**Chapter 7: Email Marketing to Build Consumer and Business Relationships**

**MULTIPLE CHOICE**

1. The term used to describe the expressed willingness of consumers to receive further promotional material from the marketer is:

|  |  |
| --- | --- |
| a. | opt-in. |
| b. | opt-out. |
| c. | registration. |

ANS: A REF: p. 179

2. Acceptable email marketing practices under the CAN-SPAM law include:

|  |  |
| --- | --- |
| a. | using spiders and other anonymous collection techniques. |
| b. | correct identification of the sender in the header. |
| c. | sending unsolicited e-mail to prospective customers without giving them an opportunity to opt-out. |

ANS: B REF: p. 192

3. A true statement about spam on the Internet is:

|  |  |
| --- | --- |
| a. | most users are indifferent to the presence of spam. |
| b. | fewer users say they are receiving spam today. |
| c. | some users are reducing their use of email as a result of spam. |

ANS: C REF: p. 176

4. The term used to describe the expressed willingness of consumers to receive further promotional material from the marketer is:

|  |  |
| --- | --- |
| a. | opt-out. |
| b. | registration. |
| c. | opt-in. |

ANS: C REF: p. 179

5. The minimal acceptable standard for permission marketing is:

|  |  |
| --- | --- |
| a. | opt-out. |
| b. | opt-in. |
| c. | confirmed opt-in. |

ANS: A REF: p. 179

6. Types of customer data that are important in good email marketing include:

|  |  |
| --- | --- |
| a. | physical mailing address. |
| b. | purchasing behavior. |
| c. | color and font preferences. |

ANS: B REF: p. 181

7. Steps in developing an email campaign include:

|  |  |
| --- | --- |
| a. | borrowing an inexpensive email list. |
| b. | measuring the results of the campaign. |
| c. | finding out what copy is available in company files. |

ANS: B REF: p. 182

8. Guidelines for a good promotional email include:

|  |  |
| --- | --- |
| a. | using spiders and other anonymous email address collection techniques. |
| b. | sending unsolicited e-mail. |
| c. | Preheaders reinstating and reinforcing the offer |

ANS: C REF: p. 184

9. The Golden Rs of email marketing include:

|  |  |
| --- | --- |
| a. | reciprocity. |
| b. | recency. |
| c. | relevance. |

ANS: C REF: p. 191

1. Following good email marketing principles, a company gathered \_\_\_\_\_\_\_\_ (Q10) to send future emails about its products and asked customers to \_\_\_\_\_\_\_\_ (Q11) to receive promotional mailings via email.

a. transactions

1. email addresses
2. permission

ANS: C REF: p. 178

1. Following good email marketing principles, a company gathered \_\_\_\_\_\_\_\_ (Q10) to send future emails about its products and asked customers to \_\_\_\_\_\_\_\_ (Q11) to receive promotional mailings via email.

a. opt-Out

1. double-Click
2. opt-in

ANS: C REF: p. 179

12. Identify the three activities best suited to email marketing.

a. Newsletters, alerts and reminders, lead generation

b. Promotions and discounts, newsletters, alerts and reminders

c. Newsletters, interstitials, promotions and discounts

ANS: B REF: p. 184

13. Which choice below best represents why direct email marketing is superior to direct mail?

a. Faster, higher response rate, better list

b. Faster, cheaper, better tracking

c. Faster, higher response rate, cheaper

ANS: C REF: p. 174

14. The following are elements of successful email promotional email except:

* + 1. viral marketing options.
    2. a call to action.
    3. brand management.

ANS: C REF: p. 184

1. The CAN-SPAM act requires applicable emails to have the following:
   1. physical address, valid reply-to email, opt-in box.
   2. physical address, valid reply-to email, unsubscribe provision.
   3. physical address, valid reply-to email, P.O. Box.

ANS: B REF: p. 192

1. Which of the following is a good tip for a successful email marketing campaign?
   1. Include lengthy articles to draw in the reader
   2. Make use of the subject line to increase response rate
   3. Restate your privacy policy on your web page

ANS: B REF: p. 184

17. Which internet marketing tool would be best suited to viral marketing?

* 1. Online polls
  2. Website personalization
  3. Email

ANS: C REF: p. 184

1. Which of the following is considered a best practice in email marketing?

* 1. relevant messages
  2. daily emails
  3. personalized subject lines

ANS: A REF: p. 191

1. The term for delivered email mail that is actually opened is the following:
   1. open rate.
   2. click-through rate.
   3. privacy rate.

ANS: A REF: p. 188

1. The number of people who took action on the email divided by number of emails is called the:
   1. click-through rate.
   2. A/B testing.
   3. bounce rate.

ANS: A REF: p. 188

**TRUE/FALSE**

1. Spam is only a minor annoyance to most Internet users.

ANS: F REF: p. 176

2. Personalization means stating the name of the person sending the email.

ANS: F REF: p. 190

3. There are some valid uses for spam e-mail in online marketing programs.

ANS: F REF: p. 176

4. Double opt-in is the minimum acceptable industry standard for building e-mail lists.

ANS: F REF: p. 179

5. Opt-out implies passive agreement on the part of an Internet user to allow marketers to contact the user for promotional purposes.

ANS: T REF: p. 179

6. A robust customer database is one key to effective email marketing.

ANS: T REF: p. 180

7. Email marketing can be carried out on an as-needed basis.

ANS: F REF: pp. 181-182

8. The requirements of the CAN-SPAM law differentiate between acquiring new customers and communicating with existing ones.

ANS: T REF: p. 192

9. Email Marketing Service Providers provide no real benefit to marketers.

ANS: F REF: p. 178

10. Email Marketing is best used as a retention tool rather than acquisition tool.

ANS: T REF: p. 174

* + 1. Hard bounces and soft bounces minus unsubscribes make up the bounce rate.

ANS: F REF: p. 188

**ESSAY**

* + - 1. Explain the term permission email marketing and give an example of its usage from the text.

ANS:

Permission email marketing means that the user has agreed to receive the email communication and can be thought of as “anti spam.” Both Dreamfield’s pasta and Scott’s Turf Builder first get permission from their customers to send targeted email communications. Staples also gets permission during its registration process. Students can describe one of these campaigns in a sentence or two.

REF: p. 178

* + - 1. Explain how a firm can comply with the CAN-SPAM act in its email campaigns. How would you identify a potential SPAM email under this law?

ANS:

Although the law refers to acquisition and promotional emails, good retention marketers also comply and compliant practices include including a valid domain name and reply to address and identify the person who send the email, identify the email as an advertisement and include the sender’s physical postal address as well as an opt-out or unsubscribe provision. Students can refer to Figure 7.16, guidelines from the DMA, and look up the chart online to get a clearer picture of what is shown.

REF: pp. 192-193

* + - 1. Explain how to best to design an email for promotional purposes.

ANS:

Students can refer to the elements in Table 7.2 and should first point out that the design will depend on the objective of the email and then discuss the importance of the preheader, subject line offer, time deadline, web design principles, viral marketing and social media integration and CAN-SPAM act compliance.

REF: pp. 183-184