



## e-Marketer Training:

### Module BM02: Business strategy

#### 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. One of your main responsibilities is also the development of a digital marketing strategy, which must be aligned to the general business strategy.

- 1) What are the main goals of a business strategy and why is it important to be familiar with the business strategy for developing a digital marketing strategy? Please explain.
- 2) What tools do you know for developing a business strategy? Which of the tools would you choose for developing the digital marketing strategy of your organisation? Please justify your choice.
- 3) Apply the selected tools to this case study of the company Sugarland.
- 4) What is the purpose of a strategy and action plan?
- 5) What is a Gantt chart and how can it help you structure your marketing activities? Please explain.