1.1

1. How has online marketing changed communication between companies and their intended audiences compared to traditional media, such as television or newspapers?

*While traditional media communicate in a one-way manner, the intended audience can directly contact and interact with the company on the internet*.

1.2

1. Complete the following sentences.

Virtual communication on the internet takes place *regardless of time and place.*

Each platform on the internet determines the technical possibilities for the *interaction* itself.

Traditional media approach a broad mass. Online marketing allows users to be reached *individually.*

1.3

1. What three steps are part of the electronic value creation process and why do they need to be repeatedly conducted?

*In the electronic value creation process, information is collected, processed, and presented to the user. Since the information always represents only a snapshot and can change at any time, the value creation process must be updated again and again.*

1.4

1. Mark the correct answers.
* Online marketing achieves the greatest effect when it is not interlinked with other forms of marketing in the marketing mix.
* *Online marketing enables the targeted use of individual measures, which means that a great effect can be achieved for a small budget*.
* Online marketing scatter loss is particularly high on the internet since a broad mass of users is approached here.
* *Users' online activities can be tracked and evaluated to check the performance of individual measures*.

1.5

1. E-business platforms can be divided into five categories. Which three of these categories pursue the “commerce” business concept?

*E-procurement, e-shop, e-marketplace*

1.6

1. Mark the correct answers.
* *Voice assistants filter their information from the internet according to keywords, which is why exact wording is becoming more important.*
* *Artificial intelligence can evaluate large volumes of data and assign it to individual users, making personalized advertising possible.*
* Influencers create videos according to the client's exact specifications and upload them to their own channels.
* “Mobile first” refers to users who use the internet largely via mobile devices.

2.1

1. Online marketing has six specific characteristics that distinguish it from other forms of marketing. Please outline these characteristics based on a blog post that a company publishes.

*When a company publishes a blog post, then in principle all users with the appropriate technical requirements can access it at any time. If the editor notices an error after publication, they can quickly correct it. Readers can react just as quickly to the contribution and share it on social networks, for example. Only users with a corresponding interest become aware of the blog post via a search engine or a recommendation. Accordingly, it can approach its readers quite personally. In addition, a blog post is much cheaper than many traditional marketing measures, whereby a blog belongs among the more costly online marketing measures.*

2.2

1. Mark the correct answers.
* Advertisers can place affiliate links with their cooperation partners for a fixed monthly fee. (F)
* The more keywords that are incorporated into a text, the better the chances of appearing in the top positions in search engines. (F)
* *A page title and meta description only become visible when a search query is made via Google, but they must be stored within the website.*
* *Affiliate links must be marked as such so the user can recognize them as advertising*.

2.3

1. Complete the following sentences.

Due to the excessive use of display advertising, the *click-through rate,* and thus the effectiveness of banners has decreased significantly.

Companies may not simply use collected *email addresses* for a newsletter. The recipients must have consented to receive it, or at minimum, the company must proceed on the basis of a *legitimate interest.*

2.4

1. Mark the correct answers.
* *Paid advertising on Facebook allows companies to reach specific intended audiences that previously had nothing to do with the company.*
* Influencer management allows companies to book product placements with various influencers.
* An influencer is paid per minute they talk about the product in a product placement.
* *Users on Facebook can share content for free on their fan page, in a group, or with friends.*

2.5

1. Why is storytelling particularly well suited for an image campaign?

*Many users can be approached via emotional stories, since this content is readily shared and spread, even beyond the company's own intended audience. Since it is not about a specific product, but rather about the image, a high reach is advantageous. Also, emotional content leaves a lasting impression on users and creates an emotional connection with the brand.*

2.6

1. Complete the following sentences.

Viral marketing is the term used to describe short, emotional, and *easy to understand* content that spreads like a virus on the internet through the *snowball effect.*

Word-of-mouth marketing motivates users to give their opinion on a product, service, or company voluntarily and *without payment.* This primarily occurs through *reviews*.

