Grade 13 A/L ICT · Lesson 12

12.3 E-Marketing and Mobile Marketing

Syllabus 12.3. E-marketing applies marketing ideas with ICT: websites, **web advertising**, email, search and social channels. **Databases in marketing** store customer records so firms can study behaviour; **AI tools and techniques** help predict what customers may want next and personalise offers. ICT also helps firms gain **competitive advantage**. **Mobile marketing** reaches people on phones through SMS, apps, QR codes, social video and location offers – always with privacy in mind.

1. Concepts of marketing and ICT

- **Marketing** – understanding customer needs and delivering value through product, price, place and promotion.
- **E-marketing** – using digital channels (web, email, search, social, apps) to do that work.
- **Web advertising** – banners, search ads, video ads and sponsored posts that drive traffic to a site or offer.

E-marketing and databases



Conversion rate = orders ÷ visits × 100. Example: 175 / 5000 = 3.5%.

Mobile marketing reaches customers on phones with SMS, apps and location offers.

From ads through databases and AI to personalised offers

🧮 **Worked example: A site has 5000 visits and 175 orders. Conversion rate?**
Conversion = orders ÷ visits × 100 = 175 / 5000 × 100 = **3.50%**.

🧮 **Worked example: After a campaign: 8000 visits, 360 orders. New rate and improvement?**
New rate = **4.50%**. Improvement = 4.50 − 3.50 = **1.00 percentage points**.

🐍 Website conversion rate

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```
visits = 5000
orders = 175
rate = round(orders / visits * 100, 2)
print("Conversion rate:", rate, "%")

