

# Ôn tập Tiếp thị trực tuyến

## Chapter 1

**Question 1:** What is an example of an offline marketing communication that could influence a consumer's purchase decision?

- a. A display ad on a website
- b. An email newsletter
- c. A sponsored post on Instagram
- d. A pop-up ad on a mobile app
- e. A billboard on the side of the road ✓

**Answer:** e. A billboard on the side of the road

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**Question 2:** Which of the following categories of e-communication tools or media channels involves using paid ads to reach potential customers?

- a. Online partnership
- b. Interactive ads
- c. Online PR
- d. Opt-in-email
- e. Search marketing ✓

**Answer:** e. Search marketing

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**Question 3:** Which type of transaction involves government agencies or organizations conducting business with other government entities?

- a. B2C
- b. G2G ✓
- c. B2B
- d. C2C
- e. C2G

**Answer:** b. G2G

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**Question 4:** Which do the below 5Ss use to decrease the cost of operation activities that are the foundation for enhancing discounts, promotions, and other incentives to persuade consumers to make purchases?

- a. Sell
- b. Sizzle
- c. Serve
- d. Save ✓
- e. Speak

**Answer:** d. Save

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**Question 5:** What is the RACE planning framework?

- a. A framework for traditional media planning
- b. A framework for e-commerce project management
- c. None of the above
- d. All of the above
- e. A framework for digital marketing planning ✓

**Answer:** e. A framework for digital marketing planning

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**Question 6:** Which stage of the consumer decision process involves identifying the need for a product or service?

- a. Evaluation of alternatives
- b. Search
- c. Purchase
- d. Post-purchase
- e. Awareness ✓

**Answer:** e. Awareness

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**Question 7:** Which do the following 5Ss relate to increasing brand identity and attracting the interest of the target market?

- a. Speak
- b. Save
- c. Serve

- d. Sizzle ✓
- e. Sell

**Answer:** d. Sizzle

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**Question 8:** What is Earned Media?

- a. Media that is earned through word of mouth and social sharing ✓
- b. Which of the following categories of e-communication tools or media channels involves using paid ads to reach potential customers?
- c. Media that is created and owned by a company or individual
- d. Media that is owned and controlled by the company
- e. Media that a company pays for to promote their brand or product

**Answer:** a. Media that is earned through word of mouth and social sharing

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**Question 9:** Which of the following is a benefit of email marketing?

- a. It is free to use
- b. It is a guaranteed way to generate sales
- c. It is not trackable
- d. It does not require any design or copywriting skills
- e. It allows you to target specific audiences ✓

**Answer:** e. It allows you to target specific audiences

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**Question 10:** How do C2C transactions differ from B2C transactions?

- a. C2C transactions involve two individuals exchanging goods or services ✓
- b. C2C transactions are more heavily regulated than B2C transactions
- c. C2C transactions are only available online
- d. C2C transactions involve two businesses exchanging goods or services
- e. C2C transactions are typically more expensive than B2C transactions

**Answer:** a. C2C transactions involve two individuals exchanging goods or services

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**Question 11:** Which of the following is a key goal of e-marketing?

- a. Generating leads and sales
- b. None of the above
- c. Increasing brand awareness
- d. All of the above ✓
- e. Building customer loyalty

**Answer:** d. All of the above

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**Question 12:** Which of the following transaction types involves buying goods or services from a government entity?

- a. B2C
- b. C2C
- c. B2B
- d. G2G
- e. C2G ✓

**Answer:** e. C2G

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**Question 13:** Which of the following is NOT a type of digital marketing?

- a. Social media marketing
- b. Content marketing
- c. Search engine optimization (SEO)
- d. Telemarketing ✓
- e. Pay-per-click (PPC) advertising

**Answer:** d. Telemarketing

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**Question 14:** Which of the following is an example of Paid Media?

- a. A company's official social media page
- b. A news article featuring a company's CEO
- c. An influencer's sponsored post promoting a brand's product ✓
- d. A customer's social media post about their experience with a company
- e. A customer review on an e-commerce website

**Answer:** c. An influencer's sponsored post promoting a brand's product

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**Question 15:** What is the stage of the consumer decision process where the consumer evaluates their satisfaction with the product or service?

- a. Purchase
- b. Evaluation of alternatives
- c. Awareness
- d. Search
- e. Post-purchase ✓

**Answer:** e. Post-purchase

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**Question 16:** What is e-marketing?

