

MNM3714 Long Questions with  
answer outlines

# **3714 E-Marketing (Questions)**

## **2017 Exam Preparation Long Questions. By: Dubst3phs**

### **Chapter 1**

After working through chapter 1, ensure that you understand the online world and the drivers of internet growth. Up for discussion:

- What makes the web so powerful?
  - Information is easily available 24/7
  - Reaches the masses
  - Documentation is easily accessible
  - Information can consist of multimedia
  - Hyperlinked for additional information
- Distinguish between an e-marketing strategy and a traditional marketing strategy emphasising on the basic components of each.
  - Traditional marketing emphasises on print, billboards, newspaper ads etc. while e-marketing strategy focusses on additional channels whereby audiences can be targeted based on demographic and closes the gap between offer and purchase
- How does e-commerce differ from e-marketing?
  - E-commerce is the ability to purchase a product/service online while e-marketing encompasses all digital efforts including e-commerce.
- Provide a discussion on the marketspace vs. the marketplace.
  - Marketspace is virtual place whereby people can purchase goods while marketplace is in the real world offline

### **Chapter 2**

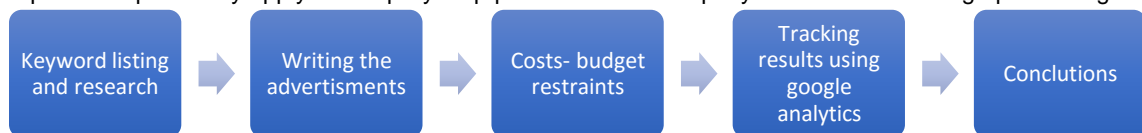
After working through chapter 2, ensure that you understand the process of creating a company website. Up for discussion:

- Outline the framework for creating websites (there are quite a few phases that you will need to work through).
  - Initiation phase
  - Awareness phase
  - Need identification phase
  - Objective setting phase
  - Planning phase
  - Development and testing phase
  - Roll out phase
  - Operational phase
  - Evaluation and feedback phase
- Discuss, with practical examples, the ways in which a company can improve the content of its website.
  - Including the following:
    - FAQ section
    - Reports and research data
    - Online response forms
    - Usable articles and news
- Evaluate and practically apply the components that the company should consider in designing the overall look and feel of its website.
  - Cohesive design (all fonts and colours should be alike from page to page)
  - Clean and neat so it's easy to find the information the user is searching for
  - Make sure the 4 Ps are present
- Identify common website design problems.
  - Broken links
  - Slow high res images and videos which create a slower website
  - Usability is lacking thus users can't find what they looking for
- Explain the dimensions used as basic criteria for evaluating website performance.
  - Speed
  - Reliability
  - Platform independence
  - Media accessibility
  - Usability
  - Appropriateness
  - interactivity

- Formulate a ten-point website maintenance checklist that a company should consider and provide examples as to how the company can adhere to each checkpoint.
  - Check broken links
  - Check HTML of coding errors
  - Keep content relevant
  - Obtain incoming links
  - Monitor website ranking
  - Analyze the web copy
  - Track website stats
  - Publish a newsletter
  - Check and maintain web security
  - Ensure privacy of visitors

### Chapter 3

- Discuss the role of search engines in e-marketing.
  - Enables a user to find information as fast as possible. Search engines index its content prior to it being search which makes the process faster. It also ascertains which content is most relevant based on popularity and key words
- Distinguish between search engine optimisation and paid listings.
  - SEO is established based on the use of keywords within the websites while paid search is a real time bid against set keywords. Thus, SEO is not paid and RTB is.
- Discuss the different types of search engines and provide examples.
  - Crawler based
    - Software that runs through sites gathering information on them. Google.com
  - Directories
    - Human editor who lists and ads webpages where they belong. Dmoz.com
  - Hybrid Search engine
    - Combination of both crawler and directories. MSN.com
  - Meta search engine
    - When results of other search engines appear in one large listing. Dogpile.com
  - Specialty Search engines
    - Directories of niche areas done by software. [www.yahooshopping.com](http://www.yahooshopping.com)
- Compare and practically apply the categories of metrics that a company may use to optimise its website.
  - Keyword research and Analysis
  - Website saturation and popularity
  - Back-end tools
  - Whose Tools
- Explain and practically apply the step-by-step process that a company can follow to manage paid listing



