

# NEW MEXICO BROADBAND PROGRAM

## INTERNET TOOLS FOR SMALL BUSINESS

### MODULE 4 - INTRODUCTION TO ONLINE MARKETING - ASSESSMENT

1. In marketing, you should consider
  - a. customer interest.
  - b. sales strategy.
  - c. communication development.
  - d. all of the above
2. Your marketing strategy and plan should not address competition since businesses need competition in order to flourish.
  - a. True
  - b. False
3. We can help address our competition by understanding your target market carefully.
  - a. True
  - b. False
4. Distribution is an important part of any marketing strategy, since without successful distribution customers will not be satisfied with any product or price.
  - a. True
  - b. False
5. Market segments help you refine your target audience, minimize competition, and hone your marketing strategy and message.
  - a. True
  - b. False
6. The four Ps of marketing are
  - a. promotion, planning, prediction, and plentitude.
  - b. product, promotion, practice, and plentitude.
  - c. price, product, promotion, and place.
7. In the world of online marketing, you can expect
  - a. more competition in an online environment.
  - b. customer expectation of some online presence.
  - c. new online promotion techniques.
  - d. all of the above
8. Online marketing tools and techniques
  - a. limit your brick and mortar sales.
  - b. keep you more distanced from your target market.
  - c. offer insights into your competition.
  - d. all of the above

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9. Branding might include
  - a. the signature line on your email.
  - b. your business message and logo.
  - c. testimonials.
  - d. all of the above
  
10. A marketing “call to action”
  - a. asks people to call the competition and complain.
  - b. engages a potential customer immediately, and makes it more likely he or she will make a purchase.
  - c. requires constant feedback from your business, and thus is not labor efficient.
  - d. all of the above