



e-Marketer Training:

Module BM04: Relationship and risk management

Exercise – Work on case study:

As Digital Marketing Manager of the sweets company „Sugarland” you are responsible for the entire communication and PR via digital media. One day a product test by an independent ecological magazine discovers traces of a substance, which might provoke cancer if excessively consumed. The press and the online media consider it a scandal since innocent children consuming your sweets might be endangered. Your organisation is accused of irresponsible behaviour, just focusing on profits and not caring about the health of their vulnerable customers: the children. From one day of the other, the sales figures drop down to almost zero. Moreover, your organisation has to take back large numbers of sweets from the supermarkets, since it is not sure from which date on the products have been contaminated with this health-threatening substance.

Your job as Digital Marketing Manager is to help your organisation out of this critical situation and manage the communication to the stakeholders within this severe crisis,

To this purpose:

- 1) Assess the situation and identify the main dangers/risks and consequences of this crisis for your organisation.
- 2) Identify the key stakeholders of your organisation and determine, which relationships might be affected by this crisis in which way.
- 3) Set up a crisis management strategy, determining and describing the
 - a. steps you need to take before/during/after the crisis;
 - b. communication activities/actions you undertake to rebuild the relationship with your stakeholders;
 - c. message you want to spread towards your various customers.