- a. The process of promoting products and services using traditional advertising methods
- b. The process of promoting products and services using print media
- c. The process of promoting products and services using only social media platforms
- d. The process of promoting products and services using telemarketing
- e. The process of promoting products and services using various digital channels and electronic devices ✓

**Answer:** e. The process of promoting products and services using various digital channels and electronic devices

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**Question 17:** What is the Engage stage of the RACE planning framework focused on?

- a. Creating a content marketing plan
- b. Building brand awareness
- c. Improving customer retention ✓
- d. Developing customer loyalty programs
- e. Building relationships with potential customers

**Answer:** c. Improving customer retention

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**Question 18:** Which of the following is NOT one of the four components of the RACE planning framework?

- a. Retain ✓
- b. Engage
- c. Convert

- d. Reach
- e. Act

**Answer:** a. Retain

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**Question 19:** Which of the following is an example of Owned Media?

- a. A news article featuring a company's CEO
- b. A company's official social media page ✓
- c. A customer review on an e-commerce website
- d. A customer's social media post about their experience with a company
- e. An influencer's sponsored post promoting a brand's product

**Answer:** b. A company's official social media page

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**Question 20:** Which category of e-communication tools or media channels involves forming strategic partnerships with other businesses or organizations to reach new audiences?

- a. Online partnership ✓
- b. Search marketing
- c. Opt-in-email
- d. Online PR
- e. Interactive ads

**Answer:** a. Online partnership

## Chapter 2

### Câu hỏi 1

What is the correct term for dividing a broad market into subsets of consumers who have common needs and priorities?

- a. Positioning
- b. Branding
- c. Differentiation
- d. Segmentation ✓
- e. Targeting

The correct answer is: Segmentation

### Câu hỏi 2

What term describes a product or service's benefits or values to clients?

- a. Branding
- b. Segmentation
- c. Positioning
- d. Product differentiation
- e. Value proposition ✓

The correct answer is: Value proposition

### Câu hỏi 3

What is the role of Tactics in the SOSTAC planning framework?

- a. To create the content that will be used in the digital marketing campaign
- b. To define the overall strategy of the digital marketing plan
- c. To set the measurable goals and objectives for the digital marketing campaign
- d. To analyze the results of the digital marketing campaign
- e. To determine the channels that will be used to reach the target audience ✓

The correct answer is: To determine the channels that will be used to reach the target audience

### Câu hỏi 4

Why is customer retention so important in digital marketing strategy?

- a. To create a visually appealing website
- b. To retain customers and increase loyalty ✓
- c. To sell more products
- d. To increase brand awareness
- e. To increase the number of website visitors

The correct answer is: To retain customers and increase loyalty

### Câu hỏi 5

What is the objective of audience prioritization in a digital marketing strategy?

- a. To increase website loading speed
- b. To create personalized marketing messages ✓
- c. To create a visually appealing website
- d. To determine the best social media platforms to use
- e. To increase website traffic

The correct answer is: To create personalized marketing messages

## Câu hỏi 6

Which of the following is NOT a fundamental element of a digital marketing strategy?

- a. Communicating benefits
- b. Prioritizing products
- c. Hitting channel leads and sales targets
- d. Prioritizing audiences
- e. Increasing website loading speed ✓

The correct answer is: Increasing website loading speed

## Câu hỏi 7

What is the purpose of the Control stage in the SOSTAC planning framework?

- a. To assess the competition
- b. To identify the target audience
- c. To determine the marketing mix
- d. To establish marketing objectives
- e. To monitor and evaluate the effectiveness of the marketing strategy ✓

The correct answer is: To monitor and evaluate the effectiveness of the marketing strategy

## Câu hỏi 8

Which of the following best describes "physical evidence" in the E-marketing mix?

- a. The design and layout of a business's website
- b. The tangible elements that customers experience when interacting with a business ✓
- c. The range of products and services offered by a business
- d. The way a business communicates with customers through email, social media, and other digital channels
- e. The pricing strategy used by a business

The correct answer is: The tangible elements that customers experience when interacting with a business

## Câu hỏi 9

What is the purpose of personal selling in the E-marketing mix?