### Chapter 4

- Discuss, with practical application, how a company can use the keyword discovery process to improve its ranking on the search engine results pages.
  - Step 1: consider the positioning statement
  - Step 2 Brainstorming session
  - Step 3: Using a keyword research tool
  - Step 4: Negative keywords
- Distinguish between on-page and off-page optimisation.
  - On page is what is on the actual website
  - Off page relates to promotional marketing and drive to improve popularity of the site
    - Optimised by external link building, partner sites,
- Review and practically apply the on-page factors that a company could work on to enhance the search ability of its website.
  - URLS, title attributes, occurrence of search term in body, sitemap, navigation, alternative image text, document meta tags information architecture, content, Accessibility
- Evaluate the advantages and disadvantages of search engine optimisation
  - Advantages
    - Significant traffic driver
    - Highly targeted
    - Low cost conversion
  - Disadvantages:
    - Lack of predictability
    - Time for results to be implemented
    - ongoing investment

## Chapter 5

- Discuss, with the use of examples how a company can use banner advertising. In your discussion, emphasise on the different types of banner advertising.
  - **Static:** doesn't have movement just image and message
  - **Animated:** include an element of movement
  - **Flash banner:** user can interact with the banner

□ **Traditional banner advertisements** (rectangular or square advertisements on websites, which appear on the top or the side of a web page)

□ **Interstitial advertisements** (a type of online advertisement that appears in a separate browser window while you are waiting for a web page to load)

□ **Pop-up and pop-under advertisements** (that appear either on top of or below the current browser window in a separate browser window without being called up specifically)

□ **Splash screens** (initial web page used to capture the user's attention for a short period of time)

□ **Spot leasing** (refers to paid listings found on search engines – discussed in the previous study unit)

- Differentiate between affiliate, reciprocal and viral marketing and explain how a company can utilise each method as part of its online strategy. You should be able to provide practical examples and motivate how a company can succeed using a specific strategy.
  - Affiliate- relationship between merchants and affiliates
    - Assist with lead building and branding
  - Reciprocal links- when one site drives traffic to another and vice versa
    - Assists in driving traffic and helping SEO
  - Viral Marketing- made to share
- Explain and practically apply the five steps a company would follow in setting up an affiliate programme
  - Step 1: Objectives for implanting affiliate marketing
  - Step 2: payment of affiliates
  - Step 3: setting up the programme
  - Step 4: Finding affiliates
  - Step 5: Managing the relationship.
- Discuss and provide examples of the two approaches to reciprocal linking.
  - Proactive- actively searching websites that ad relevance
  - Passive linking- links are created but then await permission for sharing
- Distinguish between the two types of viral marketing (controlled and uncontrolled).
  - Controlled: marketers ask for the share through messaging
  - Uncontrolled: users share it without the need to ask
- Discuss and practically apply the elements that a company should consider to achieve an effective viral marketing strategy.
  - Free products/service
  - Effortless transfer to others
  - Easy scalability
  - Ability to exploit common motivations and behaviours
  - Using of existing communication networks
  - Take advantage of others resources
- Compare the four payment methods that a company needs to consider if it enters into an agreement with another organisation to which its website will be linked.
  - EFT
  - Smart Cards
  - Electronic cheques
  - Electronic wallets

## Chapter 6

After working through chapter 6, ensure that you understand the concept of online selling. Up for discussion:

- Discuss five benefits that a company will attain by operating an online stores
  - Open 24/7
  - Global appeal
  - Stock holding
  - Low operational costs
  - margins

- Analyse and practically apply the basic principles that a company should take into account when setting up the online store.
  - Opt for a URL that is easy to remember and spell
  - Mobile first
  - Categorise products correctly
  - Keep the buying process simple
  - Make the delivery options and costs very clear
  - Ensure that multiple types of payment are accepted
  - Incentives, rewards and loyalty programmes
  - Be clear about the return policy
- Discuss, with the use of practical examples, five functional web pages that the company should design before the online store can be launched.
  - Log in page
  - Search page
  - Product lists and shopping trolley options
  - Trolley page
  - Check out page
  - Order page
- Examine the five different types of payment methods and the five payment gateways and indicate the benefits of each one.
 

