

The background is a dark blue field filled with various colorful, abstract shapes. These shapes include circles, ovals, and elongated, rounded rectangles in shades of orange, red, green, purple, and yellow. The shapes are scattered across the page, creating a vibrant and modern aesthetic.

Undergraduate Diploma in Digital Marketing

Module 02

Digital Marketing Basics

MQF Level 5, 8 ECTS

PIERRE PORTELLI, BA Hons Comm

January 2024



QUIZ

1. What type of marketing strategy is Starbucks known for primarily utilising?

- A) Product-oriented marketing
- B) Sales-oriented marketing
- C) Market-oriented marketing
- D) Relationship marketing

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- Answer: D) Relationship marketing

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- A) Low price offerings
- B) Unique and consistent store design
- C) Limited product availability
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3. How does Starbucks personalise its marketing to individual customers?

- A) By offering personalised discounts
- B) Through their rewards program and mobile app
- C) By sending personalised emails only
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- Answer: B) Through their rewards program and mobile app

4. What role does social responsibility play in Starbucks' marketing strategy?

- A) Minimal role
- B) It's used occasionally in campaigns
- C) Central role, with a focus on ethical sourcing and community

involvement

- D) Only used during specific holidays

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- Answer: C) Central role, with a focus on ethical sourcing and community involvement

5. What strategy does Starbucks use to expand its market globally?

- A) Franchising
- B) Joint ventures
- C) Company-operated stores only
- D) All of the above

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- Answer: D) All of the above

6. How does Starbucks use social media in its marketing strategy?

- A) For product announcements only
- B) To create engaging content and interact with customers
- C) Rarely, only for major announcements
- D) To display ads

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- Answer: B) To create engaging content and interact with customers

7. What is the main focus of Starbucks' product innovation strategy?

- A) To have the widest variety of products
- B) To provide seasonal and limited-time offerings
- C) To compete on price
- D) To offer the same products globally

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- Answer: B) To provide seasonal and limited-time offerings

8. What is a significant aspect of Starbucks' location strategy?

- A) Locations in only major cities
- B) Locations based solely on population density
- C) Prime locations with high visibility and foot traffic
- D) Random location selection

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- Answer: C) Prime locations with high visibility and foot traffic

9. How does Starbucks promote environmental sustainability in its marketing?

- A) By avoiding the topic altogether
- B) By using recycled materials for product packaging
- C) By only using digital marketing
- D) By offering discounts to customers who bring their own cups

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- Answer: B) By using recycled materials for product packaging and D) By offering discounts to customers who bring their own cups

10. What approach does Starbucks take towards customer feedback and engagement?

- A) Ignores all customer feedback
- B) Only responds to positive feedback
- C) Actively engages with and incorporates feedback into service

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- D) Only considers feedback from online surveys

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SUCCESSFUL
BRAND STRATEGY

Old Spice



QUIZ

1. What notable shift did Old Spice make in its marketing strategy to rejuvenate the brand in the late 2000s?

- A) Targeted a younger audience with digital marketing.
- B) Focused exclusively on print media advertising.
- C) Launched a new product line for women.
- D) Reduced the number of products offered.

QUIZ

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Answer: A) Targeted a younger audience with digital marketing.

2. The Old Spice "The Man Your Man Could Smell Like" campaign

was known for its:

- A) Use of celebrity endorsements.
- B) Interactive social media response videos.
- C) Focus on traditional masculinity.
- D) Product placement in movies.

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Answer: B) Interactive social media response videos.

3. Old Spice's revitalized marketing approach in the 2010s primarily utilized which platform to gain widespread attention?

- A) Television
- B) YouTube and other social media platforms
- C) Radio
- D) Print media

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- D) Print media

Answer: B) YouTube and other social media platforms

4. How did Old Spice manage to appeal to both male and female demographics in its advertisements?

- A) By offering unisex products.
- B) Through humor and universal themes.
- C) By creating separate ads for each demographic.
- D) By focusing on product features rather than branding.

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5. The success of Old Spice's viral marketing campaigns can be attributed to:

- A) High-budget production.
- B) Celebrity endorsements.
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- A) High-budget production.
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Answer: C) Innovative and engaging content.

6. What was a key element of Old Spice's social media strategy that significantly increased engagement and brand visibility?

- A) Regular posts about product ingredients.
- B) Direct engagement with customers through video responses.
- C) Exclusive discounts for social media followers.
- D) Partnership with influencers to create co-branded content.

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Answer: B) Direct engagement with customers through video responses.



airbnb

BUSINESS MODEL



1. Question: What unique marketing strategy does Airbnb employ to differentiate itself from traditional hospitality services?

- A) Price wars with hotels
- B) Offering luxury travel experiences
- C) Focusing on local and authentic experiences
- D) Investing heavily in television advertising

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Answer: C) Focusing on local and authentic experiences

2. Question: How does Airbnb utilize user-generated content in its marketing strategy?

- A) By reposting customer reviews on its social media
- B) By encouraging users to share their travel stories on the platform
- C) By creating advertisement campaigns based on user stories
- D) All of the above

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Answer: D) All of the above

3. Question: Which of the following is a key component of Airbnb's social media marketing strategy?

- A) Regularly posting discount codes
- B) Sharing high-quality images and stories of host properties
- C) Focusing solely on Facebook advertisements
- D) Avoiding interaction with users on social platforms

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Answer: B) Sharing high-quality images and stories of host properties

4. Question: What role does technology play in Airbnb's marketing strategy?

- A) Providing virtual tours of properties
- B) Using AI to personalize user searches
- C) Using algorithms to suggest pricing to hosts
- D) All of the above

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Answer: D) All of the above

5. Question: How does Airbnb's referral program contribute to its marketing strategy?

- A) It decreases the overall marketing budget
- B) It increases brand loyalty among existing customers
- C) It incentivizes users to bring new customers to the platform
- D) Both B and C

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6. Question: What is a significant aspect of Airbnb's 'Experiences' feature in terms of marketing?

- A) It offers standardized tours in every city
- B) It promotes unique, local activities hosted by locals
- C) It competes directly with established tour companies
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Answer: B) It promotes unique, local activities hosted by locals

THANK YOU FOR TODAY

*Pierre Portelli for 21 Academy
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