



## **OECS MODULE 11 ASSESSMENT**

1. What are some things to consider before you create an online marketing campaign?

2. List 5 offline marketing ideas.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

3. What can you do to test new products and/or services?

4. Name the two types of market research.

1. \_\_\_\_\_
2. \_\_\_\_\_



## OECS MODULE 11 ASSESSMENT ANSWER KEY

1. The concept of branding is to create a **specific, unique look that is easily identified** as yours. Just like in an old western where an escaped cow could be identified by the brand it carried, your company should have a ‘brand’ – a look – to tie your company and marketing materials together. It may include a **logo**, a **color scheme** or an **idea** that reflects the personality of your company.
2. Time – someone needs to develop the content and post the material.
3. Search Engine Optimization (SEO) is the process that puts ‘Mary’s Cleaning Company’ on the first page of a search on the Internet for cleaning companies, instead of on page fourteen.
4. Email
5. direct sales
6. (Choose 5)
  - Informative pamphlets
  - Written testimonials
  - Flyers
  - Mobile billboards on a vehicle
  - Sponsorship
  - Prize for a local contest
  - Writing or design challenge
  - Specific discount to a particular group
  - Business network
  - Trade shows
  - Chat about your business with people you meet

- Regular newsletter
  - Advice bulletins
  - Christmas and birthday cards
  - Exclusive advisory panel
  - Branded calendars
  - Going the extra mile
7. Focus group - Select a group of participants, choose a moderator, collect the data, and incorporate the feedback
  8. Quantitative and qualitative research
  9. A sample is a group of people drawn at random from all those people who are in your chosen market.