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**Completed on** Tuesday, 23 March 2021, 11:34 AM

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**Marks** 4.00/4.00

**Grade** 10.00 out of 10.00 (100%)

**Question 1**

Correct

Mark 1.00 out of 1.00

Choose the correct word/s that apply to the blanks below.

**Sales Strategies of Single Product × Single Store**

Thoroughly train the [service side] ✓ of your business. The royal road to sales strategy is to differentiate yourself from other stores and increase your channels to multi-store expansion by demonstrating your superiority.

**Sales Strategies of Single Product × Multichannel**

Lower your [fixed costs] ✓ , which grows in proportion to the number of channels. A strategy of providing in-person customer service and getting people to buy through e-commerce is preferable. Also, the evaluation of personnel, both online and in real life, should be evaluated.

**Sales Strategies of Model Number Products × Single Store**

The influx of [organic] ✓ and the quantity of products is important. In addition, you need to have an advantage in price. It is also important to treat product groups of exclusive distribution agreements.

**Sales Strategies of Model Number Products × Multichannel**

You must aim for at least a 30% share of product volume in all channel areas. The first step is to develop products that increase buyer satisfaction and to perfect the interface and means of notifying buyers that they can easily make [repeat purchases] ✓ .

Your answer is correct.

The correct answer is:

Choose the correct word/s that apply to the blanks below.

**Sales Strategies of Single Product × Single Store**

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**Sales Strategies of Model Number Products × Multichannel**

You must aim for at least a 30% share of product volume in all channel areas. The first step is to develop products that increase buyer satisfaction and to perfect the interface and means of notifying buyers that they can easily make [repeat purchases].

**Question 2**

Correct

Mark 1.00 out of 1.00

Choose the correct word/s that apply to the following statements.

**Inbound Marketing**

In contrast to traditional [outbound] distribution, which has been centered on push-button advertising and e-mails, a marketing method that provides appropriate information to users when they search for information that interests them and leads to sales.

**Content Marketing**

A method of providing useful [contents] for users to become fans of a company's products and services in order to convert them into buyers.

**Purpose of the Media Site**

1. Increase advertising revenue.

KPI: Measuring the effectiveness of email and blog subscriptions and [advertising revenue].

2. Increase branding and awareness of your products and services.

KPI: [keyword ranking], number of external links and inflows of the social network.

3. A better understanding of products and services

KPI: Number of white paper downloads, [number of video views] and repeater rate.

Your answer is correct.

Developing your ability to attract customers in the media is an essential part of digital marketing.

It is important to improve your information dissemination skills in order to attract customers to connect with your company's prospects.

The correct answer is:

Choose the correct word/s that apply to the following statements.

**Inbound Marketing**

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3. A better understanding of products and services

KPI: Number of white paper downloads, [number of video views] and repeater rate.

**Question 3**

Correct

Mark 1.00 out of 1.00

Choose the correct answer.

**Help Page and a FAQ**

The help page provides [information on how to use it] ✓ , and the FAQ provides [answers to frequently asked questions] ✓ .

**Open and Closed**

Open: Support pages where the public can see. While this can help you develop

[potential customers] ✓ , it can also increase your support costs.

Closed: Support pages that customers and employees can see. It can control

[support costs] ✓ , but it does not help in developing potential customers.

**Purpose of the Support Site**

1. providing information to potential prospects ✓ : Create a sequence and measure the contribution of the help page.

2. Increasing satisfaction by solving customer problems: Measure [the support rate] ✓ .

3. Reducing support costs: Measure the number of emails received and [the number of calls received]

✓ .

Your answer is correct.

The support site is essentially an assistant to the quality of the product and is a site with a strong tendency to be accounted for in manufacturing and development costs.

In practice, however, they play an important role in developing potential customers and preventing existing customers from leaving.

The nature of a support site is completely different depending on the product, service or business.

Until now, the quality of text in manuals and answers has been important, but from now on, measuring the quality of the support site by customer behavior will also be important, and should be considered as one of the important digital marketing initiatives.

The correct answer is:

Choose the correct answer.

**Help Page and a FAQ**

The help page provides [information on how to use it], and the FAQ provides [answers to frequently asked questions].

**Open and Closed**

Open: Support pages where the public can see. While this can help you develop [potential customers], it can also increase

your support costs.

Closed: Support pages that customers and employees can see. It can control [support costs], but it does not help in developing potential customers.

### Purpose of the Support Site

1. [providing information to potential prospects]: Create a sequence and measure the contribution of the help page.
2. Increasing satisfaction by solving customer problems: Measure [the support rate].
3. Reducing support costs: Measure the number of emails received and [the number of calls received].

**Question 4**

Correct

Mark 1.00 out of 1.00

Choose the correct word/s to fit the following statements.

A model that generates revenue by maintaining an ongoing active user base.

Entertainment and Practical Services.

There are entertainment services, such as video streaming and games, and practical services, such as accounting software and business support.

Spot and Recurring Billing

Either spot billing, in which users are charged for item purchases, etc., or recurring billing ([subscription] , in which recurring users are charged (there is a hybrid type that includes elements of both)).

The active user model has the following indicators as KPI

For Smartphone Apps

Downloads install and [churn rate] 

For Subscription Services

New applications, cancellations and sales.

Your answer is correct.

Measuring the active user rate is going to be a necessity for many businesses in the future.

Let's start with the business model.

The correct answer is:

Choose the correct word/s to fit the following statements.

A model that generates revenue by maintaining an ongoing active user base.

Entertainment and Practical Services.

There are entertainment services, such as video streaming and games, and practical services, such as accounting software and business support.

Spot and Recurring Billing

Either spot billing, in which users are charged for item purchases, etc., or recurring billing ([subscription]), in which recurring users are charged (there is a hybrid type that includes elements of both).

The active user model has the following indicators as KPI

For Smartphone Apps

Downloads install and [churn rate]

For Subscription Services

New applications, cancellations and sales.

◀ -Chapter 7 Comprehension Test

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