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CORRECT ANSWERS ARE LOCATED IN THE 2ND HALF OF THIS DOC.

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

1) Overall corporate strategy flows from marketing strategy.
   - ◎ true
   - ◎ false

2) Determining your firm's online target market is an essential aspect of digital marketing strategy.
   - ◎ true
   - ◎ false

3) Digital marketing tactics must support an organization's overall marketing strategy.
   - ◎ true
   - ◎ false

4) Increasing customer conversions is an example of a digital marketing tactic.
   - ◎ true
   - ◎ false

5) The first step in creating a strategic digital marketing plan focuses on analyzing the external environment.
   - ◎ true
   - ◎ false

6) Digital marketers must understand the organization's mission and vision in order to design an effective online strategy.
   - ◎ true
   - ◎ false

7) Stage 2 of the digital marketing planning process should describe strategies for ensuring consumer privacy and security.
   - ◎ true
   - ◎ false

8) Identifying specific analytics to measure and track digital marketing takes place during the planning process.
   - ◎ true
   - ◎ false

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9) The digital value proposition reveals how a consumer would experience allurement.
   - ◎ true
   - ◎ false

10) The traditional Four P's of marketing do not need to be considered by digital marketers.
   - ◎ true
   - ◎ false

11) Online ads urge Express clothing customers to buy online, through an app, or in-store. This is an example of an omni-channel strategy.
   - ◎ true
   - ◎ false

12) Digital marketing efforts for retailers generally fall outside the parameters of an integrated marketing communications approach.
   - ◎ true
   - ◎ false

13) Over a million consumers follow Chipotle on TikTok, where it posts fun challenges like *#ChipotleLidFlip*. This account can be considered a digital asset.
   - ◎ true
   - ◎ false

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14) One of the 7A's of digital marketing is "Add," which refers to adding value for consumers or society.
   - ◎ true
   - ◎ false

15) The "Abide" strategy addresses the ethical strategies that digital marketers should employ as opposed to the legal regulations.
   - ◎ true
   - ◎ false

16) "Advance" digital marketing strategies address issues related to customer conversion.
   - ◎ true
   - ◎ false

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17) Meena is finalizing a strategic digital marketing plan for an electronics firm. A recap of the firm's mission, vision, and overall objectives should be the focus of the executive summary section.
- ◎ true
- ◎ false

18) Marketing objectives are measurable goals that an organization's marketing activity is intended to produce.
- ◎ true
- ◎ false

19) In a digital SWOT analysis, opportunities and threats are externally focused factors.
- ◎ true
- ◎ false

20) As the consumer audience for digital marketing efforts is unlimited, segmentation and targeting are mostly unnecessary.
- ◎ true
- ◎ false

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MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

21) A digital marketing strategy must include a digital target market, a digital marketing mix, as well as
- A) the rationale for the overall marketing strategy.
- B) strategies to sustain digital competitive advantage.
- C) tactics to phase out traditional marketing.
- D) the organization's mission statement.

22) Organizations first establish a(n)_____, and from this then flows the_____.
- A) digital strategy; overall corporate strategy
- B) marketing mix; corporate strategy
- C) overall corporate strategy; marketing strategy
- D) target market; digital strategy

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23) A_____ is a specific marketing activity designed to achieve one or more overall marketing goals.
A) tactic
B) corporate strategy
C) strategic plan
D) policy

24) Lundeen Family Jewelers posts stories on its Instagram account featuring happy customers who have just become engaged with a "Lundeen-guaranteed" ring. This is an example of a(n)
A) overall corporate strategy.
B) digital marketing strategy.
C) overall marketing strategy.
D) digital marketing tactic.

25) Increasing the average amount of time consumers spend interacting with the Sprecher Brewery website is a component of a(n)
A) overall corporate strategy.
B) digital marketing strategy.
C) overall marketing strategy.
D) digital marketing tactic.

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26) How do digital marketing strategies fit into an organization's overall marketing plan?
A) They are one element.
B) They will target an unsegmented audience.
C) They will replace traditional marketing efforts.
D) They are unrelated to overall marketing strategy.

27) In the strategic digital marketing process outlined in the text, the first stage focuses on
A) identifying key digital marketing analytics.
B) conducting a digital SWOT analysis.
C) crafting a value proposition.
D) documenting the overall organizational mission and vision.

