**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 2: Activity 2**

**GROUP ACTIVITY**

**The influence of digital**

1. Research and critically assess the influence of digital media on how people buy and list two changes this has had to traditional marketing methods in your country.
2. Critically assess what marketers need to do to create long-term relationships with consumers in a digital environment.

Be prepared to present your thoughts to the rest of the group.

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