2.7

1. Mark the correct answers.
* Native advertising refers to forms of advertising that are particularly easy and intuitive for users to use.
* *Despite being labeled as advertising, native advertising is subject to the charge of surreptitious advertising because it is disguised as editorial content.*
* *A large share of internet users consume content via mobile devices. Therefore, online marketing should be aligned with the motto “mobile first”.*
* *New forms of online marketing via the cell phone are emerging, since users can communicate even more flexibly and leave behind even more data.*

2.8

1. Outline how programmatic advertising works in conjunction with real time bidding in three sentences.

*When a user visits a website with an advertising space, this advertising space is sold* *to the highest bidder by auction in real time (real time bidding). To do this, advertisers can submit a bid in advance, which is automatically compared with the other bids at the time the website is accessed. However, only those advertisers whose intended audience matches the user's data are eligible for each access.*

2.9

1. Complete the following sentences.

Through online PR, a company provides journalists with *relevant information* about products, events, or happenings, which the journalists can use for their *reporting.*

Journalists have the choice of what *information* they obtain from where, and in what *form* they publish it.

3.1

1. Mark the correct answers.
* *The SMART formula helps to formulate the goal of an online marketing strategy as specifically as possible.*
* *Online marketing must be designed holistically so the intended audience is accompanied from the initial contact through to the order.*
* Call-to-action is the recommendation of a product, service, or company from one user to another.
* A closed loop system is the process of using online marketing to keep a user on a website for as long as possible.

3.2

1. A knife block that is delivered in a high-quality leather case has been ordered. What is the purpose of this packaging in the customer journey?

*The packaging of a product can also be a touchpoint between the company and the user. If the knife block was advertised as a high-quality product for selective amateur chefs* *during the customer journey, then this impression is also continued in the packaging, so the user establishes an emotional connection to the product.*

3.3

1. Complete the following sentences.

In *multichannel marketing,* different channels are used with different content, while in *omnichannel marketing* this content is harmonized across all channels.

A separate channel mix must be created for each campaign based on the *usage behavior of the intended audience.*

3.4

1. Mark the correct answers.
* A/B testing involves testing two different audiences with the same content to determine which is more rewarding.
* *KPIs define individual key figures for a campaign, which are used to check the performance of the measures.*
* In A/B testing, users are shown two versions of the same content and are asked to vote for the better one.
* *A KPI alone does not say much. The KPI must be considered in context and compared with other KPIs, e.g. from previous campaigns or the competition.*

4.1

1. Complete the following sentences.

Media planning establishes *the budget for* a campaign and allocates it among the individual measures.

Modern *tracking tools* can help with intended audience analysis, but cannot replace the tried and tested methods.

The budget for a campaign should be established according to a *cost-benefit calculation:* What should the campaign achieve and how much does it cost?

4.2

1. A company launches two pilot campaigns for its online marketing and needs to allocate the budget. What is the best way to do this?

*In the first step, the company divides the budget equally between the two measures, but runs them in parallel with the same conditions to obtain comparable data on effectiveness. After a short runtime and after evaluating the data, the budget is adjusted so the more effective campaign receives more budget.*

4.3

1. Mark the correct answers.
* *A cross-media campaign exploits synergy effects by combining different marketing measures.*
* In a cross-media campaign, the identical content must work on multiple channels to save production costs.
* *Storytelling provides a cross-media campaign with a central idea that interlinks all the measures together.*
* The goal of a cross-media campaign is for a user to go through all elements of the campaign to holistically understand the advertising message.

4.4

1. Complete the following sentences.

A company defines the long-term course of its marketing in a *marketing strategy*, and the short and medium-term measures in the *operational planning.*

Based on *defined KPIs*, the progress of a campaign is measured and then optimized where necessary if the goals will not be achieved otherwise.

*Campaign management* includes the planning, organization, control, and analysis, as well as the optimization of the campaign.