28) _____ refers to understanding both the internal and external environments in which digital marketing occurs.
A) Customer insight
B) Situation analysis
C) Corporate strategy
D) Segmentation

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29) What is an important objective of strategic digital marketing planning?
A) document digital marketing strategies
B) establish overall organizational strategy
C) evaluate the organization's mission
D) replace traditional marketing strategy

30) Uber positions itself online as providing high convenience to people who need transportation but don't drive or don't own a vehicle. This represents Uber's
A) external environment.
B) situation analysis.
C) digital value proposition.
D) digital tactic.

31) Joel assigns three members of the firm's marketing team to work strictly on digital marketing. He also creates a digital marketing budget for the first quarter, and specifies how these team members should track their progress. This represents which aspect of the planning process?
A) Stage One: Organizational and Marketing Overview
B) Stage Two: Situation Analysis and Digital Marketing Objectives, Strategies, and Tactics
C) Stage Three: Digital Marketing Analytics and Implementation Plan
D) Stage Four: Evaluation and Revision

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32) In response to customer inquiries, the manager of Busy Day Bakery decides to highlight the gluten-free menu items on the bakery's website. This action indicates concern with which of the basic 4 P's of marketing?
A) product
B) pricing
C) place
D) promotion

33) Subscription based, flat-fee, bundled, and freemium are all marketing strategies related to
A) product.
B) pricing.
C) place.
D) promotion.

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34) Regardless of individual usage, all T-Mobile Magenta customers receive unlimited talk, text, data for the same rate each month. This reflects a_____ pricing strategy.
A) freemium
B) bundled
C) dynamic
D) flat-fee

35) Spotify provides consumers with a basic, limited music streaming platform at no charge, but offers an unlimited premium service for a fee. This describes a_____ pricing strategy.
A) freemium
B) bundled
C) subscription
D) flat-fee

36) Because she receives a coupon in the mail, Sabina plans to purchase new sheets from Bed, Bath, & Beyond. When Sabina expresses unhappiness with the selection offered in her local store, the salesclerk suggests looking at other options online—and says the coupon still applies. Bed, Bath, and Beyond is using a(n)_____ strategy.
A) single-channel
B) digital-only
C) omni-channel
D) mobile-first

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37) What is considered an optimal digital platform strategy? Platforms chosen must be
A) transferable to an SEO strategy.
B) identical to those used by competitors.
C) the broadest available given cost constraints.
D) relevant to the organization's target market.

38) Paradise Nursery specializes in trees grown for home landscaping. Most of its website is devoted to tree descriptions and planting guides and does not need frequent updating. This strategy, which supports SEO objectives, utilizes
A) evergreen content.
B) interactive content.
C) native advertising.
D) dynamic content.

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39) A marketer who is comparing the channel on which to digitally market is concerned with which of the 4 P's?
A) product
B) pricing
C) place
D) promotion

40) Dell successfully sells monitors, desktops, and laptops directly to millions of consumers using a standard pricing model. This disintermediation strategy demonstrates the role of_____ in digital marketing.
A) product
B) pricing
C) place
D) promotion

41) Use of native advertising, such as an online pharmaceutical ad designed to look like a journal article, is a type of_____ digital strategy.
A) product
B) pricing
C) place
D) promotion

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42) When digital word-of-mouth marketing takes place,_____ share information about an organization's products and services.
A) consumers
B) marketers
C) competitors
D) advertisers

43) Nonna's Homestyle Foods collects detailed information about the consumers who visit its sites and purchase its products online. It knows, for instance, the average age and geographic location of consumers who purchase family meal kits six or more times a year. This customer information is part of its
A) promotional content.
B) digital reputation.
C) evergreen content.
D) digital assets.

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44) _____ digital strategies pique consumer interest, using tactics such as attractive design, creative content and enticing messages.
A) Add
B) Allure
C) Associate
D) Advance

45) A consumer searching for a replacement filter for an appliance is frustrated by the confusing list of options on a retailer's website. Adding a live chat feature would enable the consumer to ask a specific question, enter the appliance, brand, and model number, and quickly place an order. Which of the 7 A's does this strategy demonstrate?
A) associate
B) allure
C) adjust
D) advance

46) Which of the 7 A's of the digital marketing mix involves reviewing analytics from existing campaigns and then changing tactics in response to data?
A) associate
B) allure
C) adjust
D) advance

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47) Notre Dame University offers officially licensed merchandise from Fanatics on its website. Notre Dame has found that fans looking for gear with the Notre Dame logo are more likely to purchase from a brand they trust, benefitting both Notre Dame and Fanatics. This strategy represents a(n)
A) IMC strategy.
B) strategic relationship.
C) competitor analysis.
D) conversion strategy.

