

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

1. What is a digital marketing strategy?

1 / 1 point

- ☐ A research framework for answering questions about customers
- ☒ A plan for achieving specific goals through online channels
- ☐ A social media post that reaches new customers
- ☐ A method for prioritizing a brand's overall business objectives

☒ Correct
A good digital marketing strategy should support and advance a brand's business objectives.

2. What step comes *after* there is a digital marketing strategy in place?

1 / 1 point

- ☐ Conduct research about competitors
- ☐ Create customer personas
- ☒ Create content to run campaigns
- ☐ Set marketing-specific goals

☒ Correct
Marketers need effective content to run a campaign. That includes everything from email templates to video animations and ad copy.

3. How does a marketing goal compare to a business goal?

1 / 1 point

- ☐ A marketing goal is bigger and long-term.
- ☐ A marketing goal affects an entire company.
- ☒ A marketing goal is smaller and more targeted.
- ☐ A marketing goal defines a brand's business goals.

☒ Correct
A marketing goal is smaller, targeted, and specific to marketing activities. A business goal is a big, long-term aim that may affect an entire company.

4. Which of the following are examples of marketing goals? Select two.

0.5 / 1 point

☒ Improving customer service

☐ This should not be selected
Improving customer service and raising productivity are examples of business goals. These are larger, longer-term goals that will likely affect an entire company. Increasing email conversions and enhancing brand awareness are example marketing goals.

☒ Enhancing brand awareness

☒ Correct
Increasing email conversions and enhancing brand awareness are examples of marketing goals. These are targeted goals that tie directly to marketing objectives, not larger business goals.

☒ Raising productivity

☐ This should not be selected
Improving customer service and raising productivity are examples of business goals. These are larger, longer-term goals that will likely affect an entire company. Increasing email conversions and enhancing brand awareness are example marketing goals.

☒ Increasing email conversions

☒ Correct
Increasing email conversions and enhancing brand awareness are examples of marketing goals. These are targeted goals that tie directly to marketing objectives, not larger business goals.

5. To connect marketing goals to business goals, what qualities must the goals share?
Select two.

0.5 / 1 point

☒ They are both short-term.

☐ This should not be selected
Both the business goals and marketing goals need to be specific and measurable. A well-defined goal clarifies what must be done and how to know if the goal has been reached.

☒ They are both long-term.

☐ This should not be selected
Both the business goals and marketing goals need to be specific and measurable. A well-defined goal clarifies what must be done and how to know if the goal has been reached.

☒ They are both specific.

☒ Correct
Both the business goals and marketing goals need to be specific and measurable. A well-defined goal clarifies what must be done and how to know if the goal has been reached.

☒ They are both measurable.



Correct

Both the business goals and marketing goals need to be specific and measurable. A well-defined goal clarifies what must be done and how to know if the goal has been reached.