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QUESTION NO: 1

You have been preparing the latest Digital Marketing Strategy document for the Senior Management Team. In particular you have taken into account factors such as age and gender, as well as the social background of your target audience. What is the general term used to describe this? Choose one of the following: Exhibit:



- A. Audience definition
- B. Personnel Development
- C. Profile Specification
- D. Segmentation Analysis

ANSWER: A**QUESTION NO: 2 - (HOTSPOT)****HOTSPOT**

Your Manager has asked you to prepare a localization plan for the business. To begin, you wish to understand which are the most common languages for visitors to your website. Where would you first click in the Google Analytics screen shown in order to find this information?

Hot Area:



ANSWER:



QUESTION NO: 3

Select two steps from the Digital Marketing Institute's Digital Marketing Plan from the options shown below:

- A. Situation Analysis
- B. Brand
- C. Research
- D. Standards
- E. Information Gathering

ANSWER: A E

QUESTION NO: 4

Setting a specific and measurable _____ is a vital step before defining a Key Performance Indicator (KPI) for your organization. Complete the sentence by choosing one from the following:

- A. Goal
- B. Transaction
- C. Funnel
- D. Aim

ANSWER: A

QUESTION NO: 5

Select TWO business goals for social media from the list below:

- A. Lead Generation
- B. Revenue
- C. Company Orientation
- D. Response Times
- E. Product Training

ANSWER: A B

QUESTION NO: 6

Emergent digital technologies have been characterized as disruptive. What does this mean? Choose the correct explanation of the following: Exhibit:



- A. Shift in power to the consumer
- B. Strengthening of power for the business
- C. Share of power between consumer and business
- D. Share of power between consumers only

ANSWER: A

QUESTION NO: 7

Which of the following criteria would you apply when choosing an Ad Publisher? Choose TWO of the following:

- A. Relevance to your business sector
- B. Relevance to your target audience
- C. Accept Dynamic Ad Formats only
- D. Offer tenancy arrangements with some sectors
- E. Relevance to your competitors

ANSWER: A B

QUESTION NO: 8 - (HOTSPOT)

HOTSPOT

Click in the screen below to sign up for the Digital Marketing Institute YouTube Channel:

Hot Area:



ANSWER:



QUESTION NO: 9

You understand that segmentation in email marketing is important. Which one of the following is a key benefit of segmentation? Exhibit:



- A. It allows you to personalize your message based on specific target audience characteristics.
- B. It allows you to communicate directly with only those subscribers you are interested in.
- C. It allows you to cross-sell to a range of different target groups.
- D. It allows you to integrate your online marketing campaign with your email marketing campaign.

ANSWER: A

QUESTION NO: 10 - (DRAG DROP)

DRAG DROP

Match the Key Performance Indicator (KPI) for the latest email marketing campaign on the left with the insight it provides on the right as below:

Select and Place:

KPI

Conversion

Traffic

Click-through Rate

Open Rate

Insight

Insights on response rates relative to the objectives set

Insights on effectiveness of new visit generation

Insight about the quality of audience segmentation

Insight about the quality of the email subscriber list

ANSWER:KPI

Click-through Rate

Traffic

Open Rate

Conversion

Insight

Insights on response rates relative to the objectives set

Insights on effectiveness of new visit generation

Insight about the quality of audience segmentation

Insight about the quality of the email subscriber list