48) Which of the 7As of the digital marketing mix involves meeting ethical and legal standards?
A) abide
B) allure
C) analyze
D) associate

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49) Digital marketers who investigate what other organizations in the same digital market are doing and assess these other firms' market position are developing a
A) predictive relationship.
B) SWOT analysis.
C) competitor analysis.
D) strategic relationship.

50) Which element of a formal digital marketing plan includes a few brief paragraphs describing its key points?
A) executive summary
B) organizational mission and vision
C) digital value proposition
D) digital STP

51) A firm's_____ should be included in a digital marketing plan in order to describe the organization's overall purpose and long-term goals.
A) organizational chart
B) competitive advantage
C) mission statement and vision
D) executive structure

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52) The basis for a specific digital marketing objective, such as enhancing customer retention rates by 7 percent, should be the organization's
A) overall marketing goals.
B) external threats.
C) past successes.
D) internal weaknesses.

53) In conducting a digital marketing situation analysis,_____ are an internal factor to be considered.
A) digital tactics
B) digital threats
C) digital strengths
D) digital opportunities

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54) Another name for a digital marketing situation analysis is a(n)
A) disintermediation strategy.
B) digital value proposition.
C) IMC strategy.
D) digital SWOT.

55) Brown's Pet Emporium hopes to attract 10 percent more users to its social media platforms, where it provides existing customers with better pet care tips. This is an example of
A) a digital marketing objective.
B) digital segmenting.
C) digital trust.
D) a digital tactic.

56) Outdoor clothing company L.L. Bean creates digital content designed for customers living in the Northeast and Midwest: especially areas with cold weather and a penchant for outdoor activity. By focusing on these specific consumers, L.L. Bean is engaging in
A) audience analysis.
B) digital SWOT.
C) audience segmentation.
D) search engine optimization.

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57) Which type of digital segmentation is based on characteristics such as personality, lifestyle, or social class?
A) demographic
B) geographic
C) psychographic
D) behavioral

58) Using a location-based app to alert consumers to a restaurant's specials when they are shopping nearby utilizes_____ segmentation strategies.
A) demographic
B) geographic
C) psychographic
D) behavioral

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59) Marketers can choose to base digital segmentation on geographic, demographic, psychographic, or_____ segmentation variables.
A) behavioral
B) universal
C) educational
D) social

60) A retailer known for selling affordable fashions, tracks the number of times an average consumer visits their website before making a purchase. Based on this information, the company retargets consumers with personalized content after their third visit. This represents which type of segmentation strategy?
A) demographic
B) geographic
C) psychographic
D) behavioral

61) The digital marketers for a food delivery service describe their typical customer as "Taylor, a single professional living in the city who dines out four or more times a week." This description can be thought of as a basic digital
A) buyer persona.
B) relationship.
C) personality.
D) asset.

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62) Detailed knowledge and statistics tied to specific customers is referred to as
A) Big Data.
B) granular data.
C) strategic information.
D) transparent data.

63) The best example of a digital value proposition for an office supply store might be
A) "We stock a wide variety of supplies."
B) "Offering ten convenient locations throughout the metro area."
C) "We offer free delivery with any order over $300."
D) "To businesses who need affordable supplies quickly, we offer easy online ordering for the budget-friendly office supplies."

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64) The digital value proposition must offer_____ to the_____.
A) strategies; organization
B) value; consumer
C) analysis; consumer
D) value; organization

65) Improving the user experience associated with an organization's website, such as adding additional interactive content and engaging images, involves which part of a strategic digital marketing plan?
A) Executive Summary
B) Digital Marketing Strategies and Tactics
C) Digital Marketing Situation Analysis
D) Organizational Mission, Vision, Objectives

66) Pursuing a mobile-first strategy means that marketers are
A) targeting content for the mobile environment from the beginning.
B) adding mobile marketing efforts at a later time.
C) advertising only on mobile devices.
D) eliminating other marketing strategies.

67) The digital marketing strategy for Vrbo (formerly VRBO) positions its rental offerings as a fun alternative for vacation accommodations. "Fun vacation accommodations" is another way of describing Vrbo's
A) target market.
B) digital trust.
C) marketing tactics.
D) digital brand.