5.1

1. What is a web design and what must be considered when creating a web design?

*A web design refers to the conception and design of a website so visitors can navigate within it and receive all the information they need. The technical feasibility of the design ideas must be considered during creation.*

5.2

1. Complete the following sentences.

The corporate website is the *first point of contact* for many different intended audiences to learn about the company.

In order for a corporate website to appear at the top when a user searches for the company via a search engine, the website should be designed to be *search engine optimized*.

A visitor receives *a first impression* ofa company through their corporate website. Accordingly, the website should represent the company in an appealing way.

5.3

1. Mark the correct answers.
* Users can learn more about a company on the landing page.
* *The landing page has only one goal, which is why additional information or advertising on the website tends to be distracting.*
* *The desired action must be clearly communicated on the landing page, so the user knows what to do.*
* A corporate website is particularly well suited as a landing page because it already contains all the relevant information.

5.4

1. What benefits can a well-managed blog bring to a business?

*As part of the corporate website, a blog regularly provides up to date and relevant content that attracts the attention of users and search engines. Search engines reward high-quality content with a better ranking, so more users come to the corporate website via the blog. At the same time, the company can distribute the blog posts itself via its social media channels and newsletters, thereby building an image as an expert.*

5.5

1. Mark the correct answers.
* *In an online store, any number of customers worldwide can shop at any time of day.*
* *Having one’s own online store is initially more costly, but the company keeps sales in its own hands and has more design options.*
* Companies must make a choice: Either they open their own online store or they offer their products on online marketplaces.
* *In salesroom sales, the salesperson can advise the customer individually; in an online store, the customer can individually filter all products with one click.*

5.6

1. Complete the following sentences.

A company's online presence should match its retail store, so an internet user's *expectations* are not disappointed when they visit the store.

The analog shopping experience is influenced *by all senses,* consciously and subconsciously, so these can also be used for sales.

The digital shopping experience primarily occurs via visual stimuli, so the focus in the online store is *on an appealing design.*

6.1

1. Mark the correct answers.

* Mobile marketing refers to the mobile access of users to existing content from online marketing.
* *The smartphone is the most personal end device because, with its many functions, it accompanies the user through everyday life.*
* In addition to social media marketing, email marketing, and the corporate website, mobile marketing is another channel for online marketing to reach an intended audience.
* *Mobile marketing utilizes the specific characteristics of use to specifically approach an intended audience* *via the mobile device.*

6.2

1. The German Red Cross (DRK) would like to regularly inform mobile users about dates and locations for blood donations. What technical mobile marketing options are available for this?

*For a mobile-optimized website, there are three options of mobile web (adaptive web design, responsive web design, and AMP or instant articles) or the German Red Cross can develop its own app that interested users can download onto their smartphone.*

6.3

1. Complete the following sentences.

The *QR code* provides mobile users with easy access to important information that they can access directly from their cell phone camera.

Location-based services use either satellite-based *GPS technology* or *beacons* with Bluetooth technology to determine the location of their users.

The QR code is often printed as an alternative to the *website URL,* particularly on print advertising material so mobile users do not need to type a long string of characters.

6.4

1. Mark the correct answers.

* *Paying with a smartphone via NFC technology works similarly to NFC-enabled bank cards.*
* *Mobile commerce expands e-commerce possibilities to include location-independent shopping via smartphone.*
* Mobile payments can be used to purchase products and services that are exclusively accessible to mobile users.
* *The operator of an online store can optimize their online offer for mobile use via mobile web and/or via an app.*

6.5

1. What is a mobile moment and how can it be used for mobile marketing?

*A mobile moment refers to brief cell phone use in everyday life, e.g., to read a message or enter an appointment in a calendar. In these moments, the user focuses all their attention on their smartphone, so mobile advertising measures are perceived particularly intensively in these moments and there is an increased chance of interaction, at least if the advertising measure offers added value for the user in that situation.*

7.1

1. Mark the correct answers.

* *Online law is composed of many different legal areas relevant to the use of the internet.*
* *The rights from the offline area also apply to the online area, except for a few internet-specific adaptations.*
* *A legal notice is not required as long as a website is only used for private purposes, e.g., as a diary or photo album*.
* A legal notice is not required as long as money is not earned with a website.

