

Name \_\_\_\_\_ Date \_\_\_\_\_

**Marketing Essentials**  
**Chapter 3 Political and Economic Analysis**

**eMarketing Worksheet Activity: Online Government**

**Directions** Work in groups of 3–4. Select a government Web site that has information of interest to a business owner. Select pertinent information to target customers with a new ad message that would be beneficial to a specific business. Write the ad message and share it with the class.

Use the following steps to guide your group in completing this task.

**Step 1:** What Web sites did members of the group research?

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**Step 2:** Which Web site was chosen and why did the group decide on that Web site?

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**Step 3:** What pertinent information for a business was found in the Web site?

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**Step 4:** What businesses could benefit from the information obtained?

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**Step 5:** Which specific business was selected and why was it selected?

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**Step 6:** Describe the target market.

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**Step 7:** What are the goals for the ad message?

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**Step 8:** Write the ad message keeping in mind the target market and goal for it.

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**Step 9:** Pretest the ad message with others to see if the intended purpose is clear.

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**Step 10:** Rewrite the ad message based on feedback from Step 9.

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