68) In order to generate effective marketing results, a digital brand should be
A) ordinary.
B) evergreen.
C) unique.
D) artistic.

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69) Whenever he makes an online mortgage payment through Central Savings & Loan, Drew feels confident that his transaction will be completed correctly and that his personal financial data is secure. Drew's confidence in his banking institution can be expressed as
A) customer insights.
B) digital trust.
C) customer service.
D) digital privacy.

70) Which standard does not support ethical digital marketing practices?
A) adhering to "truth in advertising" standards
B) disclosing material connections
C) using transparent marketing techniques
D) making exaggerated product claims

71) The bounce rate refers to the percentage of website visitors who
A) search a term and fail to engage with any results.
B) make a quick purchase and exit.
C) leave after viewing a single page.
D) click through multiple website pages.

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72) Around the holidays, Macy's sends out a digital coupon via email to all its credit card holders. Marketers who want to know how many recipients actually read this email are interested in which analytic?
A) click-through-rate
B) the open rate
C) the engagement rate
D) the bounce rate

73) The percentage of website visitors who make a purchase, sign up for a newsletter, or take other actions desired by the sponsoring organization can be measured using a(n)
A) click-through-rate.
B) open rate.
C) conversion rate.
D) install rate.

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74) Which element is *not* necessary to include in the digital marketing implementation/control plan and budget section of the strategic plan?
A) contingency plan
B) digital marketing ad copy
C) budget
D) key resources needed

75) Sometimes marketers forget to account for contributions related to employee experience, skills, and knowledge. These valuable resources are collectively known as
A) man hours.
B) tangible assets.
C) artificial intelligence.
D) human capital.

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

76) Briefly review the relationship between corporate strategy, marketing strategy, and digital marketing strategy.

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77) Distinguish between a digital marketing tactic and digital marketing strategy. Include examples to demonstrate each concept.

78) Provide a brief outline of the three-stage digital marketing planning process.

79) What is digital STP? What role does it play in the marketing process?

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80) Select an item or service you have recently researched and/or purchased online. Describe related strategies and tactics you observed in terms of the Four P's.

81) The digital marketing mix consists of seven types of strategies, each beginning with the letter "A." Using an example, explain what marketers must consider regarding each of the 7 A's.

82) Discuss the importance of competitor analysis in digital marketing. How is this connected with competitive advantage?

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83) Recall the elements of a digital SWOT analysis. Then create a brief digital SWOT for a proposed business: a private rideshare service exclusive to your campus.

84) Describe the four basic types of digital segmentation.

85) Define the concept of digital value proposition. Develop a digital value proposition for your university.

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Answer Key

Test name: Chapter 02

1) FALSE
Digital marketing strategies and plans must start from an overall well-defined organizational or corporate strategy. Such a strategy lays out the high-level actions of an organization that enable it to “gain and sustain superior performance” in relation to its competitors based on a guiding policy and to meet corporate goals. Marketing strategy, in turn, flows from the overall corporate strategy.

2) TRUE
Digital marketing strategy establishes digital marketing goals and lays out the actions and resources needed to achieve these goals. It includes determining a digital target market, a digital marketing mix, and ways to sustain a digital competitive advantage to meet digital marketing goals.

3) TRUE
Digital marketing strategies and tactics that are out of line in relation to overall marketing or corporate strategies may not serve to further the organizational purpose and objectives.

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4) FALSE
Digital marketing strategy should be distinguished from digital marketing tactics, which are the more-specific digital marketing activities that are meant to assist in achieving the higher-level overall strategy.

5) FALSE
Stage 1 of the digital marketing planning process documents the overall organizational mission and vision. It is an overview of the organization and its marketing efforts.

6) TRUE
Stage 1 of the digital marketing planning process documents the overall organizational mission and vision. Without understanding what the organization does now or where it wishes to head, it will be difficult to determine appropriately aligned digital marketing strategy and objectives.

7) FALSE
Stage 2 of the digital marketing planning process is to conduct a situation analysis. The goal of a situation analysis is to understand the internal and external environments in which the digital marketing is expected to take place. In this stage, the strategies and tactics will include privacy, security, legal, and ethical considerations.

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8) TRUE
Stage 3 of the digital marketing planning process is to identify digital marketing analytics and determine resources and an implementation plan. This stage should identify key analytics that will used to measure and track digital marketing.

9) FALSE
A digital value proposition identifies why a consumer within an organization's target market should purchase its offering.