visits2, orders2 = 8000, 360
rate2 = round(orders2 / visits2 * 100, 2)
print("After campaign:", rate2, "%")
```

▶ Output

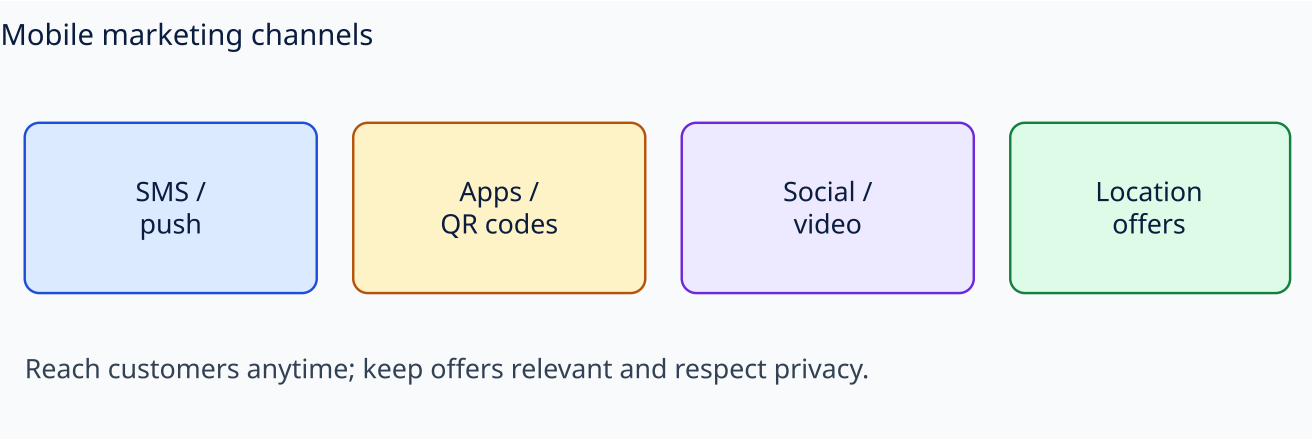
```
Conversion rate: 3.5 %
After campaign: 4.5 %
```

2. Databases in marketing

- Customer databases hold contacts, purchases, preferences and campaign responses.
- **Predicting customer behaviour with AI tools** – recommend products, score churn risk, choose next-best offer.
- **Competitive advantage through ICT** – faster insight, personalised service, lower cost to reach the right customer (CRM-style records help sales teams).

🧱 **Worked example: Repeat-purchase rate rises from 20% to 35% after better CRM-style follow-up. Lift?**
Lift = (0.35 − 0.20) × 100 = **15 percentage points**.

3. Mobile marketing



SMS, apps, social and location offers

- **SMS / push** – short timely messages (order updates, flash sales).
- **Apps and QR codes** – branded apps; QR links a poster to a mobile offer.
- **Social and video on mobile** – short clips and stories aimed at phone screens.
- **Location offers** – nearby discounts when the customer opts in.
- Respect **privacy** – consent, clear opt-out, no spam.

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💡 Conversion rate tells you how many visitors become buyers – improve the offer and the page, not only the ad spend.

🚀 **Beyond the syllabus (2026 update)** *Not required for the exam – read for interest.* In 2026 many campaigns use on-device AI to personalise creatives without sending raw profiles to every ad network, and interactive shoppable video is common on phones. Background only – exam needs e-marketing concepts, databases/AI for behaviour, competitive advantage and mobile marketing ideas from the syllabus.

Key Words

E-marketing – Marketing that uses digital / Internet channels.

Web advertising – Ads shown on websites, search or social platforms.

Conversion rate – Orders (or goals) divided by visits, as a percentage.

Customer database – Stored records of customers and their behaviour.

AI in marketing – Tools that predict behaviour and personalise offers.

Competitive advantage – Edge over rivals gained through better ICT use.

CRM – Customer relationship management – organised customer records and follow-up.

Mobile marketing – Marketing aimed at customers on mobile devices.

SMS marketing – Short text messages used for offers or updates.

QR code – Scannable code that opens a mobile link or offer.

Location offer – Discount or message based on the user's place (with consent).

Personalisation – Tailoring content or offers to an individual customer.

Sample Q&A

1. Define e-marketing.

> **Answer:** Using digital channels to understand needs and promote / sell value.

2. Give two examples of web advertising.

> **Answer:** Search ads; banner or social/video ads.

3. What is conversion rate?

> **Answer:** Orders ÷ visits × 100.

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4. How do databases help marketing?

> **Answer:** Store behaviour so firms can target, predict and personalise.

5. One way ICT gives competitive advantage?

> **Answer:** Faster insight or personalised service at lower cost.

6. Name three mobile marketing methods.

> **Answer:** Any three of: SMS/push, apps/QR, social video, location offers.

MCQ

1. E-marketing mainly uses

A. only fax blasts
B. digital / Internet channels
C. only printed posters
D. only radio jingles
E. only door-to-door visits

2. Web advertising includes

A. only CRT repair
B. only chalkboards
C. banners, search ads and social/video ads
D. only handwritten letters
E. only steam whistles

3. Conversion rate for 175 orders from 5000 visits is

A. 0.35%
B. 35%
C. 50%
D. 3.50%
E. 10%

4. After the campaign, 360 / 8000 equals

A. 45%
B. 4.50%
C. 3.5%
D. 1%
E. 8%

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5. AI tools in marketing are mainly used to

A. replace all shops overnight
B. ban databases
C. print punch cards
D. power steam engines
E. predict behaviour and personalise offers

6. A customer database typically stores

A. only OS kernels
B. only CPU temperatures
C. only printer ink levels
D. only cable TV guides
E. contacts, purchases and preferences

7. Competitive advantage through ICT means

A. an edge over rivals from better digital use
B. higher postage always
C. slower service on purpose
D. ignoring customers
E. banning websites

