Name	Date
Marketing Essentials Chapter 8 Communication Skills	
eMarketing Worksheet Activity: E-Mail M	larketing and Twitter
Directions Bring in samples of e-mail mark you will prepare an e-mail marketing progra	keting and Twitter comments to display and compare. Then, am for a business.
1. What are the differences between e-mail	marketing and "tweets"?
	age on poster board of your sample e-mail messages and the two communication vehicles businesses use. Write notes
3. Write a "tweet" (140 characters) to a bus	iness you frequent to share a good or bad experience.
	who has the responsibility to respond to "tweets" the company smates and write a "tweet" response. Remember a "tweet" can

5. Prepare an E-Mail Marketing Program (Role Play) Assume you are a marketer who creates e-mail programs for businesses. You have an appointment with the owner of a restaurant in your community to convince the owner to begin an e-mail marketing program. Prepare an outline and a sample e-marketing
piece for your meeting, both of which you will use in your presentation. Be sure to include the benefits of using e-mail marketing to the restaurant owner. The sample e-mail marketing piece should offer relevant information for customers and some type of incentive for them to visit the restaurant. You will be evaluated on your knowledge of e-mail marketing, your written outline, your sample e-mail piece, and your communication skills.

Name ______ Date _____