10) FALSE
An organization's general 4P's strategies may be applied in a digital marketing sense. It is important that the digital marketing aspects of the 4P's are consistent with the organization's overall marketing objectives. Digital marketers should further consider the 7A's of digital marketing.

11) TRUE
Digital marketing place strategies start with decisions about the digital marketing channel, which includes those organizations that are involved in assisting a product or service to be available to consumers. Organizations must decide if they will proceed with an omni-channel strategy. That strategy involves offering their products or services across various channels including different online (digital) channels and in physical retail outlets.

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12) FALSE
An integrated marketing communication (IMC) strategy ensures that all contacts received by customers for a product, service, or organization are consistent over time. Adopting optimal IMC strategies will allow an organization to employ various communication strategies to reach and appeal to consumers. Part of an IMC strategy is the selection of optimal digital platform strategies.

13) TRUE
An organization may build a set of digital assets—all of the digital items of value that an organization owns, including content, data, websites, and accounts. These items are considered digital assets if they have value for the organization and consumers.

14) TRUE
The product or service offered by an organization must add value, and digital marketing should be able to promote that value or be a source of value itself. Digital marketers should ask if a digital marketing strategy adds further value.

15) FALSE

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As part of "Abide" strategies, digital marketers must abide by legal regulations relating to advertising, privacy, and security. Ethical strategies should be employed to ensure digital marketing meets ethical standards.

16) TRUE
Advance strategies are those that address failure of customers to advance toward a purchase. Digital marketers must carefully research why consumers are not converting and then implement conversion strategies that will help advance the buying process.

17) FALSE
The executive summary is a short summarizing statement of the strategic digital marketing plan, usually three to five paragraphs, which places the plan in context and includes the key points covered.

18) TRUE
The organization's overall marketing objectives are measurable goals that the organization's marketing activity is intended to produce. They may include, among others, specific sales growth, increased brand awareness, increased customer retention, and market growth.

19) TRUE
A digital SWOT analysis specifies the organization's digital strengths, digital weaknesses, digital opportunities, and digital threats. Strengths and weaknesses are internally focused factors; opportunities and threats are externally focused factors.

20) FALSE
Digital STP (segmentation, targeting, and positioning) is an essential aspect of the digital marketing plan. Digital segmentation may be based on demographic, geographic, psychographic, and behavioral segmentation variables.

21) B
A digital marketing strategy establishes digital marketing goals and lays out the actions and resources needed to achieve these goals. It includes determining a digital target market, a digital marketing mix, and ways to sustain a digital competitive advantage to meet digital marketing goals.

22) C

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An overall corporate strategy lays out the high-level actions of an organization that enable it to "gain and sustain superior performance" in relation to its competitors based on a guiding policy and to meet corporate goals. Marketing strategy, in turn, flows from the overall corporate strategy.

23) A
Digital marketing strategy should be distinguished from digital marketing tactics, which are the more-specific digital marketing activities that are meant to assist in achieving the higher-level overall strategy.

24) D
Digital marketing strategy should be distinguished from digital marketing tactics, which are the more-specific digital marketing activities that are meant to assist in achieving the higher-level overall strategy.

25) B
Digital marketing strategy establishes digital marketing goals and lays out the actions and resources needed to achieve these goals.

26) A
Digital marketing strategy should not be developed without first understanding and placing it in the context of general marketing strategy. Organizations should continue to employ key marketing strategies as they develop specific digital marketing strategy as one key element to the overall marketing strategy. The focus of digital marketing strategy will be on creating value through digital means.

27) D
Stage 1 of the digital marketing planning process documents the overall organizational mission and vision. It is an overview of the organization and its marketing efforts.

28) B
The goal of a situation analysis is to understand the internal and external environments in which the digital marketing is expected to take place. The organization should identify specific and measurable digital marketing objectives that will be used to guide the rest of the plan.

29) A

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The strategic digital marketing planning process is the procedure that digital marketers engage in to plan and document strategic direction for digital marketing activities. During this process, a strategic digital marketing plan—a document that outlines key digital marketing strategies based on the organization's environment, objectives, and other key considerations—may be developed.

30) C
A digital value proposition is a proposal about why a consumer within an organization's target market should purchase its offering.

31) C
Stage three of the digital marketing planning process is to identify digital marketing analytics and determine resources and an implementation plan. The budget and nonfinancial resources that will be allocated to digital marketing should be determined and documented, along with how the strategic digital marketing plan will be implemented.

