**Case Study Solutions**

1. Identify FOUR promotional activities undertaken by Days Books.

**Answer**

Any 4 of: Having a Facebook page; attractive window displays; the Crop Over read event at the Barbados Museum; author book signings; displays of textbooks at school fairs and at business conferences; providing teachers with free samples and catalogues; launching its own website; radio; TV; print media; flyers; school visits; sponsored events; carrier bags; Days’ or publishers’ branded giveaways.

1. Identify TWO target markets that Days Books aims to attract

**Answer**

Any 2 of: Avid readers (of novels and autobiographies); law scholars; children; students in primary and secondary schools.

1. Identify TWO incentives it is offering to customers interested in primary-school textbooks.

**Answer**

Free deliveries in the Bridgetown area; 10 per cent discount over the summer.

1. Suggest TWO reasons why it benefits companies to use Facebook to promote their business.

**Answer**

Any 2 of: Many young people are on Facebook; they can provide information about the company; they can upload photographs; they can answer queries online.

1. Explain how Days Books aims to prove it is good at responding to customer queries.

**Answer**

It does this by showing the queries that have been raised on Facebook and posting its answers.

1. Suggest TWO advantages of having a company website rather than just a Facebook page.

**Answer**

Any 2 of: It can provide more detailed information; it could provide a catalogue online or examples of books held; it can include an FAQs page; people can order online.