

Congratulations! You passed!
Grade received 90%
To pass 80% or higher
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1. What is the awareness stage of the marketing funnel?

1 / 1 point

- ☐ When potential customers start exploring your business and finding out what makes you different from the competition
- ☐ When potential customers use the rewards program your company has to offer them
- ☒ When potential customers encounter your brand for the first time
- ☐ When potential customers become leads

✓ Correct
The awareness stage is when a potential customer encounters your brand for the first time. At this stage, the customer probably does not know enough about your company to form an opinion. They are just aware it exists.

2. What is the first step in making sure that your brand reaches the right audience?

1 / 1 point

- ☒ Conducting research
- ☐ Optimizing website content around specific keywords
- ☐ Getting a potential customer to remember your company
- ☐ Forming promotional partnerships with other brands

✓ Correct
The first step in making sure your brand gets in front of the right audience is research.

3. Which is an awareness tactic that businesses can use to reach customers?

1 / 1 point

- ☐ Read online reviews and actively browse websites
- ☐ Offer free trials, promotions, or trial memberships
- ☒ Create ads for websites, social media, email, or video platforms
- ☐ Follow customer purchasing patterns

✓ Correct
Feedback: An awareness tactic that businesses can use to reach customers is to create ads. They can design ads for websites, social media, email, or video platforms.

4. What is the goal of the consideration stage of the marketing funnel?

1 / 1 point

- ☐ To diversify your brand's social media presence in order to reach potential customers
- ☒ To increase the chances that a potential customer will make a purchase
- ☐ To grow sales by creating brand awareness and customer loyalty
- ☐ To improve awareness of a brand and its products or services

☒ Correct

The consideration stage is the getting-to-know-you stage. It is when people start exploring your business and finding out what makes you different from the competition. The goal of the consideration stage is to increase the chances that a potential customer will eventually make a purchase.

5. Which is a consideration tactic aimed to educate potential customers about a company's offerings?

1 / 1 point

- ☐ Pay to place digital ads in higher traffic sites
- ☐ Form promotional partnerships with other brands or influencers
- ☐ Improve potential customer rankings in search engine results
- ☒ Offer engaging, useful content like blog posts, newsletters, or webinars

☒ Correct

Offering engaging, useful content like blog posts, newsletters, or webinars is a consideration tactic aimed to educate customers about the company's offerings.

6. Imagine that a business builds a strong top-of-funnel marketing strategy. They take advantage of multiple channels and create a consistent experience across all of them. What outcomes will this strategy boost? Select two.

0.4 / 1 point

☒ Customer referrals

☒ This should not be selected
The top of the funnel boosts awareness and customer engagement.

☒ Marketing success

☒ This should not be selected
The top of the funnel boosts awareness and customer engagement.

☒ Awareness

☒ Correct
The top of the funnel boosts awareness and customer engagement.

☒ Customer engagement

☒ Correct

The top of the funnel boosts awareness and customer engagement.



Sales



This should not be selected

The top of the funnel boosts awareness and customer engagement.