[](https://www.knowitallninja.com/)The Marketing Mix &  
Multichannel Marketing

# Task 1

(a) What is a “marketing mix”?

A marketing mix is a set of actions that a company uses to market its goods and/or services.

(b) What are the three types of marketing methods?

1 Digital marketing

2 Traditional marketing

3 Multichannel marketing

# Task 2

There are four types of traditional marketing tools: broadcast, print, direct mail & face-to-face. For each of the case studies below identify what type of traditional marketing tool is used by the business.

|  |  |
| --- | --- |
| Case study | Traditional Marketing Tool |
| SavvyMaster is a new investment app for young people. Its marketing team is currently working on a TV ad that will attract new customers. | Broadcast |
| FurnyISH is a new business in the furniture industry. Its owner just paid for a large billboard to promote it locally to potential customers. | Print |
| ReadItOwl is a local bookstore that opened recently. Its owner hired a person to distribute flyers on the main street. | Direct mail |
| MimoSa is a local SPA salon. Its employees have recently been visiting local people’s homes to offer them a free treatment. | Face-to-face |

# Task 3

Can you provide six examples of digital marketing tools?

1 Social media marketing

2 Email marketing

3 Affiliate marketing

4 SEO marketing

5 Content marketing

6 Online ads

# Task 4

Below are a series of statements related to different marketing methods. Identify which are true and which are false.

**True False**

✓

1. Traditional marketing and digital marketing methods cannot be used together.

✓

2. TV advertisement is an example of a digital marketing method.

✓

3. Marketing mix is a set of actions that a company uses to promote its goods or services.

4. Affiliate marketing is an example of a traditional marketing tool.

✓

5. Multichannel marketing can help you gain advantage over competition.

✓