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Grade received 80%  
To pass 75% or higher  
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1. What best describes the awareness stage of the marketing funnel?

1 / 1 point

- ☒ When a potential customer first learns of a product or service
- ☐ When the marketer makes it easier for the customer to make a purchase
- ☐ When the marketer builds interest about the product or service
- ☐ When a potential customer talks to their friends about the product or service after making a purchase

☒ Correct  
In the awareness stage, the potential customer does not know about the product or service. The marketer uses strategies and tactics to get the potential customer aware of the brand and to make a positive first impression.

2. Which of the following are strategies and tactics to increase *awareness* among potential customers? Select all that apply.

0.6 / 1 point

☒ Remarketing ads

☒ This should not be selected  
Typically, to use remarketing ads, the customer needs to have visited the brand's website, social media, or made a purchase. They are likely to already know about the brand. Some strategies to build awareness include search engine marketing, social media advertising, and display advertising.

☒ Display advertising

☒ Correct  
While display advertising can be used throughout the marketing funnel, it is a strategy that can place the brand in front of potential customers on other websites and applications.

☒ Email marketing

☒ This should not be selected  
Typically, email marketing is done after the awareness stage. It's likely the customer will already know about the brand when they submit their email address to the business. Some strategies to build awareness include search engine marketing, social media advertising, and display advertising.

☒ Search engine marketing

☒ Correct  
While you can use search engine marketing throughout the marketing funnel, it is a strategy that can get the brand in front of potential customers using a search engine.

☒ Social media advertising



Correct

While you can use social media advertising throughout the marketing funnel, it's a strategy that can get the brand in front of potential customers using social media.

3. Which of the following could be a *difference* between the awareness and consideration marketing funnel stages?

1 / 1 point



The awareness stage strategies need management approval.



Awareness stage strategies are easier to do than consideration strategies.



The consideration stage may be more in-depth and persuasive.



Consideration stage strategies cost more than awareness strategies.



Correct

The type of marketing a professional applies may be different for either funnel stage. During the consideration stage, the potential customer already knows about the brand. At this point it is recommended to provide more in-depth information to persuade the potential customer to become a paying customer.

4. Which of the following are strategies and tactics to build *consideration* among potential customers? Select all that apply.

0.6 / 1 point



Do email marketing



Correct

Email marketing is when you send promotional or educational emails to potential customers. Most likely they already know about the brand. Other strategies include displaying testimonials and sending remarketing ads.



Offer a rewards program



This should not be selected

This is a strategy to build loyalty. Strategies to build consideration include doing email marketing, displaying testimonials, and sending remarketing ads.



Display testimonials



Correct

Testimonials are when customers provide their experience with a product or service. Testimonials build trust among potential customers. Other strategies include doing email marketing and sending remarketing ads.



Increase website speed



This should not be selected

This is a strategy to increase conversion. Strategies to build consideration include doing email marketing, displaying testimonials, and sending remarketing ads.



Send remarketing ads



Correct

Remarketing ads are advertisements delivered to previous purchasers, subscribers, or visitors to a brand's website or social media. Other strategies include doing email marketing and displaying testimonials.