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1. How does digital marketing help companies stand out from the competition?

1 / 1 point

- ☒ It reaches potential customers before, during, and after a purchase.
- ☐ It emails former employees before, during, and after a purchase.
- ☐ It identifies new vendors before, during, and after a purchase.
- ☐ It increases stakeholder engagement before, during, and after a purchase.

☒ Correct

2. Why is it important to learn about your audience?

1 / 1 point

- ☐ It enables you to create a print ad campaign.
- ☐ It enables you to offer a first-time customer discount.
- ☒ It enables you to create tailored content for social media and set meaningful goals.
- ☐ It enables you to create a quick sales plan.

☒ Correct

3. Consider the following scenario:

1 / 1 point

A customer makes an online purchase. First, they discover the product. Then, they find answers to their questions, decide to make the purchase, and recommend the product to others.

What is the path called that the customer takes from finding the product to recommending it?

- ☐ The strategic marketing plan
- ☒ The customer journey
- ☐ The company pain points
- ☐ The awareness tactic

☒ Correct

4. What is a customer journey map?

1 / 1 point

- ☐ The process of posting customer reviews and online ads

- ☐ A visualization of a typical business's yearly marketing budget
- ☒ A visualization of a typical customer's touch points along their purchase journey
- ☐ The process a business follows to get new customers

☒ Correct

5. A marketer wants to create a visual representation of the sales process, from a customer first learning about a brand to becoming a loyal customer. What should they create?

1 / 1 point

- ☐ A customer journey map
- ☐ Touchpoints presentation
- ☐ A slideshow
- ☒ A marketing funnel

☒ Correct

6. The marketing funnel and customer journey map are similar, but they are not the same. What is the difference between the two?

1 / 1 point

- ☐ A customer journey map is valid for one year and a marketing funnel is valid for two years.
- ☐ A marketing funnel focuses on sales and the customer journey map builds relationships with customers.
- ☒ A customer journey map adopts the customer's perspective, and a funnel considers the business's position.
- ☐ A marketing funnel considers the customer's perspective, and a customer journey map considers the business.

☒ Correct

7. Which two stages are at the top of the marketing funnel? Select all that apply.

1 / 1 point

☒ Customer engagement

☒ Correct

☐ Customer conversion

☐ Brand loyalty

☒ Awareness

☒ Correct

8. Fill in the blank: It is important to _____ outcomes at each stage of the funnel because it allows a company to find out what they are doing right, what they are doing wrong, and where they could improve. 1 / 1 point

- ☐ communicate
- ☐ outline
- ☒ measure
- ☐ highlight

☒ Correct

9. Fill in the blank: Companies should provide clear and useful content and experiences, so leads can easily find answers and take action, making _____ more likely. 1 / 1 point

- ☐ loyalty
- ☐ awareness
- ☒ conversion
- ☐ consideration

☒ Correct

10. Why should marketers measure cart abandonment? 1 / 1 point

- ☒ Finding out where customers drop off in the checkout process can help a company improve procedures and increase conversions.
- ☐ Identifying cart abandonment metrics is the truest measure of a company's ability to succeed online.
- ☐ Failing to address issues of cart abandonment will cause loyal customers to shop at other online companies.
- ☐ Losing conversions count against the company, resulting in loss of trust among potential customers.

☒ Correct