Chapter 13

MARKETING AND NEW TECHNOLOGIES

-- SOLVED QUESTIONS --

1. **Explain the differences between a banner, a skyscraper and a page stealer.**

All of them are on-line integrated advertising formats.

The banner is is the oldest advertising format used on the Internet, it is usually placed on the upper part of the webpage, and may have different sizes. At present, they are usually animated, and on occasions, are found in the lower part of the pages. Banners advertise a specific product or company, and usually serve as an entry to the advertiser's web pages by linking with those pages.

The skyscraper is an advertising format of a vertical format, which appears on the right side area of web pages. Skyscrapers move as the rest of the contents are visualized, so that they are seen at all times and the message does not go unnoticed.

The page stealer is a rectangular or square ad appearing on the web in such way that, due to its larger size "steals" importance from the page contents. Occasionally, they offer a link for connecting with the advertiser's web.

2. **What is "transit advertising"?**

It's the same that the interstitial: the advertisement is seen on a complete window, for the purpose of showing a brief message while the page the user wishes to see is being downloaded, so they are efficient in attracting attention. Therefore, it is also known as "transit advertising" as it appears just before accessing a website or between two pages with contents of a website.

3. **Discuss what it is for RSS feeds.**

The websites can include the service RSS (Really Simple Syndication) which allows for the updating of contents in a simple and fast manner, and without browsing.

RSS files are supplied by some websites which generate specific information on what has been published on their sites. When some updating takes place on that web's contents, RSS files are automatically re-written. Thus, if RSS files are accessed, it can be known which contents have been updated, but without the need to enter the web. In many cases they are used to publish news headlines or blogs entries; the contents can be integrated in other webs or can be consulted by the user, as they are permanently updated.

4. **What is Permission Marketing?**

At present, the most effective e-mail campaigns are those which comply with Permission Marketing. In this case the user has previously giving his/her permission for receiving information, thus presuming that they will willingly accept it; also, when the user grants its permission, they usually fill out some data on preferences, and so the message may be extremely personalized for the purpose of mailing them only that which they may consider most appropriate.

5. **Explain what is web 2.0.**

Web 2.0 refers to all those tools which favour information exchange and cooperation among the users of the Internet. It is based, for instance, on blogs, social webs, chats, forums, mail groups, wikis, consumer portals, webs which allow file, picture and video sharing, etc.

6. **What is a "flog"?**

The flogs are false blogs where a company includes comments pretending to be citizens who speak well of a product; the false impression is given that in the flog everything is said by independent people who comment on the positive aspects of the company's products on their own initiative. Obviously, when the consumer realises, he feels cheated and the flog turns against the company.

7. **Explain the advantages of electronic commerce for customers.**

- The web through which they want to buy the products is available all day long, which facilitates election and purchase.
- Greater comfort, as trips are avoided.
- A more in-depth search for information, since from the links, potential customers may seek more specific data, or reach less usual products, which at times are only commercialized through the web.
- Allows for the quick comparison of brands and products available on the market.
- The experiences and opinions of other buyers may be consulted.

8. **What are messenger services?**

They are tools in mobile marketing. SMS refer to text messages, and MMS also include image, video or sound. In this manner companies may send messages which will allow for a reply from the user or not, depending on the objective of the campaign being carried out. Both can have advertising goals.

9. **Discuss what is "advergaming."**

It’s based on the use of videogames to advertise a company or a product. They are usually interactive games where the brand is constantly shown; in many cases the videogames are free, as they have been ordered by the brands. In these games the most important thing is to create an atmosphere where the product is perfectly integrated, therefore all aspects must be taken care of: the purpose of the game, the images, the sound, etc.

10. **What is proximity marketing?**

In the case of having a mobile phone which incorporates Bluetooth technology, proximity marketing is used to send wireless communications at the time of passing through a given area. Messages usually invite the users to open an advertising content, and it is the user who decides if he wants to reply or not.