

## Diploma in Digital Marketing - Assignment 1



### Report Summary

Name	: <b>Paul ntule</b> (105.0.4.237)
Your Score	: 50 out of 100 (50%)
Correct Answers	: <b>10 Question</b>
Incorrect Answers	: <b>10 Question</b>
Unanswered	: 0 Question
Passing Grade (%)	: 50%
Time Taken	: 8 mins 33 secs
Your Result	: <b>Pass</b>
Email	: Paulntule@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 likely 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