



e-Marketer Training:

Module TM01: Digital marketing tools

Exercise – Work on case study

As Digital Marketing Manager of the confectionary company „Sugarland“ you are responsible for the entire communication and PR via digital media. In order to plan your next marketing campaign, you need to decide upon the choice of the appropriate digital marketing tools, you would need to use in order to increase the popularity of the brand and reach the right target group.

- 1) Would you preferably use classic Digital Marketing or Social Media Marketing to reach your target groups? Please explain the difference of both marketing channel and why you would make your choice the way you do.
- 2) Which channels would you choose to reach your target group, what would be the goal which you would like to achieve by using these channels and what kind of message would you like to convey? Please explain.
- 3) How are you planning to evaluate the success of your communication via the different channels you would choose (see question no. 2)? What tools would you use for evaluating the success of the marketing activity?
- 4) What mistakes should be absolutely avoided in your digital marketing campaign?