32) A
An organization's general 4P's strategies may be applied in a digital marketing sense. Products and services of an organization must provide value to consumers. Digital marketing product strategies should include communicating that value to digital consumers.

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33) B
An organization's general 4P's strategies may be applied in a digital marketing sense. Digital consumers may often compare prices using search engines and other digital tools. Several digital marketing pricing strategies are frequently used: subscription-based, flat-fee, bundle, and freemium, among others.

34) D
With a flat-fee pricing strategy, customers pay an agreed-upon, unvarying fee for whatever level of service they use during a contract period.

35) A
Some organizations adopt a freemium pricing strategy in which they offer a basic service at no charge and consumers pay for added services or a premium service level.

36) C
Digital marketing place strategies start with decisions about the digital marketing channel. Organizations must decide if they will proceed with an omni-channel strategy. That strategy involves offering their products or services across various channels including different online (digital) channels and in physical retail outlets.

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37) D
Part of an IMC strategy is the selection of optimal digital platform strategies, that is, selecting those platforms that are relevant to an organization's target markets.

38) A
A key factor of content strategy is creating appropriate content for various digital marketing platforms that should enable search engines to determine which search results to display as relevant content. Evergreen content, which remains "continually relevant" over time, is often created with SEO in mind.

39) C
Digital marketing place strategies start with decisions about the digital marketing channel, which includes those organizations that are involved in assisting a product or service to be available to consumers. For many organizations, a carefully designed digital channel strategy is optimal, enabling consumers to interact with the organization and its products and services through a variety of digital channels.

40) C
A disintermediation strategy is one digital marketing place strategy. Digital marketing may assist an organization to reach a consumer directly and thus effectively eliminate or reduce the number of channels. A disintermediation strategy involves removing or not including channel members, also known as intermediaries.

41) D
According to the Content Marketing Institute, native advertising is paid advertising whose content "matches the form, feel, function, and quality of the content of the media on which it appears." This is a promotion strategy.

42) A
Consumers can spread helpful information about their relationship with an organization or its products and services via online dialogue with others—that is, via digital word-of-mouth (WOM) marketing.

43) D
With digital marketing, an organization may build a set of digital assets—all of the digital items of value that an organization owns, including content, data, websites, and accounts. These items are considered digital assets if they have value for the organization and consumers.

44) B

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Allure strategies attract consumers using creative and informative content, attractive design, enticing messages, and relevant information.

45) D
Factors that may lead to a failure to advance include lack of relevant information, clunky processes, unenticing design, non-user-friendly approaches, poor customer experience or user experience, high perceived prices, or low perceived value. Advance strategies are those that address failure of customers to advance toward a purchase.

46) C
Digital marketers must be ready to adapt or adjust their digital marketing strategies and tactics according to how well a campaign is performing or the environment in which the marketing is taking place. To know how well a campaign is performing, specific digital marketing analytics need to be reviewed and acted upon.

47) B
Digital marketers should create strategic relationships—valuable associations and partnerships that help digital marketers achieve their objectives. Partnering with other organizations, people, influencers, and platforms may allow digital marketers to achieve new heights.

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48) A
Digital marketers must abide by legal regulations relating to advertising, privacy, and security. Ethical strategies should be employed to ensure digital marketing meets ethical standards.

49) C
Digital marketers need to understand the competitive landscape in which they operate. They will create a competitor analysis that analyzes what other organizations in the same digital market are doing and what their position is in such market.

50) A
The executive summary is a short summarizing statement of the strategic digital marketing plan, usually three to five paragraphs, which places the plan in context and includes the key points covered.

51) C
Section 1 of the digital marketing plan lays out the organization's mission, vision, and objectives. The goal of this section of the strategic plan is to ensure that readers know the organization's overall mission, vision, and objectives.

52) A

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All digital marketing objectives should be directly linked to overall marketing objectives and support these.

53) C
A digital marketing situation analysis describes the internal and external environments in which the digital marketing is being pursued. Strengths and weaknesses are internally focused factors; opportunities and threats are externally focused factors.

54) D
A digital marketing situation analysis describes the internal and external environments in which the digital marketing is being pursued. Also called a digital SWOT, this analysis specifies the organization′s digital strengths, digital weaknesses, digital opportunities, and digital threats.

55) A
An organization may wish to focus on specific digital marketing objectives that are tied to overall marketing goals. For example, organizations may intend to increase digital conversion rates, gain specific digital customer insights, enhance retention rates, or increase digital brand image. It is important that these objectives are accompanied by metrics.

