



✓ **Congratulations! You passed!**
TO PASS 80% or higher

Keep Learning

GRADE
100%

Creating World Class Content

LATEST SUBMISSION GRADE

100%

1. True or False: Content marketing is about growing your reputation and visibility online and for that reason creating "good" content is not enough.

1 / 1 point

- ☒ True
☐ False

✓ **Correct**

You will only succeed if you regularly publish outstanding content. Good is not good enough when it comes to content marketing. Aim to create excellent content that people care about, that is unique and distinctive.

2. All except one of the following are factors associated with a higher correlation of shares and links. Which one on this list is not a factor noted as contributing to getting both shares and links?

1 / 1 point

- ☐ Having an authoritative reputation
☒ Using highly visual content like infographics and videos
☐ Having an audience that cares about your opinion
☐ Presenting data-driven research studies
☐ Delivering longer-form content with value and depth

✓ **Correct**

The visual aspect of the content was not a determining factor. Rather, the common features of content that had higher links and shares included: an authoritative reputation, data-driven research studies, an audience that cares about your opinion, and delivering longer-form content with perceived value and depth.

3. Why is content that gets many social media shares, not likely to get many links?

1 / 1 point

- ☒ People like to share things that cause an emotional reaction.
☐ The social media post is not using the correct keywords to attract links.
☐ People like to share things that have caused them to stop to think deeply.

✓ **Correct**

People like to share things that cause an emotional reaction. However, most emotion-evoking things are not necessarily authoritative on important topics. It's more authoritative pieces of content that are most likely to get some links.

4. Which **two** of the following are not characteristics of anchor content?

2 / 2 points

- ☐ Dependent on the credibility of the author and publisher
☐ Makes up the foundation of a strong content marketing campaign
☒ More about emotion than authority

✓ **Correct**

Anchor content is about authority and not emotion.

- ☒ Effective promotion is not a factor if your content is strong enough

✓ **Correct**

Even if you have strong content you still need to be able to promote effectively.

5. Which of the following are suggested ways to leverage YouTube to build your own video channel? (Select all that apply.)

3 / 3 points

- ☒ Write a nice blog post about your YouTube video on your blog and include a transcript.

✓ **Correct**

Writing blog posts about your YouTube video is a way to help build your YouTube channel and generate traffic from your post.

- ☒ Publish videos on YouTube.

✓ **Correct**

Publishing videos on YouTube is one way to build your own video channel.

- ☒ Leverage YouTube as a search engine because it is a search engine; therefore get traffic off YouTube itself.

✓ **Correct**

Leveraging YouTube as a search engine is a great way to build your own video channel by getting traffic from YouTube.

6. When it comes to creating video as part of your anchor content, which list below is the most important to have?

1 / 1 point

- ☐ The right kind of attitude, the right kind of equipment, and the right kind of humor
- ☐ The right kind of mindset, the right kind of attitude, and the right kind of partners
- ☒ The right kind of studio, the right kind of environment, and the right kind of content

✓ Correct

When it comes to creating video as part of your content marketing or anchor content, it's really important to have the right kind of studio, the right kind of environment, and the right kind of content that you're bringing to the videos.

7. True or False: There are many different types of content opportunities, but the key to success in your content marketing efforts is picking the right types of content that fit your business needs and goals best.

1 / 1 point

- ☒ True
- ☐ False

✓ Correct

Picking the right type of content that best fits the needs and goal of your business is best.

8. Which of the following is **not** one of the reasons a partnership between a small organization like Ten by Ten would appeal to a giant company like Intel?

1 / 1 point

- ☒ Intel is not interested in reaching the same audience.
- ☐ A smaller company, like Ten by Ten, is going to be faster moving.
- ☐ They don't need approvals the same way that Intel would if they were trying to do the same things themselves.
- ☐ Intel doesn't have the budget set aside. While they have significant cash, all of that cash is allocated, so they might not have a budget to put into a project like this.

✓ Correct

Such a partnership involves the larger company wanting to reach the same audience. However, the smaller more agile company has advantages that allows them to do a credible job of creating the content and reaching out with it.

9. Which of the following accurately describes what made 7th generation's content marketing campaign successful?

1 / 1 point

- ☐ They made an interactive website where customers could get answers to any question they might have about their eco-friendly products.
- ☐ They focused on creatively displaying and highlighting their eco-friendly consumer packaged goods and products in videos on YouTube.
- ☒ They focused on creating content about eco-friendliness, and positioned themselves as a health and wellness company that just happens to produce consumer packaged goods.

✓ Correct

Their message and their connection with their audience is about this eco-friendliness, health and wellness. The payoff is that people then decide they want to buy their consumer packaged goods from them. Consider how you might re-envision your offerings in terms of a shared worldview rather than just what you may be selling.

10.

3 / 3 points



Which of the following may help you reach these target audiences listed at right? (Select all that apply.)

- ☒ Social media promotion and engagement

✓ Correct

This is a great way for you to reach media, bloggers, influencers, target market audience segments, customers, and partners.

- ☒ Branded and editorial content

✓ Correct

This is a great way for you to reach media, bloggers, influencers, target market audience segments, customers, and partners.

- ☒ Offline content

✓ Correct

This is a great way for you to reach media, bloggers, influencers, target market audience segments, customers, and partners.