Task A: E-Mail

1. E-Mail is a common method used to communicate a new product or service to a customer using a concept called E-Mail marketing.

What is meant by E-Mail marketing?

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1. Provide a screenshot of E-Mail marketing being used and explain the purpose of this.

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| Screenshot of e-mail | Explanation |

1. Identify three advantages and three disadvantages to business using E-Mail marketing.

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| **Advantages** | **Disadvantages** |
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Task B – Instant messaging

1. Explain **one** reason why businesses might use an instant messaging service?

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1. Provide a screenshot of an instant messaging service being used by a business and explain the purpose of this.

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| Screenshot of e-mail | Explanation |

Task C - Blogs

1. Explain **one** reason why businesses might use blogs (or vlogs) to promote their products/services?

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1. Provide a screenshot of an instant messaging service being used by a business and explain the purpose of this.

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| Screenshot of e-mail | Explanation |

Task D – Video conferencing

1. Explain how businesses can make effective use of video conferencing software to support their products/services.

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1. The COVID-19 pandemic caused a national lockdown and forced many organisations (including businesses) to operate remotely. Some businesses have even decided to stick to this model and encourage employees to work from home.

Identify **three** advantages and **three** disadvantages to businesses who decide to run their everyday operations via a remote setup such as video conferencing.

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| **Advantages** | **Disadvantages** |
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Task E – Social networking

1. List different ways businesses might use social media to promote their product/service.

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1. Identify **three** advantages and **three** disadvantages to businesses using social networking sites to promote their products/services.

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| **Advantages** | **Disadvantages** |
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