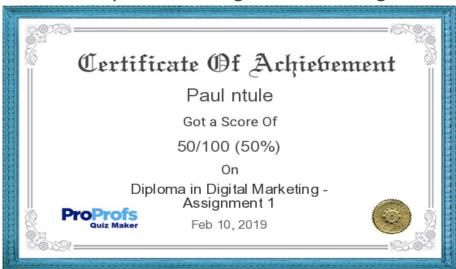
Diploma in Digital Marketing - Assignment 1



Report Summary

Name : **Paul ntule** (105.0.4.237)

Your Score : 50 out of 100 (50%)

Correct Answers : 10 Question Incorrect Answers : 10 Question Unanswered : 0 Question

Passing Grade (%) : 50%

Time Taken : 8 mins 33 secs

Your Result : Pass

Email : PauIntule@yahoo.co.za

Your Answers

Incorrect

- Q1) What does W.H.C.P mean?
- A. Where, hit, Capital, Profit(Your Answer)(Incorrect)
- B. Why, How, Can, Proof
- C. Who, How, Cost, Profit(missed)Explanation:W.H.C.P is a focus we should all remember as digital marketers.

Correct

- Q2) When you're selling a product or service the most important point to consider is?
- A. That you have stock of the product
- B. That there is microscopic competition
- C. That you add value and have a clear USP(Your Answer)(Correct)
 Explanation:USP stands for the unique selling point. An aspect of what you do that sets you apart from your competitors.

Incorrect

- Q3) When do you want to build a strategy around lead generation?
- A. You should build a website and wait for the customer to come.(Your Answer)(Incorrect)
- B. Get as many likes on Facebook as you can.
- C. Develop partnerships, advertise and create unique content.(missed)
- D. Connect to all your friends and family and build your lead flow through them

Incorrect

- Q4) Revenue shared is when
 - A. You subtract the revenue you spent on advertising
- B. You calculate the revenue you generated after your CPL(Your Answer)(Incorrect)
- C. You and a partner share the revenue from a sale(missed)

Correct

- Q5) Can a blog help you to generate high-quality leads?
- A. Yes(Your Answer)(Correct)
- B. No

Explanation: When a customer is reading your content on a particular subject, this shows that they are interested in the product or service.

Incorrect

- Q6) What does A.R.P.L mean?
 - A. All Reward Profit Lost
 - B. Average Revenue Profit Lost(Your Answer)(Incorrect)
- C. Average Revenue Per Lead(missed)

Incorrect

- Q7) Is it better to advertise on Facebook than Google ads?
- A. True(Your Answer)(Incorrect)
- B. False(missed)

Explanation: It depends on your target audience. The best way to find out is through testing both.

Correct

- Q8) Select the most important thing to know about your customer...
- A. Having a general idea of who they are
- B. What generation they are from
- C. Knowing about them in detail; their ages, gender and geography, amongst other things.(Your Answer)(Correct)

Correct

- Q9) Is Facebook a great platform to build up data and profile your buyer?
- A. Yes(Your Answer)(Correct)
- B. No

Explanation: When you run an ad on Facebook you can look at Facebook insights to see the age, sex and location of your audience.

Incorrect

- Q10) What does C.P.L stand for?
 - A. Cost Per Location
 - B. Create Profitable Leads(Your Answer)(Incorrect)
 - C. Cost Per Lead(missed)
- D. Categorise Placement Load

Correct

- Q11) The terms 'leads' and 'buyers' talk about the same person.
- A. True
- B. False(Your Answer)(Correct)

Explanation: When you generate a lead flow, usually only a percentage of those leads will convert into buying customers.

Correct

- Q12) When you are learning about your buyer, you should look at your data to find out
- A. Who your customer's friends are
- B. Where your customer work
- C. Examine your buyer, per product and lead source(Your Answer)(Correct)

Incorrect

- Q13) Is a USP?
- A. Unit Sales Point
- B. Unique Service Price(Your Answer)(Incorrect)
- C. Unique Selling Point(missed)
- D. Unit Selling Price

Correct

- Q14) When we speak of 'Profiling the Customer', what we mean is:
- A. Getting the customer to create content for us
- B. Making sure the customer follows you
- C. Dividing your customers into different groups based on their behaviour(Your Answer)(Correct)

Incorrect

- Q15) When you're looking at your target audience you need to ask yourself.....
- A. How do my customers like to make purchases?(Your Answer)(Incorrect)
- B. What content does my customer look at on Facebook?
- C. What problem can my product solve, and who are the people it solves a problem for?(missed)

Correct

- Q16) You can use your own network when you want to carry out market research and learn about your customer.
 - A. True(Your Answer)(Correct)
 - B. False

Explanation: You most like have a large network of LinkedIn or other social media platforms, friends and professionals. Everyone wants to help, you'd be surprised.

Correct

- Q17) Competitor analyses play a vital role in research and help us to learn more about our target audience.
 - A. False
 - B. True(Your Answer)(Correct)

Explanation: You can look at the competition to learn what your competitors are doing right, and do it better.

Correct

- Q18) Unit economics is defined as
- A. The amount of revenue you made per year
- B. The change in the currency annually
- C. Revenue for a business model expressed on a per unit basis(Your Answer)(Correct)

Incorrect

- Q19) You make €100 000 in sales, from 1 000 leads. What is your average revenue per lead?
- A. 100(missed)
- B. 10
- C. 1000(Your Answer)(Incorrect)
- D. 200

Explanation:ARPL = Total sales / Total leads

Incorrect

- Q20) When your business goals and the customer goals overlap, we call this:
- A. Percentage Profit Margin(Your Answer)(Incorrect)
- B. ROI
- C. Shared Value(missed)
- D. Market Share