Floral Marketing Questions

1. _____is the personality we come to know when we thing about a given product, shop or service provider.
    a. Status
    b. Columbine
    c. Brand
    d. None of the above

2. There are two major components of Brand Character, they include:
    a. Location and price
    b. Image and voice
    c. Price and color
    d. Packaging and price

3. _____is everything you can see about your Brand. Does it look cheery and bright or elegant and upscale?
    a. Image
    b. Voice
    c. Market share
    d. Profile

4. This is the way your Brand talks to customers:
    a. Image
    b. Profile
    c. Voice
    d. Type faces

5. When you establish your image, you should make sure that:
    a. The Brand Character you choose must fit your shop
    b. The Brand Character stays the same over time
    c. That every customer communication should reinforce your Brand
    d. All of the above

6. Point-of-sale systems can gather information to help build a marketing database: yours should contain:
    a. Customer name and address
    b. Home and business phone
    c. Email addresses
    d. All the above

7. A Marketing data base can be used to target customers messages with:

a. Birthday
b. Anniversaries
c. Holiday offers
d. All of the above

8. Advertising media include all **except:**
    a. Radio
    b. TV
    c. Word of Mouth
    d. Outdoor billboards

9. This is form of direct marketing?
    a. Radio
    b. Mailing to home promos and sales brochure
    c. TV
    d. All of the above

10. What is true about a purchase funnel?
    a. Customer purchase decision as a funnel
    b. At the top are Brand activities that create awareness for your business
    c. Middle is information that puts you on the customer's shopping list
    d. All the above

11. What works best at the top of the marketing funnel?
    a. Advertising Media
    b. Direct Marketing
    c. Point-of-sale
    d. Investing wisely

12. _____works in the middle and bottom of the marketing funnel?
    a. Point of sale
    b. Image
    c. Direct Marketing
    d. Advertising Media

13. Internet Marketing works all areas of the marketing funnel and internet marketing opportunities include all **except:**
    a. Creating a website
    b. Internet ads
    c. Online newsletters
    d. Marketing calendar

14. Marketing ideas that have proven successful for florists around the country include:

a. Holiday and seasonal open houses
b. Special In –store events
c. Birthday/anniversary reminders
d. All the above

15. Online newsletters, Email marketing, Internet ads, and a website are some _____opportunities.
    a. Internet
    b. Direct Marketing
    c. Face book
    d. Purchase funnel

16. _____is choosing the right media to carry your marketing message:
    a. Direct Marketing
    b. Advertising Media
    c. Media Planning
    d. None of the above

17. With Internet Marketing you can:
    a. Create you own website
    b. Create Internet ads
    c. Create a on-line newsletters
    d. All of the above