**NAME(S):………………………………………………………………………………………**

*No marketer today could afford to ignore the power of digital and social media. In this worksheet, both exercises aim to pinpoint the integral roles played by both digital and social media in reaching a target audience, while also highlighting that the use of these types of media can be a double-edged sword.*

**ACTIVITY/TASK**

* Consider two chocolate makers: one new entrepreneurial venture, focused on premium, high-quality products, and one well-known mass-market brand (e.g. Kit Kat). Compare the different strategies the two companies should adopt in harnessing digital marketing tools.
* Discuss the similarities and differences in the adopted strategies.

| **Types of digital marketing activities** | **Small premium luxury chocolate start-up** | **A well-established main-stream chocolate brand (e.g. Kit Kat Bar)** |
| --- | --- | --- |
| E-mailing  |  |  |
| Web presentation |  |  |
| Mobile marketing |  |  |
| Social media marketing |  |  |
| Microsite marketing  |  |  |