

U1.21 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

How does online advertising facilitate promotion?

It places paid digital ads in front of selected customers while they search, browse, use apps or watch video.

CARD 2

One advantage of online advertising?

It is highly targeted and measurable, so businesses can adjust audiences, messages and spending quickly.

CARD 3

One limitation of online advertising?

Users may ignore or block ads, and popular keywords or audiences can become expensive.

CARD 4

What is retargeting?

Showing ads to people who previously visited a business website but did not purchase.

CARD 5

How does social media facilitate promotion?

It uses paid ads and organic posts, reels, influencers and interactive content to reach and engage customers.

CARD 6

One advantage of social media promotion?

It can build awareness and engagement while encouraging customers to share content with others.

CARD 7

One limitation of social media promotion?

It needs frequent content and reach can change because of algorithms or negative public comments.

CARD 8

How do mobile apps facilitate promotion?

They send push notifications, in-app offers and personalised promotions directly to customers' phones.

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CARD 9

One advantage of mobile app promotion?

It allows direct, personalised communication and can encourage repeat engagement.

CARD 10

One limitation of mobile app promotion?

Apps can be expensive to build and maintain, and users may disable notifications or delete them.

CARD 11

How do e-newsletters facilitate promotion?

They send targeted promotional emails directly to customers who have opted in.

CARD 12

One advantage of e-newsletters?

They are low cost, targeted and easy to measure using open and click-through rates.

CARD 13

One limitation of e-newsletters?

Emails may be ignored, unsubscribed from or marked as spam if they are overused.

CARD 14

How does e-commerce facilitate promotion?

The online store promotes products while customers browse and lets them move directly from promotion to purchase.

CARD 15

One advantage of e-commerce promotion?

Promotion and purchase happen in the same place, allowing 24/7 reach and immediate conversion.

CARD 16

One limitation of e-commerce promotion?

Competition, delivery problems, security concerns or website failures can discourage customers.

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CARD 17

What is AI-driven product recommendation?

Using browsing or purchase history to show customers products they are more likely to be interested in.