- a. To handle customer complaints
- b. To encourage online purchases
- c. To provide information about products ✓
- d. To increase brand awareness
- e. To design marketing campaigns



The correct answer is: To provide information about products

## Câu hỏi 10

Online Value Proposition in the Strategy stage of the SOSTAC framework planning involves:

- a. None of the above
- b. All of the above
- c. Communicating a unique value to the target audience based on online presence ✓
- d. Creating a website that looks visually appealing
- e. Using social media to connect with customers

The correct answer is: Communicating a unique value to the target audience based on online presence

## Câu hỏi 11

During the Situation Analysis stage, it's important to think about how people feel about the brand. Which of the following does NOT affect how people think about a brand?

- a. Price of products and services
- b. Employee attitudes and behavior
- c. Quality of products and services
- d. Customer service
- e. Marketing budget ✓

The correct answer is: Marketing budget

## Câu hỏi 12

Which of the following is a weakness in a SWOT analysis?

- a. Strong brand recognition
- b. Government regulations
- c. Increased competition
- d. Access to new markets
- e. Lack of skilled workforce ✓

The correct answer is: Lack of skilled workforce

## Câu hỏi 13

What is the objective of the Situation Analysis stage in the SOSTAC planning framework?

- a. To identify the target audience
- b. To establish marketing objectives
- c. To assess the competition ✓

- d. None of the above
- e. To determine the marketing mix

The correct answer is: To assess the competition

## Câu hỏi 14

Which of the following is NOT an effective customer acquisition strategic initiative?

- a. Search engine optimization
- b. Social media advertising
- c. Providing a poor customer experience ✓
- d. Influencer marketing
- e. Paid search advertising

The correct answer is: Providing a poor customer experience

## Câu hỏi 15

What is the purpose of the Tactics stage in the SOSTAC planning framework?

- a. To identify the target audience
- b. None of the above
- c. To establish marketing objectives
- d. To determine the marketing mix and e-campaign ✓
- e. To assess the competition

The correct answer is: To determine the marketing mix and e-campaign

## Câu hỏi 16

Positioning in the Strategy stage of the SOSTAC framework planning involves:

- a. All of the above ✓
- b. Communicating the value proposition to the target market
- c. Developing a unique value proposition
- d. Creating a competitive advantage
- e. None of the above

The correct answer is: All of the above

## Câu hỏi 17

Which of the following is NOT a part of the E-marketing mix promotion strategy?

- a. Public relations
- b. Sales promotion
- c. Product design ✓

- d. Personal selling
- e. Advertising

The correct answer is: Product design

## Câu hỏi 18

What is the primary goal of customer conversion strategic initiatives?

- a. To convert website visitors into paying customers ✓
- b. To decrease the price of the product
- c. To attract more customers to the website
- d. To increase customer satisfaction
- e. To decrease the number of website visitors

The correct answer is: To convert website visitors into paying customers

## Câu hỏi 19

Which of the following options represents a potential strength in a SWOT analysis?

- a. High competition
- b. Inefficient production processes
- c. Economic recession
- d. Lack of funding
- e. Established brand recognition ✓

The correct answer is: Established brand recognition

## Câu hỏi 20

Which of the following does NOT comprise the Strategy phase of the SOSTAC planning framework?

- a. Segmentation
- b. Online Value Proposition
- c. Targeting
- d. Positioning
- e. All of the above are steps in the Strategy Analysis stage ✓

The correct answer is: All of the above are steps in the Strategy Analysis stage

## Câu hỏi 21

Which of the following is evidence of a client growth and expansion strategic initiative in digital marketing?

- a. Adding new features to existing products
- b. Launching a new website design
- c. Offering a loyalty program to existing customers ✓
- d. None of the above
- e. Creating a social media presence

The correct answer is: Offering a loyalty program to existing customers

## Câu hỏi 22

In the context of digital marketing, which of the following is an example of enhancing marketing capacity through website infrastructure improvements?

- a. Offering discounts to customers who have already made a purchase
- b. Creating a referral program to incentivize existing customers to refer new ones
- c. Adding more products to the website
- d. Improving consumer feedback and customer relationship management ✓
- e. None of the above

The correct answer is: Improving consumer feedback and customer relationship management

## Câu hỏi 23

Choose the option below that best describes an advantage in a SWOT analysis?

- a. A decline in demand for the company's products
- b. A new competitor entering the market
- c. A shift in consumer preferences towards eco-friendly products ✓
- d. A shortage of raw materials needed for production
- e. An increase in regulatory requirements for the industry

The correct answer is: A shift in consumer preferences towards eco-friendly products

## Câu hỏi 24

What is the main goal of place in the E-marketing mix?

