

In strategic marketing, tactical activities become realities to achieve an end goal. In contrast, designing and building websites often yields a great deal of invaluable marketing information simply from symbiotic osmosis. The data may seem insignificant, but it can make a large difference in attaining strategic goals, not just with websites and blogs but throughout a marketing outreach program. Here are a few examples and 15 tricky questions that you may find interesting.

## Outreach Media:

**1. An ad hoc study determined that the inclusion of videos on website landing pages can increase conversions by as much as \_\_\_\_**

- a. 59%
- b. 69%
- c. 75%
- d. 80%



**2. Companies that regularly blog up to 15 times per month receive \_\_\_\_ more web traffic.**

- a. 3 times
- b. 5 times
- c. 24 times
- d. 30 times



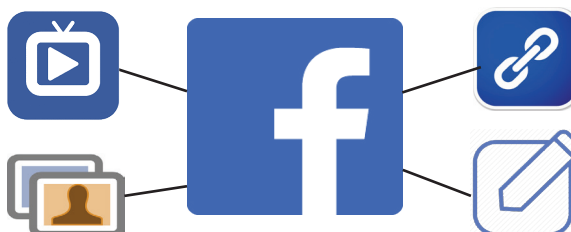
**3. The most important difference between outreach and marketing is \_\_\_\_**

- a. Outreach exclusively involves incentive products or services to increase market share
- b. Outreach very often has an educational component
- c. Outreach strategies are linked to an organization's mission
- d. Outreach strategies are rarely linked to an organization's vision



**4. With security changes in Facebook's algorithm, the medium that attracts the most attention with 12% of the available pages is \_\_\_\_**

- a. Video
- b. Photos
- c. Links
- d. Status updates



First Things First:

5. The revolutionary TV commercial entitled "1984" that introduced the Apple Macintosh was launched during \_\_\_\_

- a. Super Bowl XVI 1982
- b. Super Bowl XVII 1983
- c. Super Bowl XVIII 1984
- d. Super Bowl XXIX 1985



6. "1984" was a great example of early event marketing and was directed by famed director \_\_\_\_

- a. Ridley Scott
- b. Martin Scorsese
- c. Steven Spielberg
- d. Ross Mahler



7. Twitter wasn't always named Twitter. The original brand name was \_\_\_\_

- a. Twitsky
- b. Tweety Pie
- c. Twttr
- d. To Wit



8. E-blasts are heavily used vehicles today. The very first e-blast email message was sent in \_\_\_\_

- a. 1978
- b. 1982
- c. 1987
- d. 1990



9. The first blogs were originally called \_\_\_\_

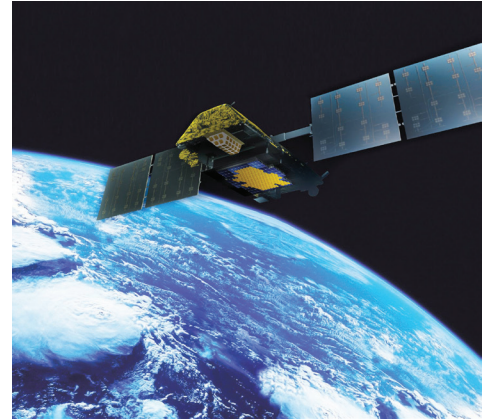
- a. Weblogs
- b. Babblelogs
- c. Blurblogs
- d. Nublurbs

**10. Ransomware continues its malevolent proliferation. In 2017 related global damages exceeded\_\_\_**

- a. \$100 million
- b. \$500 million
- c. \$1 billion
- d. \$5 billion

**11. The first communications satellite, launched in 1962, was\_\_\_**

- a. Telstar
- b. Early Bird
- c. Instelstat
- d. Syncom 2



## How Well Do You Understand Marketing Strategies?

**12. The major advantage of email newsletters versus blogs or informational direct mail is\_\_\_**

- a. Email is targetable to a specific, user-selected audience
- b. Memorability: Email gives users more freedom to articulate positioning
- c. Email is less expensive
- d. Email newsletters allow you to track and target specific group of readers

**13. The most communicative tactic in the strategic marketing toolkit is\_\_\_**

- a. Branding
- b. Positioning
- c. Messaging
- d. Identity

**14. The best description of a true “brand evangelist” is someone who is a\_\_\_**

- a. True believer in your product or company
- b. True believer in your product or company who promotes it to others
- c. True believer in your product or company who *willingly* promotes it to others
- d. True believer in your product or company who *willingly* promotes it to others and is unpaid



**15. B2B and B2C customers and end users want to identify with a brand that\_\_\_**

- a. They can grow with
- b. Earns their trust
- c. Makes them feel valued
- d. All of the above





## Congratulations...

### Woohoo! Let's Hear it for ACLD!

Congratulations to **ACLD** (Adults and Children with Learning and Developmental Disabilities). The non-profit agency has been selected by Long Island Elite (LIE) as LIE's 2018 Charity Partner of the Year. As a leading fundraising and mentoring organization on Long Island, LIE members will work together throughout 2018 to raise awareness and fundraise for ACLD's RewearAble Program, a self-sustaining and integrated clothing collection business that provides paid employment for adults with different abilities who are supported by ACLD. The culmination of the fundraising efforts will be celebrated at LIE's musical gala, "The Greatest Giving On Earth" Charity Event on September 27 at the famed Oheka Castle. For tickets and sponsorship opportunities, please visit: [LIEgives.org](http://LIEgives.org).



### 40 Years...and Going Strong!

**Retlif Testing Laboratories** (New York, New Hampshire, Pennsylvania), a leading global strategic compliance and testing organization, is celebrating its 40th year in business. The firm is renowned for EMC/EMI, environmental testing and engineering services – yet is most known in the industry for its personalized service, which has been the hallmark of the organization since its inception in 1978. Congratulations to Walter and Marilyn Poggi! A tremendous milestone for two gracious and generous individuals.



### Who's Who in Business Service -- Guess Who?

Our very own Vice President, Gary S. Cucchi, was recognized in *Long Island Business News* "2018 Who's Who in Business Services" as one of 27 outstanding business leaders. The 20-year marketing industry leader oversees PMG's business development, operations and client services...and he's a helluva good cook too! Mr. Cucchi was selected by LIBN based on exuding confidence in his field, facing challenges with conviction, creating opportunities with innovating resilience and helping to make Long Island a vibrant, thriving community. Congratulations on the honor, Cuch!



### Community Support Goes a Long Way!

**D&B Engineers & Architects, P.C.** (Woodbury, NY) continues its community involvement by supporting a blood drive in conjunction with the New York Blood Center. The program was very successful and reinforced one of D&B's guiding principles: That shaping communities should not be limited to the office or the field. D&B employees continue to give back to the community, and we commend all who participated.



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### Answer Key:

1) c, 2) a, 3) b, 4) a, 5) c, 6) a, 7) c, 8) a, 9) a, 10) d, 11) a, 12) d, 13) c, 14) c, 15) d