Task A: E-Mail

1. E-Mail is a common method used to communicate a new product or service to a customer using a concept called E-Mail marketing.

What is meant by E-Mail marketing?

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| Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. |

1. Provide a screenshot of E-Mail marketing being used and explain the purpose of this.

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| Screenshot of e-mail  10 of the Best Email Marketing Campaign Examples You&#39;ve Ever Seen | Explanation  This is a follow up email for a recent customer. The marketing technique they’re using is to firstly, keep the service fresh in the mind of the customer and secondly, to encourage them to complete a survey.  This survey acts a research tool so the business can get a better insight into the service they’ve provided by relying on customer feedback. |

1. Identify three advantages and three disadvantages to business using E-Mail marketing.

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| **Advantages** | **Disadvantages** |
| Cost effective | Spam – might go straight into customers spam folder so they might not see the e-mail. |
| Scalable as it can reach a larger group of people. | If an e-mail address has been entered incorrectly so the content will not be delivered to the recipient. |
| Can be personalised if it’s sent to a specific set of customers. | Issues with attachments because they might too big or users might have an attachment blocker. |
| Permission based – can be made non-intrusive if users subscribe to the e-mail service. | Functionality/design issues especially if some customers opt for text only emails. |
| Easy to share with other users that are not in their target group. Customer might forward the email onto someone else. |  |

Task B – Instant messaging

1. Explain **one** reason why businesses might use an instant messaging service?

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| It’s commonly used by many businesses to provide a customer support service to save them calling on the phone and being put on hold. Most use a chatbot based service where customers will talk to an algorithm that will process their response and try and work out what customers need to know, if they cannot do that then they will speak to a human agent via the instant messaging service.  Many businesses make use of Facebook’s instant messaging service and some use WhatsApp to deal with any enquiries. |

1. Provide a screenshot of an instant messaging service being used by a business and explain the purpose of this.

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| Screenshot of e-mail | Explanation |
|  | This is a company called Cheval Old Town Chambers that offer accommodation in the middle of Edinburgh city centre aswell as other cities around the country.  They offer an instant messaging service via WhatsApp. An enquiry was made which reached their customer services.  In response, they provide a set of links to different apartments and different prices. |

Task C - Blogs

1. Explain **one** reason why businesses might use blogs (or vlogs) to promote their products/services?

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| Blogs and vlogs can be used to create videos such as product reviews, how-to-guides and other creative ways to showcase products/services. The publishers might provide affiliate links which act as commission in which they direct customers to a URL to purchase their product/service. Acting like an online sales representative. |

1. Provide a screenshot of an instant messaging service being used by a business and explain the purpose of this.

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| Screenshot of e-mail | Explanation  This vlogger looks at different houses and showcases different interior designs including furniture. In addition to this, the vlogger has provided her social media links and affiliate links to the equipment she used for this video. When you click on the link, it will take you to a website like Amazon where you can purchase the product. |

Task D – Video conferencing

1. Explain how businesses can make effective use of video conferencing software to support their products/services.

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| Businesses might use video conferencing to conduct meetings as they don’t require everyone to be in one place, so it could be easier to get everyone to attend the meeting. |

1. The COVID-19 pandemic caused a national lockdown and forced many organisations (including businesses) to operate remotely. Some businesses have even decided to stick to this model and encourage employees to work from home.

Identify **three** advantages and **three** disadvantages to businesses who decide to run their everyday operations via a remote setup such as video conferencing.

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| **Advantages** | **Disadvantages** |
| Cut down on overheads such as electricity as employees working from home. | Difficult to measure the productivity of their employees while they’re at home. |
| Increases the opportunity to attract talent as they’re no longer restricted by geographical location. | Employees might feel isolated with the lack of face-to-face social interaction. |
| It might reduce the stress of their employees. | An increased risk that employees may become distracted. |

Task E – Social networking

1. List different ways businesses might use social media to promote their product/service.

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| Businesses might create a social media page that users can link or subscribe to. For example, interested customers could join a Facebook page, this means they have access to their news feed and this is where businesses will promote products in the form of posts which also may include still and moving images (images and video) This applies to other social media channels, such as following a twitter page or Instagram aswell as subscribing to a YouTube channel. |

1. Identify **three** advantages and **three** disadvantages to businesses using social networking sites to promote their products/services.

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| **Advantages** | **Disadvantages** |
| Increased brand awareness because the wider reach social media has. | Using social media to push for sales without engaging with customers, |
| Cost effective as this can be a cheaper option to advertise a product or service. | Failing to respond to negative feedback can damage their reputation. |
| Social content can boost traffic to your website. This can lead to increased online conversions such as sales and leads. | Might need to employ social media specialists to identify ways to effectively market on social media. |
| It is easy to measure how much website traffic you receive from social media. You can set up tracking to determine how many sales are generated by paid social advertising. |  |