

Name _____ Date _____

Marketing Essentials
Chapter 18 Visual Merchandising and Display

eMarketing Worksheet Activity: Digital Video Sharing

Directions YouTube, a subsidiary of Google, is a free digital video sharing community. YouTube videos can be seen worldwide. Businesses can share their messages with the global marketplace in a video format, making YouTube an excellent marketing tool. Work alone or in small groups to complete this two-part worksheet on digital video sharing.

A. Research YouTube Conduct research in order to answer the following questions in preparation for a class discussion on YouTube's digital video sharing community and for the project you will be completing in Part B.

1. What options are offered for direct advertising on YouTube?

2. Provide an example of how a company can use YouTube to sponsor a contest in order to connect with a target market.

3. How could a company's reputation or a specific product's sales be affected by YouTube?

4. What ethical and legal issues has YouTube faced in recent years?
