



## e-Marketer Training:

### Module BM01: Digital Marketing Basics

#### Exercise – Work on case study

As new Digital Marketing Manager of the confectionary company „Sugarland“ you are responsible for the entire communication and PR via digital media. So far Sugarland did only traditional marketing, however, the new manager believes their sales could significantly increase if they were more active in digital marketing. Your job is now to convince your other „traditional“ Marketing members of the high potentials digital marketing is offering to the organisation and make them familiar with the basics of digital marketing.

To this purpose:

- 1) Reflect upon the differences between traditional and digital marketing. Summarise the advantages and disadvantages you see:
  - a) for the job role of a marketing specialist in general;
  - b) for your business / the organisation you are working for (if you are a professional).
- 2) Explain why a strategic approach to digital marketing is needed.
- 3) What are the key elements of a Budget and action plan? Draft one for your team in this case study.
- 4) What does digital marketing tactics mean? List and explain the main digital marketing tactics to your team.