### Marketing Essentials Chapter 32 Extended Product Features

#### eMarketing Worksheet Activity: Mobile Alerts

**Directions** Extended product features now include many online services. Mobile alerts are one of those services. Mobile alerts are messages sent on a timely basis to customers via mobile phones to tell them about something important. Work alone or in small groups to complete this three-part worksheet on mobile phone alerts and their impact on marketing.

#### A. Mobile Alerts as Extended Product Features

**1.** Explain why a mobile alert could be considered an extended product feature.

2. Write an example of how a mobile alert could be used in each of the following businesses:

- Doctors, dentists, hair salons, and nail salons
- Pharmacies
- Grocery stores
- Schools
- Clothing stores
- Shipping company, like FedEx

# B. Mobile Alerts and Customer Relationship Management (CRM)

1. Recall: What is customer relationship management?

2. Explain: How mobile alerts could be part of customer relationship management.

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## C. Mobile Alerts and the Sales Process

1. Recall: What are the steps in the sales process?

2. Predict: When would a salesperson ask retail store customers if they would like to opt in to receiving the company's mobile alerts?

3. Role Play: Play the role of a salesperson in clothing store. During correct step in the sales process you are to invite a customer to opt-in to receiving mobile alerts. Explain what mobile alerts are, how your company uses them, and the benefits of receiving them. You will be evaluated on your knowledge of mobile alert, your sales skills, and your communication skills.

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