By Saturday, you must post an initial entry that addresses the following:

* Any new observations about the company’s email marketing efforts since last week.
* Any new observations about the company’s social media marketing since last week
* An analysis of mobile marketing efforts.  If the company has a mobile app, your post should include a summary of the app’s features.  What are your reflections on the ease of use and relevancy of this app?  Does the company use “location based marketing” (see pages 454-456)?  If so, did you explore this feature?  Thoughts? Reflections on the experience?  Does the company have a mobile website?  If so, is the full website also available on a mobile device or only the mobile site?  Is the mobile website easy to use and functional? Does the company offer text notifications?  If so, what type of content do they send in the text messages?
* Compare the company’s website to its biggest competitor using the following websites:
  + [www.compete.com](http://www.compete.com/)
  + [www.quantcast.com](http://www.quantcast.com/)
  + [www.alexa.com](http://www.alexa.com/)
  + [www.spyfu.com](http://www.spyfu.com/)

Report your findings and reflections.

By Sunday, make a "quality" response to another student's posting. Full points for a "quality" peer responses requires:

* Response to the other student is a minimum of 10 sentences.
* It is on topic.
* It brings a new idea, concept, or perspective to the discussion – a “me too” thread is supportive, but does not considered to have quality.
* It is non-argumentative and of a friendly tone – disparaging remarks or personal attacks are not acceptable in this class and will result in loss of all points.

To answer this particular question, click the link above. Once you are in the forum, click the “Create Thread” button to view the question again, as well as, create and submit your answer.