- a. To promote a particular brand image
- b. To minimize transportation costs
- c. To increase the level of service provided to customers
- d. To ensure that products are available in the right place at the right time ✓
- e. To increase customer satisfaction

The correct answer is: To ensure that products are available in the right place at the right time

## Câu hỏi 25

Targeting in the Strategy stage of the SOSTAC framework planning involves:

- a. Developing a marketing mix for each segment
- b. None of the above
- c. Identifying the needs and wants of each segment
- d. All of the above
- e. Determining which segments to focus on ✓

The correct answer is: Determining which segments to focus on

## Chapter 3

## Chapter 4

### Câu hỏi 1

What are sitelinks in a SERP?

- a. A list of links to social media profiles related to the search query
- b. Sponsored ads displayed on the sidebar of the page
- c. A set of links to different pages within the same website ✓
- d. A list of related articles below the search results
- e. A visual representation of the website's architecture

The correct answer is: A set of links to different pages within the same website

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### Câu hỏi 2

What is the main component of a typical SERP?

- a. Paid advertisements
- b. Social media feeds
- c. Videos
- d. News articles
- e. Organic search results ✓

The correct answer is: Organic search results

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### Câu hỏi 3

What is the main goal of Search Engine Marketing (SEM)?

- a. To boost social media engagement
- b. To increase website traffic
- c. To generate leads and conversions ✓
- d. To enhance brand awareness
- e. To improve organic search rankings

The correct answer is: To generate leads and conversions

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## Câu hỏi 4

What is the primary goal of a Google Ads campaign?

- a. To improve website rankings on search engine results pages (SERPs)
- b. To enhance brand awareness
- c. To increase website traffic
- d. To increase social media followers
- e. To generate leads or sales ✓

The correct answer is: To generate leads or sales

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## Câu hỏi 5

What is the primary goal of a pay-per-click (PPC) campaign in SEM?

- a. To increase organic search rankings
- b. To generate more social media followers
- c. None of the above
- d. To improve website design and user experience
- e. To drive targeted traffic to a website ✓

The correct answer is: To drive targeted traffic to a website

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## Câu hỏi 6

What is the primary goal of SEO?

- a. To create engaging content
- b. To build social media followers
- c. To sell products online

- d. To increase website traffic ✓
- e. To design visually appealing websites

The correct answer is: To increase website traffic

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## Câu hỏi 7

What is the purpose of a meta title tag in SEO?

- a. To create user-friendly URLs
- b. To submit the website to search engines
- c. To provide a brief description of the webpage content to search engines ✓
- d. To improve website navigation
- e. To optimize website images

The correct answer is: To provide a brief description of the webpage content to search engines

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## Câu hỏi 8

What is the purpose of a search engine result page (SERP)?

- a. To generate revenue for the search engine
- b. To display sponsored ads only
- c. To provide a list of websites relevant to a search query ✓
- d. To display images and videos related to a search query
- e. To showcase only organic search results

The correct answer is: To provide a list of websites relevant to a search query

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## Câu hỏi 9

What is the purpose of a sitemap in SEO?

- a. To improve website navigation
- b. To create an XML version of the website
- c. To submit the website to search engines ✓
- d. To optimize website images
- e. To create user-friendly URLs

The correct answer is: To submit the website to search engines

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## Câu hỏi 10

What is the purpose of ad extensions in Google Ads?

- a. To add multimedia elements to the ad
- b. To improve the visual appearance of the ad
- c. To increase the length of the ad text
- d. To target specific demographics with the ad
- e. To provide additional information to users ✓

The correct answer is: To provide additional information to users

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## Câu hỏi 11

What is the purpose of header tags (H1, H2, H3, etc.) in SEO?

- a. To create user-friendly URLs
- b. To submit the website to search engines
- c. To improve website navigation
- d. To optimize website images
- e. To structure and organize content on a webpage ✓

The correct answer is: To structure and organize content on a webpage

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## Câu hỏi 12

What is the Quality Score in Google Ads?

