**ELEMENT 2: ACTIVITY 1: LO2**

**Creating the infrastructure**

**PART ONE**

|  |
| --- |
| Gardens Galore is a small gardening business just outside a major city centre in your area.  It has been established for over five years and has achieved a good steady trade selling plants, trees and shrubs.  As well as selling perennials, bedding plants, small shrubs and trees, they also have a small shop from which they sell plant food, fertilizer, garden tools, pots and other accessories. In addition, there is a small cafe selling home produced cakes and drinks. Once a month, the owner Paul gives a demonstration to visitors to the cafe on gardening techniques relevant to the time of year.  Paul is a proficient user of social media for his personal use and is interested in exploring how digital marketing might be able to help him expand his business.  He has decided that the first thing he needs is a website.  Using the internet:   1. Find a suitable domain name that is available for the business. 2. Research at least three web hosting packages that might be suitable for Paul’s business and indicate the services that each provides. Indicate the most suitable for Paul. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Web hosting service | Domain name available | Step-by-step website | Email hosting | Blog hosting | Customer support offered |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Giving reasons, state the most suitable web hosting service for Gardens Galore is: | | | | | |

**PART TWO**

|  |
| --- |
| Three months later, Paul has a website and is gradually building an email contact list of customers.  He is keen to make more use of social media and has asked you for advice on how he might use the following platforms for the different areas of his business.   1. Facebook 2. Twitter 3. Blogs 4. YouTube 5. Customer reviews.   Complete the table below with your advice. |

|  |  |
| --- | --- |
| **Social media** | **Advice** |
| **Facebook** |  |
| **Twitter** |  |
| **Blogs** |  |
| **YouTube** |  |
| **Customer reviews** |  |