<ul style="list-style-type: none"> <li>○ Methods               <ul style="list-style-type: none"> <li>▪ EFT</li> <li>▪ Credit Card</li> <li>▪ Smart card</li> <li>▪ Electronic wallets</li> <li>▪ Electronic cheques</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Gateways               <ul style="list-style-type: none"> <li>▪ PayPal</li> <li>▪ Pay fast</li> <li>▪ Pay4It</li> <li>▪ Sage net cash</li> <li>▪ paygate</li> </ul> </li> </ul>
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## Chapter 7

- Discuss the benefits that a company may attain by using e-mail as a marketing tool.
  - Affordability
  - Place- access from anywhere
  - Batch processing
  - Interactivity
  - Easy and efficient filing and storage
  - Efficient response and follow up
  - Preferred means of communications
  - No gatekeeper
- Highlight the importance of an e-mail database and explain with examples, how an organisation can build one.
  - Without it you can't send the email.
    - Add newsletter subscriptions on webpages
    - On emails
    - Include existing clients
    - Subscription form in print form
    - Opt in option on competitions
- Outline and practically apply the components that a company needs to take into account in order to create an effective e-mail newsletter.
  - Curate the message
  - Determine frequency
  - Personalization
- Review the questions (issues) a company should ask themselves before launching an e-mail newsletter for the first time.
 

<ul style="list-style-type: none"> <li>○ Is there an email plan in place?</li> <li>○ Is there a clear message strategy in place?</li> <li>○ How will success be measured?</li> <li>○ Are the technology criteria known</li> <li>○ Has the test been set up?</li> <li>○ Can complacency be avoided?</li> </ul>	<ul style="list-style-type: none"> <li>○ What is quality assurance to the organization</li> <li>○ How are the A/B splits defined?</li> <li>○ Is it not all about the fulfillment?</li> <li>○ Is data analysis focused on sufficiently?</li> <li>○ What about mobile?</li> <li>○ Reporting</li> </ul>
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## **Chapter 8**

- Justify the importance of developing a mobile strategy.
  - First medium for the masses
  - Permanently carried by the user
  - Always on media
  - Available at point of creative inspiration
  - Built in payment mechanism
  - Accurate audience measurement
- Discuss and practically apply the four categories of mobile marketing channels that a company may utilise to reach its customers.
  - Voice
  - Messaging
  - Mobile internet
  - Cell phone features and apps
- Explain how an organisation can create an exceptional mobile user experience.
  - Design for the user
    - Intention and context
  - Optimise design for mobile devices
    - Screen size, input, hardware limitations, slow connection speed
    - Responsive development
    - Adaptive delivery
- Discuss and practically apply the four-step approach that a company can follow to achieve mobile marketing success.
  - Step 1: Plan
  - Step 2: Research
  - Step 3: Engage
  - Step 4: Convert and measure

## **Chapter 9**

- Distinguish between social media and social networking.
  - Social media is the technology in which the 'networking' (conversations) take place
  -
- Discuss the different types of social media and provide examples.
  - Social connecting (Networking) sites- Facebook
  - Microblogging- Weibo
  - Social bookmarking sites- Stumpleupon
  - Multimedia sharing sites Pinterest
  
  - Weblogs (or blogs)
  - Collaboration sites- Crowdsourcing sites
  - Forum sites - Studynoteswiki
  - Social News Sites - Fark
  - Social Communication- Skype
  - Virtual Worlds- Virtual world
  - Social entertainment and game sites
- Compare the social media channels known as the Big 5 as highlighted in your textbook and explain with practical application how a company can incorporate these tools in its e-marketing strategy.
  - Facebook
  - Twitter
  - LinkedIn
  - Blogs
  - YouTube
- Evaluate and practically apply four key focus areas where you can put social media to work in business.
  - Trust building
  - Image and brand building
  - Marketing and promotions
  - Customer interaction

## **Chapter 10**

- Explain the importance of marketing information in marketing decision making. The market they are commenting in
  - The environment and its influence on the business
  - The nature of the competitors' products and strategy
  - Their consumers buying patterns, influences and habits
  - The effectiveness of the marketing campaigns

Analyse and practically apply the steps in the marketing research process that a company may follow in the context of e-marketing. *The number of steps may differ in the textbook compared to the study guide, however they are very much similar.* Note: If you can answer the above question then you should be able to answer anything within these steps. E.g. distinguish between primary and secondary data or analyse the different types of primary research methods available to a company and indicate how they can apply each method, by using the internet, to gather data.

#### THE MARKETING PROCESS



#### PHASE 1: Describing the research project

- A clear and precise explanation of the research problem
- Research objectives
- The research designs

#### PHASE 2: Exploring existing information

- Secondary data (already existent information)
- Search engines
- Subject directories
- Virtual reference libraries

#### PHASE 3: Gathering primary data

- Exploratory research methodology
- Conclusive research methodology

#### PHASE 4: Data analysis and reporting

- Conducting marketing research online
- Evaluating online informatio
  
- Explain how you would evaluate information found on the web.
  - Author
  - Accuracy
  - Currency
  - Publisher
  - Bias
  - References

### Chapter 11

Distinguish between market segmentation, targeting, positioning and explain how it can be used in e-marketing.

