

Congratulations! You passed!  
Grade received 83.75%  
To pass 75% or higher  
Go to next item

1. What best describes the conversion stage of the marketing funnel?

1 / 1 point

- ☐ The process to make a potential customer first aware of a brand
- ☐ The process to build interest among a potential customer
- ☒ The process to get a potential customer to take a desired action
- ☐ The process to reduce costs and meet the budget



Correct

A conversion could be any desired action you would like the potential customer to take, such as signing up for a consultation, coming into the store, or making an online purchase.

2. Which of the following are strategies and tactics to increase the conversion rate of potential customers? Select all that apply.

0.75 / 1 point



Increase website speed



Correct

Conversion percentages increase as the webpage load speed decreases. There are specific strategies to increase website speed, such as reducing image size. Other conversion strategies are to offer a money back guarantee, experiment with A/B testing, and pursue abandoned carts.



Experiment with A/B tests



Correct

A/B tests are when you compare two versions of a webpage to determine which has the highest conversion rate. Other conversion strategies are to increase website speed, offer a money back guarantee, and to pursue abandoned carts.



Offer a money back guarantee



Correct

A money back guarantee can give a potential customer the confidence to make the purchase. Other conversion strategies are to increase website speed, experiment with A/B tests, and to pursue abandoned carts.



Ignore abandoned carts



This should not be selected

An abandoned cart is when a customer starts the checkout process and submits their email, but does not make the purchase. A common method to increase the conversion rate is to pursue abandoned carts and send a follow-up email. Other conversion strategies are to increase website speed, offer a money back guarantee, and to experiment with A/B tests.

3. What best describes the loyalty stage of the marketing funnel?

1 / 1 point

- ☐ When customers' interest initially builds in a brand
- ☐ When customers first become aware of a brand
- ☒ When customers become repeat customers and brand advocates
- ☐ When customers click on an online ad for a brand



Correct

Ideally, some customers will become voices of the brand. They might speak positively about the product to family and friends or post on social media about their experience.

4. Which of the following are strategies and tactics to increase the loyalty of paying customers? Select all that apply.

0.6 / 1 point



Encourage reviews



Correct

Reviews could be left in person or online. A common place to leave an online review is on social media. Other loyalty strategies are to offer a rewards program and to provide freebies.



Offer a rewards program



Correct

A rewards program incentivizes customers to keep coming back to the business. Other loyalty strategies are to encourage reviews and to provide freebies.



Optimize the checkout process



This should not be selected

While repeat customers may enjoy a quick checkout experience, it is unlikely to increase their loyalty on its own. Strategies to increase loyalty include offering a rewards program, encouraging reviews, and providing freebies.



Provide freebies



Correct

Freebies are ways to remind customers of the brand. Examples of freebies include a sticker, magnet, t-shirt, or something related to the business. Other loyalty strategies are to offer a rewards program and to encourage reviews.



Increase site speed



This should not be selected

While repeat customers may enjoy a fast website, it's unlikely to increase their loyalty. Strategies to increase loyalty include offering a rewards program, encouraging reviews, and providing freebies.