- a. A metric that measures how much an advertiser is willing to pay for a click
- b. A metric that measures how relevant an ad is to the search query and landing page ✓
- c. A metric that measures the total budget allocated for an ad campaign
- d. A metric that measures the overall performance of an ad campaign
- e. A metric that measures the total number of clicks an ad receives

The correct answer is: A metric that measures how relevant an ad is to the search query and landing page

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## Câu hỏi 13



What is the recommended character limit for a Google Ads headline?

- a. 120 characters
- b. 15 characters
- c. 90 characters
- d. 30 characters ✓
- e. 60 characters

The correct answer is: 30 characters

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## Câu hỏi 14

What is the role of alt text in SEO?

- a. To create user-friendly URLs
- b. To improve website navigation
- c. To optimize website images ✓
- d. To submit the website to search engines
- e. To improve website loading speed

The correct answer is: To optimize website images

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## Câu hỏi 15

What is the role of backlinks in SEO?

- a. To create user-friendly URLs
- b. To submit the website to search engines
- c. To optimize website images
- d. To establish credibility and authority for a website ✓
- e. To improve website navigation

The correct answer is: To establish credibility and authority for a website

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## Câu hỏi 16

Which of the following is a black hat SEO technique that should be avoided?

- a. Responsive web design
- b. Content creation
- c. Cloaking ✓

- d. Internal linking
- e. Guest blogging

The correct answer is: Cloaking

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## Câu hỏi 17

Which of the following is considered a black hat SEO technique?

- a. Building natural backlinks
- b. Hiding keywords in white text on a white background ✓
- c. Using relevant keywords in page titles
- d. Optimizing meta tags
- e. Creating high-quality content

The correct answer is: Hiding keywords in white text on a white background

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## Câu hỏi 18

Which of the following is NOT a common search engine marketing (SEM) tactic?

- a. Search engine optimization (SEO)
- b. Remarketing
- c. Pay-per-click (PPC) advertising
- d. Social media marketing ✓
- e. Display advertising

The correct answer is: Social media marketing

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## Câu hỏi 19

Which of the following is NOT a recommended SEO practice?

- a. Using relevant keywords in website content
- b. Optimizing meta tags and alt tags
- c. Creating high-quality and unique content
- d. Improving website loading speed
- e. Using hidden text and links to manipulate search engine rankings ✓

The correct answer is: Using hidden text and links to manipulate search engine rankings

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## Câu hỏi 20

Which platform is commonly used for Search Engine Marketing?

- a. Facebook Ads
- b. LinkedIn Ads
- c. Google Ads ✓
- d. Pinterest Ads
- e. Instagram Ads

The correct answer is: Google Ads

## Chapter 5

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### Question 1:

Which of the following is a way to ensure that your content is optimized for search engines in content marketing?

- a. Using misleading or clickbait titles
- b. Writing long blocks of text without any headings or subheadings
- c. Providing high-quality and valuable content ✓
- d. Including as many keywords as possible
- e. Using irrelevant images and videos

**Correct Answer:** c. Providing high-quality and valuable content

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### Question 2:

Which of the following is NOT a goal of content marketing?

- a. Making direct sales ✓
- b. Increasing website traffic
- c. Generating leads
- d. All of the above are goals of content marketing
- e. Building brand awareness

**Correct Answer:** a. Making direct sales

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### Question 3:

Which of the following is an example of a call-to-action (CTA) in content marketing?

- a. A blog post title
- b. A button that says "Learn More" ✓

- c. A product description
- d. A customer testimonial
- e. A company logo

**Correct Answer:** b. A button that says "Learn More"

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**Question 4:**

What is the primary goal of content marketing?

- a. To build brand awareness and loyalty ✓
- b. To provide customer support
- c. To generate immediate sales
- d. To improve search engine rankings
- e. More direct sales

**Correct Answer:** a. To build brand awareness and loyalty

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**Question 5:**

What is the purpose of creating buyer personas in content marketing?

- a. To make the content more visually appealing
- b. To create content that appeals to a broad audience
- c. To optimize the content for search engines
- d. To increase the number of leads generated by the content
- e. To understand the target audience's needs and preferences ✓

**Correct Answer:** e. To understand the target audience's needs and preferences

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**Question 6:**

Which of the following is a key component of an effective content marketing strategy?

- a. Creating content that is only focused on improving search engine rankings
- b. Posting as much content as possible
- c. Creating content that is only focused on promoting products/services
- d. Creating content that provides value to the target audience ✓
- e. Creating content that is only focused on generating immediate sales

**Correct Answer:** d. Creating content that provides value to the target audience

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**Question 7:**

Which of the following is a key component of a successful content marketing strategy?

