**ELEMENT 5: ACTIVITY 2: LO8**

**Messaging and scheduling**

**PART ONE**

Suggest some online business types for which the following tones of communications would be appropriate.

|  |  |
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| Tone | Online business examples |
| Conversational, casual, friendly |  |
| Formal, clear, concise |  |
| Informative, educational, factual |  |
| Entertaining, witty, humorous |  |
| Descriptive, flowery, elaborate |  |

Using the Internet, find an example website for three of the tones listed above and copy a section of their text into the following table to illustrate the tone of voice used:

|  |  |  |
| --- | --- | --- |
| Website | Tone illustrated | Text |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |

**PART TWO**

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| --- |
| WordSource is a new online business offering professional translation services in 50 languages worldwide. It provides a service to mainly small and medium-sized business that require contracts, company documents and emails translated from or to other languages.  The business is operated entirely online and materials are translated by a large team of translators who are each based in different locations around the world. It provides a 24/7 service at an average speed of 150 words per hour or 1,500 words per day. The company wants to create a strong central marketing message. |

|  |  |
| --- | --- |
| Research the websites of at least 3 competitors or similar companies. Write shown the repeated marketing message for each. | |
| Competitor 1 |  |
| Competitor 2 |  |
| Competitor 3 |  |

|  |  |
| --- | --- |
| Break WordSource’s business into following three key components. | |
| What is its service? |  |
| Who is it for? |  |
| What makes it special? |  |

|  |  |
| --- | --- |
| Write down as many synonyms or variations as you can for each of the three components that describe the business. | |
| What is their service? |  |
| Who is it for? |  |
| What makes it special? |  |

|  |  |
| --- | --- |
| Look at the words identified in the above table. Circle the one you like and then make sentences by putting them together in different orders – one selection from each component list. | |
| Sentence 1 |  |
| Sentence 2 |  |
| Sentence 3 |  |

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| Choose the sentence that best reflects a strong central marketing message for WordSource and share your ideas with other groups in your class. |
|  |

**PART THREE**

|  |
| --- |
| C:\Users\User\Pictures\ABE pics\shutterstock_559055305 resized.jpg  Kiet has written a back-packers travel guide app that is aimed at European students who want to visit his home country of Thailand but are on a budget.  It features local cuisine, budget accommodation, places to visit, events and activities and local culture. He sells his app through his website which he updates regularly with news and information. He also uses blogs and social media to engage his potential customers.  Using a spreadsheet such as Google Sheet or Excel, produce a schedule with outputs that Kiet can use as a checklist to manage his time effectively. |