

18.E: Direct marketing - email and mobile(Exercises)

Case study questions

1. Which elements of GlobalGiving's email marketing constitute best practice?
2. What role did the database play in this example? Why was it so important?
3. Explain how personalisation played a role in the campaign.

Chapter questions

1. What is meant by 'mass customisation' and why is this so beneficial?
2. What are the key differences between direct marketing by email or SMS and direct marketing by post?
3. Why is it important for permission to be gained before marketing by email or mobile to a prospect?
4. Emails that are expected and recognised are more likely to be read. How can a marketer use this knowledge to increase the readership of emails?

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