8. CRM-style records mainly help

A. mine coal
B. tune pianos
C. organise customer follow-up and sales history
D. bake bread
E. format floppies

9. Mobile marketing reaches customers on

A. phones and other mobile devices
B. only fax machines
C. only mainframes
D. only desktop CRTs
E. only typewriters

10. A QR code on a poster usually

A. boots Linux
B. opens a mobile link or offer when scanned
C. prints a newspaper
D. erases RAM
E. powers a router

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11. Which term means: “Marketing that uses digital / Internet channels”?

A. E-marketing
B. Mobile marketing
C. Conversion rate
D. Competitive advantage
E. Location offer

12. Which term means: “Ads shown on websites, search or social platforms”?

A. SMS marketing
B. Personalisation
C. CRM
D. Customer database
E. Web advertising

13. Which term means: “Orders (or goals) divided by visits, as a percentage”?

A. E-marketing
B. AI in marketing
C. QR code
D. Conversion rate
E. Mobile marketing

14. Which term means: “Stored records of customers and their behaviour”?

A. Web advertising
B. Location offer
C. Competitive advantage
D. Customer database
E. SMS marketing

15. Which term means: “Tools that predict behaviour and personalise offers”?

A. CRM
B. QR code
C. AI in marketing
D. Conversion rate
E. Personalisation

16. Which term means: “Edge over rivals gained through better ICT use”?

A. Competitive advantage
B. E-marketing
C. Customer database
D. Location offer
E. Mobile marketing

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17. Which term means: “Customer relationship management – organised customer records and follow-up”?

A. AI in marketing
B. SMS marketing
C. CRM
D. Personalisation
E. Web advertising

18. Which term means: “Marketing aimed at customers on mobile devices”?

A. Competitive advantage
B. QR code
C. Conversion rate
D. Mobile marketing
E. E-marketing

19. Which term means: “Short text messages used for offers or updates”?

A. CRM
B. SMS marketing
C. Web advertising
D. Location offer
E. Customer database

20. Which term means: “Scannable code that opens a mobile link or offer”?

A. Personalisation
B. AI in marketing
C. Mobile marketing
D. Conversion rate
E. QR code

Structured Questions

1. Define e-marketing and describe the role of ICT including web advertising. *(3 marks)*

> Definition; digital channels; web ads examples.

2. Explain how databases and AI tools support marketing decisions. *(4 marks)*

> Records; predict behaviour; personalise; example.

3. Describe ways of gaining competitive advantage using ICT. *(2 marks)*

> Speed, cost, personalisation, CRM-style follow-up.

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4. Outline mobile marketing methods and a privacy caution. *(2 marks)*

> SMS/apps/QR/social/location; consent and opt-out.

5. Calculate conversion for 175/5000 and for 360/8000; state the lift in repeat rate from 20% to 35%. *(3 marks)*

> 3.50%; 4.50%; lift 15 points.

Summary

- E-marketing uses digital channels and web ads.
- Conversion rate = orders ÷ visits × 100.
- Databases + AI predict behaviour and personalise.
- ICT can create competitive advantage (including CRM-style follow-up).
- Mobile marketing: SMS, apps, QR, social, location – with privacy.

MCQ answer key – 12.3

1. **B** – Digital channels.
2. **C** – Online ads.
3. **D** – 175/5000×100.
4. **B** – 360/8000.
5. **E** – Predict + personalise.
6. **E** – Customer records.
7. **A** – Edge via ICT.
8. **C** – Customer relationships.
9. **A** – Mobile devices.
10. **B** – Scan → link.
11. **A** – E-marketing – Marketing that uses digital / Internet channels.
12. **E** – Web advertising – Ads shown on websites, search or social platforms.
13. **D** – Conversion rate – Orders (or goals) divided by visits, as a percentage.
14. **D** – Customer database – Stored records of customers and their behaviour.
15. **C** – AI in marketing – Tools that predict behaviour and personalise offers.
16. **A** – Competitive advantage – Edge over rivals gained through better ICT use.
17. **C** – CRM – Customer relationship management – organised customer records and follow-up.
18. **D** – Mobile marketing – Marketing aimed at customers on mobile devices.
19. **B** – SMS marketing – Short text messages used for offers or updates.
20. **E** – QR code – Scannable code that opens a mobile link or offer.

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