56) C
Digital segmentation involves dividing the total digital market into smaller groups, in order to target some of these segments later. Such audience segmentation divides a group into specific segments (audiences) such as demographically. Segmentation is worthwhile because it is unlikely that an organization can fulfill the needs of many consumers broadly.

57) C
Digital segmentation involves dividing the total digital market into smaller groups, in order to target some of these segments later. Psychographic segmentation divides a digital market based on consumers′ personal characteristics such as social class, personality, lifestyle.

58) B
Geographic segmentation enables digital marketers to concentrate on specific regions, cities, states, or countries. Mobile-app marketers may adopt a location-based strategy by targeting consumers in particular geographic areas, potentially enticing them to shop based on a local deal they receive to their mobile device while visiting a particular area.

59) A
Digital segmentation is based on demographic, geographic, psychographic, and behavioral segmentation variables.

60) D

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Behavioral segmentation divides a digital market based on behavioral characteristics such as existing purchase history of website or mobile app customers. Shopping behavior, such as what time consumers shop, where they ship, and where they fall within the spectrum of quality versus price interest are all possible considerations related to behavior.

61) A
Part of understanding the digital target market is knowing the digital buyer. Therefore, digital marketers may want to build a digital buyer persona, which is an outline of what the organization knows about its target consumers.

62) B
While conducting digital STP, it is important to get as much granular data as possible—that is, data that includes detailed aspects tied to specific customers.

63) D
A digital value proposition is a unique, convincing proposal about why a consumer within an organization's target market should purchase its offering(s). Writing a solid digital value proposition is crucial; it enables an organization to document what it offers for its target market(s). Digital value propositions should follow a set format.

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64) B
The digital value proposition allows a consumer to recognize value in the offering and may assist in their decision to purchase. It is a unique, convincing proposal about why a consumer within an organization's target market should purchase its offering(s).

65) B
Digital Marketing Strategies and Tactics (Section 5) is the heart of the strategic digital marketing plan. It states the key digital marketing strategies and tactics an organization intends to pursue. This often includes website design strategies and tactics, including analysis of the user experience.

66) A
It is crucial for an organization to have a mobile-first strategy, which involves thinking about mobile marketing from the start, rather as a later add-on to traditional devices. This strategy requires digital marketing efforts such as websites to be designed for and suited to a mobile environment first, as that is where consumers are likely to engage.

67) D

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A digital brand encompasses the various qualities that provide an organization, product, service, or person their uniqueness, as perceived by a consumer based on digital marketing activities.

68) C
A digital brand encompasses the various qualities that provide an organization, product, service, or person their uniqueness, as perceived by a consumer based on digital marketing activities.

69) B
Digital trust is the firm belief or confidence in an organization when a consumer is engaging in a digital transaction. By building trust, digital marketers will likely see an increase in conversion, retention, and loyalty.

70) D
A digital marketing ethical strategy may "emphasize transparent, trustworthy, and responsible" marketing. Digital campaigns that exaggerate the truth, are not transparent, or are offensive may be considered unethical depending on the specific activity and standards the organization adopts.

71) C
For website marketing, the bounce rate is the percentage of website visitors who leave after visiting a single page.

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72) B
An open rate is the percentage of recipients who open marketing communications.

73) C
The website conversion rate is the percentage of visitors to the website who take a desired action, such as purchasing.

74) B
Section 8 indicates how the organization will implement the digital marketing identified in the of the strategic plan. This should include what the organization will do and by when. It also should identify a contingency plan, the expected budget, and key resources. You may want to add an appendix to include specific campaign samples such as digital marketing ad copy, social media copy, email marketing samples, and other material that is too large to put within the plan itself.

75) D
Determining the budget may need to be done in conjunction with finance and budgeting personnel. Be sure to consider the human capital that will be required. This will be the collective resources possessed by individuals and groups dedicated to digital marketing, including digital marketing skills, knowledge, experience, and other factors.

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76) Essay
An overall well-defined organizational or corporate strategy lays out the high-level actions of an organization that enable it to "gain and sustain superior performance" in relation to its competitors based on a guiding policy and to meet corporate goals. Marketing strategy, in turn, flows from the overall corporate strategy; it involves determining a target market, a marketing mix, and a plan to build a sustainable competitive advantage to meet overall marketing goals. Following from the organization's marketing strategy, digital marketing strategy establishes digital marketing goals and lays out the actions and resources needed to achieve these goals. It includes determining a digital target market, a digital marketing mix, and ways to sustain a digital competitive advantage to meet digital marketing goals.