- a. Focusing solely on promoting your products and services
- b. Ignoring the needs and interests of your target audience

- c. Copying content from competitors
- d. Creating content only for the purpose of search engine optimization
- e. Publishing content regularly and consistently ✓

**Correct Answer:** e. Publishing content regularly and consistently

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**Question 8:**

Which of the following is an example of interactive content in content marketing?

- a. A product review
- b. A blog post
- c. A quiz ✓
- d. A video
- e. An infographic

**Correct Answer:** c. A quiz

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**Question 9:**

Which of the following is a way to measure the ROI of a content marketing campaign?

- a. Number of website visitors
- b. Number of social media followers
- c. Sales revenue ✓
- d. Number of email subscribers
- e. Number of blog posts published

**Correct Answer:** c. Sales revenue

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**Question 10:**

Which of the following is an example of a content marketing metric?

- a. Website traffic ✓
- b. Employee satisfaction
- c. Revenue
- d. Office location
- e. None of the above

**Correct Answer:** a. Website traffic

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**Question 11:**

Which of the following is NOT a common format for content marketing?

- a. Direct mail ✓
- b. Videos

- c. Infographics
- d. Blog posts
- e. Podcasts

**Correct Answer:** a. Direct mail

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**Question 12:**

Which of the following is an important consideration when choosing the format for your content in content marketing?

- a. The type of audience being targeted ✓
- b. The budget available for content creation
- c. The number of competitors in the market
- d. The personal preferences of the marketing team
- e. The latest marketing trends

**Correct Answer:** a. The type of audience being targeted

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**Question 13:**

Which of the following is NOT an effective way to distribute content in content marketing?

- a. Creating content that is only available in print format ✓
- b. Guest blogging on other websites
- c. Posting content on a company's website
- d. Sharing content on social media
- e. Emailing content to potential customers

**Correct Answer:** a. Creating content that is only available in print format

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**Question 14:**

Which of the following is a benefit of using storytelling in content marketing?

- a. It helps to improve search engine rankings
- b. It is only effective for promoting products
- c. It is only effective for B2B marketing
- d. It requires less time and effort to create than other types of content
- e. It can create an emotional connection with the audience ✓

**Correct Answer:** e. It can create an emotional connection with the audience

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**Question 15:**

What is content marketing?

- a. A type of email marketing

- b. A method of promoting products through social media
- c. A way to generate backlinks for SEO
- d. The process of creating and distributing valuable content to attract and retain a clearly defined audience ✓
- e. A form of online advertising

**Correct Answer:** d. The process of creating and distributing valuable content to attract and retain a clearly defined audience

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**Question 16:**

Which of the following is a best practice for content marketing?

- a. None of the above
- b. Creating valuable, relevant, and consistent content that aligns with your audience's interests and needs ✓
- c. Focusing solely on promoting your products or services
- d. Ignoring your audience's feedback and preferences
- e. Repurposing content from other sources without permission

**Correct Answer:** b. Creating valuable, relevant, and consistent content that aligns with your audience's interests and needs

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**Question 17:**

What are some common types of content marketing?

- a. Podcasts, webinars, and case studies
- b. None of the above
- c. All of the above
- d. Social media posts, email newsletters, and whitepapers
- e. Blog posts, infographics, and videos

**Correct Answer:** c. All of the above

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**Question 18:**

What is the difference between a target audience and a buyer persona?

- a. A target audience includes only current customers
- b. A target audience is broader than a buyer persona
- c. A buyer persona is used only for social media advertising
- d. There is no difference - they mean the same thing
- e. A buyer persona is more specific than a target audience ✓

**Correct Answer:** e. A buyer persona is more specific than a target audience

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**Question 19:**

What is the purpose of a content marketing strategy?

- a. To generate more sales
- b. To build brand awareness
- c. To increase website traffic
- d. None of the above
- e. All of the above ✓

**Correct Answer:** e. All of the above

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**Question 20:**

Which of the following is a way to repurpose content in content marketing?

- a. Ignoring the results of previous content campaigns
- b. Recycling outdated content ✓
- c. Creating the same content for different audiences
- d. Creating new content every time you need it
- e. Using the same content in every marketing channel

**Correct Answer:** b. Recycling outdated content

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