

Direct and Digital Marketing: Build one-to-one customer relationships

1.

Wendell's Work Clothes has several different retail outlets in various states. However, Wendell's also has an online site where people can conduct business, find out more about products, and order customised clothing. To increase site traffic, Wendell's has started to purchase display ads and contextual ads. What is Wendell's Work Clothes engaging in?

- A. Viral advertising
- B. Telemarketing
- C. Email marketing
- D. Online advertising
- E. Multichannel marketing

2.

StarMart is a large, respected retail chain with more than 120 stores spread across the country. The company is keen to enter into a co-branding agreement with Axiom Financial Services. Under this agreement, Star's customers will be provided with an Axiom-Star credit card entitling them to reward points every time they swipe their credit cards at StarMart. Cardholders will be able to redeem points for special discounts, free merchandise, and exclusive services. StarMart is planning on a targeted direct marketing campaign using StarMart's knowledge of consumer buying patterns and Axiom's access to financial information. Some managers are concerned that the Axiom-Star credit card will violate consumer privacy. However, a legal review revealed that the practices do not violate the law. Is this finding sufficient to address privacy concerns?

- A. No, because collecting information about consumer buying patterns is always a violation of privacy.
- B. Yes, because the company's primary duty is to uphold the law.
- C. Yes, because the company's primary objective is to make money.
- D. Yes, because the law represents the opinion of the people regarding privacy.
- E. No, because it neglects the possibility that privacy laws can change.

3.

Page impressions are one way of evaluating the success of websites in marketing communications. They refer to the number of webpages viewed by a single visitor to a site.

- A. True
- B. False

4.

Friendly Furniture, Inc. has no problem getting customers to visit its website. So, Friendly Furniture, Inc. has taken advantage of that fact and restructured its website. Now, instead of just getting information about a product, the website is designed to facilitate and encourage the buying process. The website allows customers to speak directly to company salespeople and make purchase decisions. Which of the following is being used by Friendly Furniture, Inc.?

- A. Mobile marketing
- B. Online social networks
- C. A corporate website
- D. A customer network
- E. A marketing website

5.

Which of the following statements about catalogue marketing is true?

- A. Good catalogues provide consumers with useful information in a useful form.
- B. Catalogues are almost entirely print-based.
- C. Paper catalogues discourage consumers from ordering products online.
- D. Catalogues are almost entirely digital.

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- A. Do all customers receive the exact same offer?
- B. Can consumers choose not to supply information about their spending patterns?
- C. Are credit card offers sent only to adults?
- D. Can consumers avoid receiving advertisements for credit cards?
- E. Do consumers have the right to challenge incorrect information?

7.

Order processing and delivery is thought of in terms of fulfilment response by direct marketers.

- A. True
- B. False

8.

Allison Evers loves to shop online. She buys everything she needs, from clothes to medicine to toilet paper. Direct and digital marketing has created many benefits for Allison and has made her life easier. Allison would list all of the following as reasons for loving online shopping, EXCEPT which one?

- A. Privacy of contact
- B. Low-cost way to reach target markets
- C. Access to products and information
- D. Convenience of the process
- E. Immediacy of contact

9.

Pizza Paulie's Pizzeria wants to spread the word about its new pizza, but it doesn't want to waste money on advertising. Consequently, the company has decided to target specific customers by sending advertisements and coupons directly to them. It hopes that by targeting its customers in this way, it will have a better chance of getting high sales. Which of the following is Pizza Paulie's Pizzeria engaging in?

- A. Direct print and reproduction marketing
- B. Kiosk marketing
- C. Catalogue marketing
- D. Direct-response television marketing
- E. Telemarketing