#### **CUSTOMERS AND MARKETS**

- Perceived product differentiation
- Frequency of purchase

#### **MARKET SEGMENTATION**

- Demographic profile
- Geographic profile
- Psychographic
- Behavioral
- Beliefs and attitudes

#### **TARGETING**

- Segment size and growth
- Segment structural attractiveness
- Organization objectives and resources

#### **POSITIONING FOR A COMPETITIVE ADVANTAGE**

- |                                 |                 |
|---------------------------------|-----------------|
| • Product or service attributes | • Competitors   |
| • Technology                    | • Product class |
| • Benefits                      | • Integrator    |
| • Usage occasions               | • Hybrid        |
| • User category                 |                 |

- Highlight the importance of an e-marketing plan. Then discuss the six key components of the e-marketing plan and apply it to the company. Note: If you can answer the above question then you should be able to answer anything within these steps.

## COMPONENTS OF THE E\_MARKETING PLAN

### 1. Situational analysis

- a. Internal environment (SWOT)
  - i. Analysis of the organizational strengths, weaknesses
  - ii. Review current marketing plan
  - iii. Review objectives
- b. External Environment
  - i. Micro
    1. Customers
    2. Suppliers
    3. Competitors
  - ii. Macro (Pestle)
    1. Socio-cultural
    2. Political
    3. Economic
    4. Technological

### 2. Fusion of the e-business and e-marketing strategy

- a. Identify business model value and revenue models
- b. Opportunity analyses
- c. Select target market
- d. Specify the brand differentiation variables
- e. Positioning strategy

### 3. Formulate objectives

- a. Identify business and general goals
  - i. Sales
  - ii. Cost
  - iii. Information
  - iv. Communication
  - v. Promotion
- b. Select objects that are specific, measurable, actionable and relevant- also times

### 4. Develop an implementation plan to meet objectives

- a. Design integrated marketing mix tactics
  - i. Product/service offering
  - ii. Pricing and valuation
  - iii. Communicational and promotion
  - iv. Distribution and supply chain
  - v. Community
- b. Design relationships tactics
  - i. Response of customers to particular levers
  - ii. Levers that generate the least response from competitors
  - iii. Levers that best competent each other
  - iv. Levers that are the most consistent with the marketing strategy
- c. Information gathering tactics
- d. Organizational structures

### 5. Budgeting

- a. Revenue association
  - i. Revenue forecast
  - ii. Intangible benefits
  - iii. Cost savings
  - iv. E-marketing costs
- b. Evaluate

### 6. Evaluation of plan and control strategy

- **STEP 1:** Establish key performance metrics
  - Identify appropriate performance metrics
    - Contribution
    - Outcomes
    - Satisfaction of customers
    - Behavior of customers
    - Site promotion
- **STEP 2:** Conduct performance projections
- **STEP 3:** measure actual strategy performance
- **STEP 4:** evaluate the strategy performance
- **STEP 5:** Take Corrective action
  - Amend actual performance
  - Modify e-marketing strategy
  - Reduce or elevate desired performance

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## Chapter 12

- Justify the importance of measuring online Return on Investment (ROI).
  - Reference point of looking at the feasibility of a project



- Evaluate and practically apply the nine steps that a company should follow for measuring ROI on its online activities. Note: If you can answer the above question then you should be able to answer anything within these steps.
  1. Defining online objectives
  2. Determining online strategies
  3. Estimating the required investment
  4. Estimating expected returns
  5. Determining ROI
  6. Go ahead to launch site
  7. Quantifying ROI
  8. Determine actual ROI
  9. Re-evaluating online objectives and strategies
  
- Explain with practical examples how you would measure the effectiveness of banner advertisements.
  - Google ad words
  - Click through rates
- Explain with practical examples how you would measure the effectiveness of an e-mail marketing campaign.
  - Open rates
  - Click through rates
  - Bounces
  - conversations
- Also revert back to chapter 8 – measuring the success of a mobile campaign.
  - Same as banner ads however it is determined by whether the campaign is voice, online, messaging or of the other mobile campaign types
- Discuss Google Analytics as a tool in measuring ROI.
  - Who has visited the site
  - How many repeat visitors
  - Unique customers
  - Returning customer
  - Where the visitors are coming from
  - How long they stay on the site
  - If they purchased or not.