

# [Carmex case study](https://assignbuster.com/carmex-case-study/)

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Advantages and disadvantages for the Carmen Marketing Team in collecting data to narrow the flavor choices from three to two using an online survey of a cross- section of internet Households are : Advantages Disadvantages . This is a way of marketing research tool. May Gain a new Likes to the Brand. 3.

Increase Carmen brand name known ability. 4. Survey over the internet will be less cost. . Encourage the new customers to give it a try as internet households interested in online coupons and products ads and etc,.

Has a very broad Segment to target that may end up but not giving the answers they needs. 2. Household may not like to complete a survey that involves writing their names and giving out their personal details. 3. The results will not be accurate enough to build a marketing research “ in a result of inaccurate segmentation”.

4. Rakes lot of time “ time consuming”. . B. The Advantages for the Carmen Marketing team in collecting data to narrow the Flavor Choices from three to two using an online survey of Carmen Faceable Likes. Advantages Disadvantages 1.

Faceable is not Just a social media but it is a marketing research tool. 2. Help to Target Exactly their Marketing Segment. 3. Receive Answers that are accurate that doesn’t have to be filtered later “ on our Consumers or not consumer basis”. 4.

Increase the interactivity between Carmen rand and Its consumers” likes”. 5. Carmen will receive the Answers very quickly ‘ within 5 minutes Carmen will receive dozen votes and, by the end of the business day Carmen can very easily have over 500 Responses. Accordingly to the Textbook. 6.

This will help to increase the likes & engagement.

This is an opportunity to increase Faceable community or potentially. “ Egret Adds in textbook. 8. Reduces the cost of the marketing research to find the 2 favorable flavors.

1. Consumers can be less likely to respond too survey that has to enter data or rutting statements. They prefer multiple choice styles of surveys. 2. May not receive very accurate number of responses as not all the number of the likes are the number of the engaged customers that will respond to the survey, unless they do the contest \*poll.

3. Survey on Faceable only will not drive new Likes to Carmen

Faceable page. Answers of Question # 2: . The engagement and likes are really measuring: ‘ Engagement” measures how ACTIVE its Faceable Audience with the brand. “ Likes” are the NEW ” likes” to the brand’s Faceable Page.

B. For Carmen the more important IS the “ Engagement ” , because at any time Carmen likes can posts a comment on the Carmen wall, likes its status , or replies to one of its posts, the engagement level increases. The easiest way for Carmen to grow the number of “ likes” on its faceable page its through contests and promotions.

If it gives away prizes, people will be drawn to its site and its likes will increase . However these people may not actually be fans of the Carmen product so at the end of the promotion they may unlike Carmen or they may remain fans but not engage with the Carmen page at all . The people who Nerve already on the page were there because they like Carmen and are engaged .

According to the textbook. That’s why the engagement is more important to Carmen than Likes. Answer of question # 3: . The Consumer Engagement on a brand page on Faceable is evoked by the “

Engagement Strategy using a poll as consumers get engaged to a page Brand such as Carmen when the brand make polls to know their opinion , As where more Votes means more Engagement . According to figure 2 in textbook. B.

The consumers get attracted to like a brand Faceable page by Contests, Promotions and prizes that the brand page give it away to the Likes and this techniques is used to get a new customers to like the page Answer to Question # 4: The Advantages of using a fixed – alternative poll question on faceable are : o This is quick.

Anonymous And will lead to more people to vote The open- ended questions is better to be used when a company has a new product to launch and need their consumer opinion as this type of question is used to distinguish purposes and require the marketer “ evaluator” to interpret and analyze date in different ways. Answer to Question # 5: a. If I had a limited budget and two weeks to decide which two flavors to put into Quantitative testing, I would have chosen the “ poll Only ” for 3 reasons: 1. Poll strategy is faster than others 2.

Less cost than the contest strategy.

3. Increase the Engagement between the consumers and the brand b. If I had a sizable budget and two months to make the same decision I would have chosen the combined strategy “ use the poll and contest “ as a marketer what I need is to increase engagement to my brand and to increase the Likes as well. So by using this strategy I will reach both by posts the poll question on the Faceable page wall I Nil drive the engagement and by creating a contest for a limited edition flavor will promote new likes.