

Name _____ Date _____

Marketing Essentials
Chapter 14 Presenting the Product

eMarketing Worksheet Activity: Selling via Digital Tech Savvy

Directions Burberry, a luxury clothing company, is tech savvy. Its ad campaign lets users drag, and rotate models to see how accessories look in motion. Work alone or in small groups to complete this two-part worksheet.

A. Conduct Internet Research

Search the Internet to find examples of tech-savvy features on Web sites. Try looking up virtual tours of topics you learn about in science or math or products and services sold to consumers or businesses. Prepare a written report of your findings and cite your sources. You will be evaluated on the content and mechanics of your written report.

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B. Collaborate, Connect, and Present Assume you work as an intern and were given a project to study how digital technology could be used on a bicycle manufacturer's Web site. You will be working with three other interns as a team. The company manufactures bicycles and bicycle accessories (i.e., apparel, head gear, bicycle seats, and so on). You are expected to prepare a written and oral presentation on how the company's Web site could be improved to make it more digitally savvy, as well as how it can help the company's marketing and sales departments to be more effective. You will be evaluated on the content and mechanics of your written and oral report.

1. Share your research you conducted in part A with team members, such as features of the items or products that were rotated, dragged, and zoomed.

2. Brainstorm how the company's products could be presented digitally on its Web site in order to generate more online sales.

3. Suggest ideas on how these digital technologies could be used by sales service personnel who handle online orders.

4. Suggest ideas on how company sales representatives could use these digital technologies during a product presentation to retailers.

5. Suggest how these digital technologies could be used to support the company's sales force when an objection is raised during a sales call.
