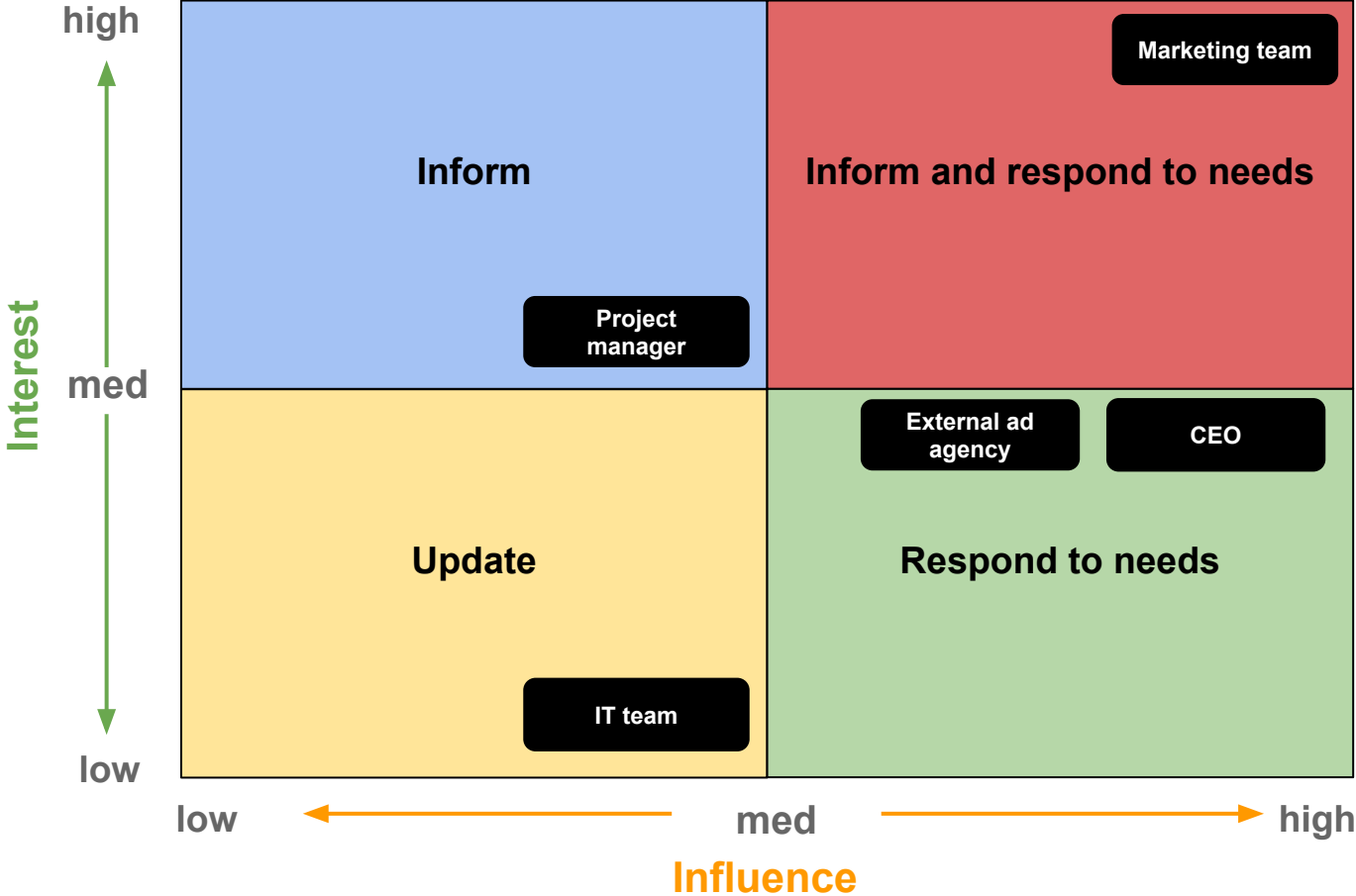
Communication Plan

Role	Information to Be Shared	Means of Communication
CEO	The number of conversions referred from email last month were up 2% over the previous month. Incremental Sales last month exceeded targets by 5%.	Monthly email
Marketing team	On social media, levels of engagement were highest among Instagram users between the ages 29 and 41. On social media, ads containing video received 12% higher click-through rates (CTRs) than ads without video.	Weekly meeting
Project manager	The designer working on a series of promotional emails for the campaign has just resigned. The first of these emails was supposed to be sent out next week, but will now be delayed. Another designer will need to be assigned the tasks of the designer who left.	Email as needed
IT team	To help track and forecast campaign performance, your team recently began using a new marketing analytics tool. However, several team members are having difficulty setting up their campaign dashboards in the tool. Team members will require assistance to implement the software correctly.	Email as needed.
External ad agency		