

E-Marketing Activity

Health Care	Distance Education
Real Estate	Sport
Amusement Park	Finance

Choose a hypothetical business in the industry you have been given (from above).

Decide as a group an overall e-marketing strategy and then divide the group into individuals or pairs to design marketing strategies in the following areas, justifying why they are appropriate for your business:

- Website
- Social Media
- Online shopping
- Email/SMS
- Other