77) Essay
Student examples will vary, but should include the following concepts:

- Digital marketing strategy establishes digital marketing goals and lays out the actions and resources needed to achieve these goals. For example, a digital marketing strategy may include the goal of increasing web traffic by a certain percentage.
- Digital marketing tactics are the more-specific digital marketing activities that are meant to assist in achieving the higher-level overall strategy. Digital marketing tactics may include adding an email marketing campaign to direct more traffic to the firm's site.

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78) Essay

1. Stage 1 of the digital marketing planning process documents the overall organizational mission and vision. It is an overview of the organization and its marketing efforts.
2. Stage 2 of the digital marketing planning process is to conduct a situation analysis, determine digital marketing objectives, strategies, and tactics, and factor in other key considerations. The goal of a situation analysis is to understand the internal and external environments in which the digital marketing is expected to take place.
3. Stage 3 of the digital marketing planning process is to identify digital marketing analytics and determine resources and an implementation plan. This stage should identify key analytics that will be used to measure and track digital marketing. Also, the budget and nonfinancial resources that will be allocated to digital marketing should be determined and documented, along with how the strategic digital marketing plan will be implemented.

79) Essay
Digital STP refers to segmentation, targeting, and positioning. After identifying this information for the sponsoring organization, digital marketers will identify key digital marketing strategies and tactics.

80) Essay

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Student examples will vary, but should reference the following concepts:

- Product: Products and services of an organization must provide value to consumers. Example: replacement car brakes are sold by many automotive service providers. Value was offered by a firm providing a lifetime guarantee for this product.
- Example: replacement car brakes are sold by many automotive service providers. Value was offered by a firm providing a lifetime guarantee for this product.
- Example: replacement car brakes are sold by many automotive service providers. Value was offered by a firm providing a lifetime guarantee for this product.
- Example: The pricing strategy for car brakes is often a flat-fee (purchase and installation for a set price). Service providers decide if the pricing offered is the same for all customers (in-person, online appointments, bundled services, etc.)
- Example: One digital marketing channel for car owners needing brake replacements are websites advertising this service.
- Example: Midas, a national automotive repair chain, has recently incorporated a new logo and animated spokesperson into all its marketing efforts. It includes coupons on its website and provides volume discounts to consumers contracting for more than one service.

81) Essay
Answers will vary.

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82) Essay
A competitor analysis assesses what other organizations in the same digital market are doing and what their position is in such market. It looks at:

- Who are the organization's current competitors?
- Who are the organization's potential future competitors?
- What key digital strategies do they use?
- What are their digital tactics? Are these successful?
- How can our organization respond effectively?
- Following/mimicking some of what competitors are doing.
- Learning from mistakes made by competitors.
- Carefully selecting digital platforms to compete on.
- Employing competitive vigilance and being prepared to respond to changes in the competitive landscape.
- Hiring outside assistance if in-house digital resources are limited.

83) Essay

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Student examples will vary, but should reference the following concepts, and include appropriate examples for each SWOT category:

- A digital SWOT analysis specifies the organization's digital strengths, digital weaknesses, digital opportunities, and digital threats.
- Strengths and weaknesses are internally focused factors; opportunities and threats are externally focused factors.
- Internal strengths: hyperlocal focus; dynamic pricing strategy
- Internal weaknesses: app development incomplete; driver availability
- External opportunities: few students own cars; digitally savvy customers
- External threats: well-known competitors; rising insurance costs; low profit margin

84) Essay

Digital segmentation may be based on demographic, geographic, psychographic, and behavioral segmentation variables,

- Demographic segmentation divides a group into smaller audiences based on statistical divisions such as age, education, income, or gender.
- Geographic segmentation enables digital marketers to concentrate on specific regions, cities, states, or countries when placing search ads on Google or other search engines.
- Psychographic segmentation divides a digital market based on consumers' personal characteristics such as social class, personality, lifestyle.
- Behavioral segmentation divides a digital market based on features of behavior, such as existing purchase history of website or mobile app customers.

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85) Essay

- A digital value proposition is a unique convincing proposal about why a consumer within an organization's target market should purchase its offerings. The digital value proposition allows a consumer to recognize value in the offering and may assist in their decision to purchase.
- Student examples will vary.

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