

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

**Marketing Essentials**  
**Chapter 8 Communication Skills**

**eMarketing Worksheet Activity: E-Mail Marketing and Twitter**

**Directions** Bring in samples of e-mail marketing and Twitter comments to display and compare. Then, you will prepare an e-mail marketing program for a business.

1. What are the differences between e-mail marketing and “tweets”?

---

---

---

2. Prepare a bulletin board display or a collage on poster board of your sample e-mail messages and tweets to illustrate the differences between the two communication vehicles businesses use. Write notes below on what your display will contain.

---

---

---

3. Write a “tweet” (140 characters) to a business you frequent to share a good or bad experience.

---

---

---

4. Assume you are a company employee who has the responsibility to respond to “tweets” the company receives. Exchange “tweets” with your classmates and write a “tweet” response. Remember a “tweet” can only be 140 characters.

---

---

---

