
**case study questions**

1. How did the Obama campaign make the most of the opportunities afforded by grassroots support?
2. Why is the Internet so well suited to a grassroots organising strategy?
3. Why is the success of the campaign also a challenge to Obama as he assumes office?

**chapter questions**

1. Why, when it comes to eMarketing in particular, is flexibility important in strategy?
2. The textbook stresses the important of tracking, analysing and optimising for any eMarketing campaign. Why?
3. What is the difference between a strategy and a tactic?

**references**


**further reading**

www.sethgodin.typepad.com - Seth Godin’s popular blog provides regular insight
www.gigaom.com - GigaOM’s community of writers covers all things technology
www.fastcompany.com - Fast Company magazine’s web site
The Internet is a dynamic and exciting environment. It has changed the way we communicate and express ourselves, and it has forced companies and individuals to change the way they do business.

With this textbook, you have a solid guide to the tools and tactics of online marketing. Each of the tactics on their own can do wonders to boost your business, but the best eMarketing strategy comes from an integrated, customer-centric approach.

As marketing geeks the world over will tell you, markets are conversations. The Internet has given customers a platform for responding to the marketing and advertising messages that they are being exposed to, revealing opportunities for companies and brands to engage in two way conversations instead of one way broadcasts. It has revealed the declining effectiveness of one size fits all mass communication, but instead allows for cost effective mass customisation.

Due to the nature of the Internet, eMarketing campaigns are highly trackable and measurable, and can be targeted and customised. Response and awareness can be measured and monitored through online reputation management tools. Companies and customers can use the same social media platforms to express themselves and communicate with each other.

For an updated list of resources and links, visit [del.icio.us/quirkemarketingtextbook](http://del.icio.us/quirkemarketingtextbook). We’ve included all the references and resources from the book, and plenty more to keep you informed during your eMarketing career.

The QuirkStars blog regularly on [www.gottaquirk.com](http://www.gottaquirk.com). We have regular tips from our eMarketing strategists, as well as round-ups of some the best Internet campaigns. And you should definitely sign up for the Quirk newsletter for a fortnightly fix of all the best that there is in the world of eMarketing: [www.quirk.biz](http://www.quirk.biz).

If you have feedback for us, some unanswered questions, or if you think there’s anything we’ve missed, let us know! You can email us directly on [textbook@quirk.biz](mailto:textbook@quirk.biz).

[www.cluetrain.com](http://www.cluetrain.com) — the web site for The Cluetrain Manifesto, where you can read the entire book for free. This seminal work shows how “markets are conversations.”

[del.icio.us/quirkemarketingtextbook](http://del.icio.us/quirkemarketingtextbook) — all the links and resources from this book in one easy online spot.

[www.gottaquirk.com](http://www.gottaquirk.com) — the blog from the minds of Quirk.