7.2

1. Regina needs a logo for her Flexysitting website and commissions a graphic designer for it. What rights does the graphic designer have to the finished logo and what rights does Regina have?

*As the creator, the graphic designer holds the copyright and cannot transfer it to Regina. They can only negotiate a right of use with her, which can include a specific duration, specific channels, or even certain regions. It is best for Regina to document the right of use in a written agreement.*

7.3

1. Complete the following sentences.

Through the *“right to one's own image”,* every person can decide for themselves whether they want to be photographed and whether the image may be published.

The legally safest way to photograph people is to obtain their *written consent* that includes name, address, intended use, and signature.

Crowds may be photographed without prior consent if this occurs *in public spaces* and no individual persons are highlighted.

7.4

1. Mark the correct answers.

* Companies with more than twenty employees must appoint a data protection officer.
* The General Data Protection Regulation (GDPR) prohibits the processing of personal data.
* *After the purchase of a product, the seller may use the buyer's email address to send them advertising about similar products*.
* The double opt-in process requires the user to check at least two boxes to successfully sign up for an online service.

8.1

1. What process does the ASIDAS model describe and what phases does it follow?

*The ASIDAS model describes the decision-making and buying process of a customer – from the first contact with the product or service through to the customer review in the online store. The individual phases are attention, search, interest, desire, action, and share.*

8.2

1. Mark the correct answers.
* *In the “moment of truth”, a prospective customer or customer can compare their expectations of a product or service with reality.*
* In the case of the “zero moment of truth”, no contact at all is made between the prospective customer and the company, since the online marketing does not reach the intended audience.
* *Influencers report about their FMOT or SMOT as multipliers and thereby generate a ZMOT among the prospective customers.*
* *Data collection and processing according to the information circle enables a personalized approach to existing customers*.

8.3

1. Complete the following sentences.

The relationship with a customer can be divided into several phases: from *new customer acquisition through* to *customer loyalty and up to the end of the customer relationship* or customer recovery.

The customer relationship life cycle represents the *intensity of the customer relationship* over time.

In order for a customer to remain connected with a brand in the long term, it must *offer them an added value* that they do not receive from the competition.

8.4

1. What structures must be in place in online customer service so customers can be helped quickly?

*The customer must be able to reach the online customer service quickly by being offered various tools for communication, e.g., email, instant messenger, or video chat. In addition, the employees or assistance systems in online customer service must respond quickly and competently to the customer's inquiry to regain the customer's trust in the brand.*

8.5

1. Mark the correct answers.
* With mass customization, customers can vote for a product, which will be included in the company's production if enough votes are cast.
* Mass customization according to alternatives means that the company provides customers with as many products as possible to choose from.
* *A product configurator enhances the online store because it creates additional value for the user.*
* *In contrast to the standardized products offered by competitors, mass customization allows customers to be more connected to their product.*

9.1

1. What does a company gain from measuring the effect of its online marketing using digital analytics?

*By measuring performance, a company can see whether the marketing budget it has invested has paid off and whether the revenue generated by marketing is at least as high as the marketing costs (return on investment). In addition, digital analytics enables a company to monitor the individual steps of the customer journey and, if necessary, optimize them if the desired effect is not achieved.*

9.2

1. Mark the correct answers.
* The goal of web monitoring is to collect as much data from as many users as possible.
* *Google Analytics is a comprehensive analytics tool that can track users' activity on a website.*
* Google Search Console is the name given to the suggestions that pop up when you type a search term into the search engine.
* *The Google Keyword Planner provides insight into monthly search queries for specific keywords on Google.*

9.3

1. Complete the following sentences.

The growing volumes of data can be structured and analyzed using *machine learning.*

Big data refers to the *collection* of data as well as the *evaluation* ofthe data using appropriate analysis tools.

Unlike market research, big data does not generate *relevant* data from the outset, so the insight derived from the data is sometimes questionable.