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1. Which of the following best describes brand equity?

1 / 1 point

- ☒ The value customers give to a brand's offerings when compared with similar products from another brand
- ☐ How a company is thought of by the public
- ☐ The number of customers that purchase a brand's primary asset, like a product or service
- ☐ How a company communicates its values and culture

☒ Correct

2. Which of the following refers to marketing and brand identity? Select all that apply.

0.75 / 1 point

- ☐ You can have one without the other
- ☒ A brand is the foundation of a successful digital marketing strategy, but digital marketing can also affect public perception of your brand

☒ Correct

- ☐ Marketing efforts change, and brand identity is permanent
- ☐ Marketing efforts are permanent; brand identity changes

You didn't select all the correct answers

3. Which of the following refers to a digital marketing strategy?

1 / 1 point

- ☐ It is usually done by one person.
- ☒ It is usually a broad collaborative effort.
- ☐ It starts with planning ad campaigns or social media outreach.
- ☐ Goals are not important.

☒ Correct

4. What is a business goal?

1 / 1 point

- ☐ A small, targeted objective that is specific to outreach activities

- ☐ A tactic that improves the customer perception of a brand
- ☒ A big, long-term aim that has the potential to affect an entire company
- ☐ A tactic that improves the impact of a business in the short-term

☒ Correct

5. A company that makes a software product wants to grow their customer base. Which of the following is a *specific* business goal for this company?

0 / 1 point

- ☐ We want to increase the number of customers that purchase our software, and we want to create year-over-year growth for our product in new markets.
- ☐ We want to increase our company profits.
- ☐ We want to increase our number of active customers by 25% over the next year. To do that, we will add three new features that make it easier for customers to access files on the cloud.
- ☒ We want to increase year-over-year revenue by selling more units of our software product to more customers in new market segments.

☒ Incorrect

Please review [the video on business and marketing goals](#)↗.

6. What is paid media?

1 / 1 point

- ☐ Website content, blogs, and eBooks
- ☐ Positive digital exposure generated through personal or public recommendations.
- ☐ All the digital content a brand fully controls
- ☒ Any form of digital promotion a brand pays to put online

☒ Correct

7. What are the *disadvantages* of paid search? Select all that apply.

1 / 1 point

- ☐ Paid search results take a long time to create an impact.
- ☒ Paid search results disappear when a business stops paying for them.

☒ Correct

- ☐ Paid search does not work well with organic search.
- ☒ Paid search can have higher entry costs to start.

☒ Correct

8. As part of a marketing project, a company reviews its social media performance including likes, shares, and follows. The marketing team communicates these results to leadership. Which one of the five pillars of social media marketing does this represent? 1 / 1 point
- ☐ Strategy
  - ☒ Analytics and reporting
  - ☐ Listening and engagement
  - ☐ Paid social media
  - ☐ Planning and publishing
- ☒ Correct
9. What do you call unwanted emails sent to a mass recipient list? 1 / 1 point
- ☐ Subscriber messages
  - ☒ Spam
  - ☐ Email marketing
  - ☐ Junk marketing
- ☒ Correct
10. Imagine that a business divides their email subscriber list into smaller groups based on specific criteria. What is this process called? 1 / 1 point
- ☐ Personalization
  - ☐ Brand building
  - ☐ Social listening
  - ☒ Segmentation
- ☒ Correct
11. A brand decides to use email marketing as part of its digital marketing strategy. What will email marketing help this business do? Select all that apply. 0.75 / 1 point
- ☐ Create community
  - ☐ Analyze performance
  - ☒ Share information
- ☒ Correct
- ☒ Drive sales

✓ Correct

You didn't select all the correct answers