Self-Check Questions

## 5.1

1. Fill in the missing terms.

“Direct marketing comprises all *market-related* activities that make use of *single-step (direct)* communication in order to reach intended audiences *in a targeted* manner.”

1. Explain the difference between dialogue and direct marketing.

Today, the terms direct and dialogue marketing are largely used synonymously. Dialogue marketing places particular emphasis on long-term dialogue with the intended audience, i.e., with the customer or prospect. Direct marketing is oriented toward a response. Dialogue marketing sees its goal as the development of a longer-term interaction.

## 5.2

1. Explain the development of direct marketing from the perspective of Meffert and Rauch.

Starting from product orientation, direct marketing was based on the one-to-mass target group principle and characterized by direct sales.

1. Name direct marketing’s success factors.

The segmentation of markets, the change in values toward individualization, IT development, greater customer orientation, targeting-accuracy, improved effectiveness of a personalized approach, performance review, and flexibility are success factors in dialogue marketing.

## 5.3

1. Which indicators are used, in whole or in part, for analyzing eye movements with an eye camera?

* Conspicuity
* Eye color
* Fixation order
* Fixation frequency
* Fixation resistance

1. Describe Vögele's contribution to the development of direct marketing.

Vögele described and structured the process of handling a mailing with the aid of an eye camera. Based on the insights gained, recommendations for the design of communication media were able to be formulated.

## 6.1

1. Which media include dialogue elements?

* Trade fairs
* Telemarketing
* Advertising with a response element
* On-site promotion
* Coupons

## 6.2

1. What was the model for the dialogue method in the design of written advertising mail?

* The personal sales pitch
* The theories of a star salesperson
* The approach of a successful vacuum cleaner salesman
* The experience of a copywriter

1. Fill in the missing terms.

The goal of dialogue marketing is *to prompt the recipient to respond.* The mailing must therefore contain *a reply card or an order form with a return envelope*. The *means of response* should be designed in a way that is *as easy to fill in as possible*.

## 6.3

1. In which percentage-range did the Kia advertising response rates move?

* Between 0.3 and 2%
* Between 3% and 5%
* Between 5% and 8%
* Between 8% and 10%

1. Explain the term “editorial seeding”?

Editorial seeding means the targeted sowing/placement of a (marketing) message. It is therefore a matter of scattering content on the web with the aim of encouraging opinion leaders on blogs, forums, etc. to report candidly on the project and the content at hand, using varied and highly distinct measures.

7.1

1. How can internet and online marketing be differentiated i.e., distinguished from each other?

There is little agreement on what is meant by online marketing. Lammenett (2012, p. 26) understands internet marketing to mean the targeted use of internet services (www., email, Usenet, FTP, etc.) for marketing. The main component of an internet marketing mix is usually a company’s own website or a very specific website. From this point of view, online marketing comprises measures or a series of measures aimed at directing visitors to the company’s own website or a specific site, from which business can then be directly conducted or initiated.

## 7.2

1. Name a few examples of sales-related links to the corporate website.

Examples of sales-related links to the corporate website are links to additional information offers, an online shop, or an authorized dealer and branch search.

1. Explain the difference between a log in and a cookie.

When logging in to the corporate website, the user is invited to register or identify themselves. The log in always has a filter effect. Cookies are small text files that are stored on the user's computer browser without consent and are later loaded from there.

## 7.3 Affiliate and Search Engine Marketing

1. Which aspects must be considered when planning sales personnel’s deployment ?

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1. Which of the following are procedures for operational planning of field sales?

* Demand analyses
* Visit quota procedure
* Workload procedure
* Benchmarking

## 8.1 Email Marketing

1. Explain the difference between trigger and transaction emails, as well as e-newsletters.

Trigger mails are personalized emails sent on specific occasions or events (e.g., birthdays or the opening of a new store) and contain content specifically oriented toward this event. Typical transaction emails are invoices or order confirmations, and these are expected by the recipient. E-newsletters are information letters sent to a distribution list, e.g., a regularly delivered newsletter.

1. What is the average email open rate?

* 20%
* 40%
* 60%
* 80%

## 8.2

1. Which statements are correct?

The development from traditional to direct marketing in recent decades is connected with the use of new media, which has continually advanced dialogue with the customer.

* True
* False

The mobile phone is an optimal means of establishing and permanently sustaining the dialogue with prospects and customers.

* True
* False

Not every customer reply is valuable or leads to a better understanding of the customer that would help in approaching and responding to them accordingly.

* True
* False

By expanding the traditional customer relationship management systems to include mobile data access, offline measures can rarely be used today.

* True
* False

## 8.3

1. What are the risks involved in social media marketing for companies?

The main concerns companies have about social media marketing are the unresolved issues regarding implementation of data protection, the lack of experience with the new medium, and the loss of control compared to communication using traditional media.

## 8.4

1. Fill in the missing terms.

Campaign management describes the process of *planning*, *implementing*, and *analyzing* *marketing campaigns*. Campaign management involves the interface between the *analytical CRM* (*data warehouse)* and the *operational and communicative CRM*.

## 9.1.

1. What are the tasks of service providers in online marketing?

* Collection and storage of customer data.
* Merging of all customer-relevant data and processes in one CRM system
* Supporting companies in the implementation of online activities
* Integration of online marketing into the organizational structure of the company

## 9.2

1. Fill in the missing terms.

Customer relationship management/marketing requires *the integration of all data relevant to customer relations to be computerized* and extended to *all customer-related processes* of the company.

## 9.3

1. What are possible key figures for evaluating performance in dialogue marketing?

* Break-even
* Profits
* Distribution rate
* Response rate

1. What should be considered when designing key figures?

It should be noted that key figures must measure what is truly important; an excessive amount of key figures should not be collected. In addition, attention should be paid to the purpose of these key figures as well as the assertions and insights that can be derived from them. Key figures must be deﬁned in such a way that the required data are clear and can be obtained with reasonable effort. Ultimately, key figures must be correctly interpreted and used.

## 10.1

1. To what extent is knowledge of the current legal situation relevant to online and dialogue marketing?

Pending changes to the legal framework will considerable impact the development of online and dialogue marketing. Thus, knowledge of the current legal situation is meaningful to sales management.

1. Which data must be provided in the legal notice of the corporate website?

* Legal form
* **Name or company name**
* Company purpose i.e., content
* **Official postal address**

## 10.2

1. What is user-generated content?

These are images, text, posts, and comments created by readers, users, and customers–not by companies. For companies, the question arises as to what extent they are liable for user-generated content appearing on the corporate website.

1. What is the prohibition principle with reservation of permission?

According to the principle of prohibition with reservation of permission, the collection, processing, and use of personal data is prohibited unless there is a legally defined reason for permission (legitimate interest) or express consent by the data subject is granted.

## 10.3

1. What is xRM?

* Extended relationship management
* X-fold relationship management
* Anything relationship management
* xena relationship management

1. What is Sales 3.0?

Sales 3.0 is a new form of competition in which the consumers, rather than suppliers, are the driving force. This means that neither companies nor their sales staff decide which channels are used to communicate with customers. Instead, the decision-making power lies with the customers, who want to be approached through every channel.