**Digital Marketing: Strategy & Tactics**

**Chapter 9: Mobile and Its Impact**

**MULTIPLE CHOICE**

1. Why is mobile so different for digital marketers?

|  |  |
| --- | --- |
| a. | Mobile is location based. |
| b. | Mobile is personal. |
| c. | Mobile is social. |
| d. | All of the above. |

**ANS:** D

**Notes:** Mobile phones allow marketers to know when and where someone is; that the person is unique (people don’t share phones) and that they are connected to their friends through social media.

1. What is a key change in mobile search?

|  |  |
| --- | --- |
| a. | Keywords are a factor. |
| b. | Location is a factor. |
| c. | Type of phone is a factor. |
| d. | All of the above. |

**ANS:** B

**Notes:** Showing results that are nearby is relatively more important when users are searching on mobile.

1. What are some design challenges for mobile website access?

|  |  |
| --- | --- |
| a. | Vertical versus horizontal orientation |
| b. | Smaller and varied screen sizes |
| c. | Different ways of interaction (fingers versus mouse) |
| d. | All of the above. |

**ANS:** D

**Notes:** Speed is also a challenge on mobile. Many sites practice progressive or responsive design which tries to automatically adjust to the screen viewed on.

1. How have display ads changed to adapt to mobile?

|  |  |
| --- | --- |
| a. | Increased use of expandable ads |
| b. | More use of primary colors in ads |
| c. | Increased use of interstitials and takeovers – interruptive formats |
| d. | A and C |

**ANS:** D

**Notes:** Many more ads stop the mobile experience and expand to increase the real estate available for messaging.

1. How have social ads adapted to mobile?

|  |  |
| --- | --- |
| a. | More music in ads |
| b. | More indicators of friends who like the brand |
| c. | More use of profile information to fill out forms and request information |
| d. | B and C |

**ANS:** D

**Notes:** Facebook, Instagram, Twitter, and LinkedIn all use information they have on a user to make the process of requesting more information easier; they share contact information with advertisers.

1. Where do users spend most of their time in mobile?

|  |  |
| --- | --- |
| a. | Desktop websites |
| b. | Mobile websites |
| c. | Mobile applications |
| d. | On the phone |

**ANS:** C

**Notes:** Users spend the vast majority of their time in the app ecosystem with much of that time in social, messenger, and chat apps.

1. What are some features of mobile that can be tapped into by advertisers?

|  |  |
| --- | --- |
| a. | Click to call ads |
| b. | Location based targeting |
| c. | Selfies |
| d. | A and B |

**ANS:** D

**Notes:** Phone functionality can be an excellent way to connect with customers to close a sale or for a local business.

**SHORT ANSWER**

1. Discuss the Google concept of Zero Moment of Truth for marketers.

**ANS:** This is the use of mobile phones while in the store or immediately before purchase—see Google video. Most users are searching for information before even seeing a product in the store, often while in the store!

**Notes:** The Zero Moment of Truth (SMOT) is a Google concept that riffs off of marketing’s traditional first moment of truth — the shelf presentation of a product at point of sale, and the second moment of truth (the product experience at home).

1. Describe whether a business should have a mobile website or a mobile application.

**ANS:** Generally, businesses with high engagement and repeat customers or users will want a more secure controlled app environment compared to the mobile web which is faster and cheaper to deploy and maintain. Both are good answers as long as they are explained. It’s also fair to say apps are much more complex and costly.

**Notes:** The distinction between mobile apps and responsive websites may disappear as 5G networks grow the bandwidth available.

1. Describe the ways apps can make money, and especially how free apps do.

**ANS:** Price, ads, in-game purchases—free apps can monetize through ads and upgrades.

**Notes:** Advanced answers will note the marketing value of free-to-use with in-app purchases and ads, increasing the accessibility and reach of an app.