

Congratulations! You passed!
Grade received 92%
To pass 80% or higher
Go to next item

1. Beyond an online presence, how can a company stand out from its competitors and reach potential customers? 1 / 1 point

- ☒ With digital marketing
- ☐ With a larger staffing department
- ☐ With e-commerce
- ☐ With a larger focus on driving sales

☒ Correct
With digital marketing, a company's target audience will know it exists, how it can help them, as well as what makes the company different from the competition.

2. Fill in the blank: A successful digital marketing effort guides all of a company's customer _____. 1 / 1 point

- ☒ interactions
- ☐ reviews
- ☐ performance
- ☐ sales

☒ Correct
By guiding all customer interactions, a successful digital marketing effort allows companies to think strategically about how to best reach customers.

3. Successful digital marketing allows companies to think strategically about how to reach customers at what points in the purchasing process? 1 / 1 point

- ☐ Before and during a purchase
- ☐ During and after a purchase
- ☒ Before, during, and after a purchase
- ☐ Before and after a purchase

☒ Correct
Successful digital marketing allows companies to think strategically about how to reach customers through digital channels before, during, and after a purchase. This well-coordinated strategy helps businesses to thrive online.

4. When beginning a digital marketing effort, what does a company need to research in order to set meaningful goals and measure success?

1 / 1 point

- ☐ Top social media platforms
- ☐ Popular news sites
- ☐ Video advertisements
- ☒ Target audience



Correct

A company needs to research and learn about its target audience. By doing this research, a company will better understand how to engage new customers. With this information, a company can set meaningful goals and know how to measure its success.

5. Which of the following examples are outcomes of a well-planned digital marketing strategy? Select three.

0.6 / 1 point



Trust



Correct

A well-planned digital marketing strategy builds awareness, trust, and loyalty.



Awareness



Correct

A well-planned digital marketing strategy builds awareness, trust, and loyalty.



Security



This should not be selected

A well-planned digital marketing strategy builds awareness, trust, and loyalty.



Loyalty



Correct

A well-planned digital marketing strategy builds awareness, trust, and loyalty.



Employee retention



This should not be selected

A well-planned digital marketing strategy builds awareness, trust, and loyalty.