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1. When you create a customer persona, you want to identify who the customer is. What does this include? 1 / 1 point

- ☒ Their characteristics and demographics
- ☐ Their goals and ambitions
- ☐ Their budget and spending habits
- ☐ Their pain points

☒ Correct

2. Fill in the blank: \_\_\_\_\_ are information specific to the customer such as age, gender identity, family size, occupation, and location. 1 / 1 point

- ☐ Occupations
- ☐ Influences
- ☒ Demographics
- ☐ Skills

☒ Correct

3. You're creating a customer persona and collect the following information: 1 / 1 point

A 45-year-old man who regularly watches movies online and would like a wider variety of movies to choose from.

What question should you ask to complete this customer persona?

- ☒ What prevents the customer from achieving their goal?
- ☐ What are the customer's interests?
- ☐ What is the customer's budget?
- ☐ What is the customer's goal?

☒ Correct

4. What are the four stages of the marketing funnel? 1 / 1 point

- ☐ Awareness, influence, conversion, loyalty

- ☐ Awareness, consideration, conversion, sale
- ☐ Awareness, consideration, conversion, competition
- ☒ Awareness, consideration, conversion, loyalty

☒ Correct

5. Which of the following best describes the conversion stage of the marketing funnel?

1 / 1 point

- ☐ When customers become repeat customers and brand advocates
- ☒ The process to get a potential customer to take a desired action
- ☐ When a potential customer first becomes aware of the product or service
- ☐ The process to build a potential customer's interest in your product or service

☒ Correct

6. Fill in the blank: Search engine marketing increases a website's visibility in a search engine through \_\_\_\_\_.

1 / 1 point

- ☐ partnerships
- ☒ paid advertisement
- ☐ photos, video, or text
- ☐ social media platforms

☒ Correct

7. As a digital marketer, you focus on search engine optimization and creating content to reach potential customers not familiar with your brand. This strategy falls under which marketing funnel stage?

1 / 1 point

- ☐ Consideration
- ☐ Conversion
- ☒ Awareness
- ☐ Loyalty

☒ Correct

8. As a digital marketer, you encourage customers to leave a review and share their experience with the business. This strategy falls under which marketing funnel stage? 1 / 1 point

- ☐ Consideration
- ☒ Loyalty
- ☐ Conversion
- ☐ Awareness

☒ Correct

9. Which of the following strategies motivates a potential customer to make a purchase in the conversion stage? 1 / 1 point

- ☐ Recommend add-ons to the current product
- ☐ Ask customers to write a review and share a picture on social media
- ☒ Send follow-up emails to remind customers about abandoned carts
- ☐ Create a loyalty program and email customers about it

☒ Correct

10. As a digital marketer, you create an automated email sequence for potential customers. The email sequence will go out to people who sign up through the website. The emails will provide more information about your products and a discount code for their first purchase. This strategy falls under which marketing funnel stage? 1 / 1 point

- ☐ Loyalty
- ☐ Conversion
- ☐ Awareness
- ☒ Consideration

☒ Correct