Digital Marketing Professional Certificate (DMPC)

Sample Exam V042020

1. Digital marketing is also known as:

    a) Online marketing.
    b) Data driven marketing.
    c) Data analytics marketing.
    d) Website marketing.

2. Digital marketing includes:

    1. Display advertising.
    2. Billboards.
    3. Email marketing.

    a) 1 and 3.
    b) 1 and 2.
    c) 2 and 3.

3. Paid search and banner ads are configured on:

    a) Hootsuite.
    b) Google AdWords.
    c) Google Analytics.
    d) Bing.

4. A buyer persona includes:

    a) Purchasing habits.
    b) Household income.
    c) Position and title.
    d) All the above.

5. How do you gather buyers' persona information?

    a) Market research.
    b) Yellow pages.

     c) Work environment.
     d) A and B.

6. What is the right customer journey?

     a) Awareness, interest, consideration, consumption, retention, advocacy.
     b) Interest, awareness, consideration, purchase, retention, advocacy.
     c) Awareness, interest, consideration, purchase, retention, advocacy.
     d) Awareness, interest, consideration, consumption, advocacy.

7. Value proposition is part of the:

     a) Business model canvas.
     b) Digital media strategy.
     c) Sales model canvas.
     d) Online model canvas.

8. Target audience includes:

     a) Gender.
     b) Marital status.
     c) Hobbies.
     d) All of the above.

9. Reviews is part of the:

     a) Retention stage.
     b) Purchase stage.
     c) Consideration stage.
     d) Convert stage.

10. Content marketing is often used to:

     a) Generate or increase online sales.
     b) Create surveys to gather customers insights.
     c) Gather customer's personal information, such as income, age and demographics.
     d) Study market.

11. Blog is a combination of the words:

a) Business and log.
b) Brand and log.
c) Web and log.
d) Video and log.

12.   Blogs are a great way of:

1. Promote new offers.
2. Conduct market research.
3. Share new and exciting information.

a) 1 and 3.
b) 1 and 2.
c) 2 and 3.

13.   _____ is a technique for drawing customers to products and services via content marketing, social media marketing, search engine optimization and branding:

a) Outbound marketing.
b) Inbound marketing.
c) Digital marketing.
d) Incoming marketing.

14.   Inbound marketing is composed by these steps:

a) Awareness, convert, close and delight.
b) Attract, convert, close and nurture.
c) Attract, convert, close and delight.
d) Attract, interest, close and delight.

15.   Content curation is not:

a) New content create by a company.
b) A compilation of best blogs.
c) Infographics, articles and social media posts.
d) UGC (user generated content).

16.   Content curation process consists of:

a) Buying the desired content, organizing it and promoting it.

b) Discovering the best content, organizing it and contextualizing it, promoting it.

c) Writing the content, adding images and promoting it.

d) None of the above.

17. These are considered offline marketing:

a) POS, brochures, exhibitions.

b) Magazines, video, POS.

c) Social media, reviews, print.

d) Video, sales promotions, apps.

18. The sales funnel is also know as:

a) Pay funnel.

b) Revenue funnel.

c) Income funnel.

d) Forecasting funnel.

19. Lead generation methods may fall under paid advertising, but may also include:

a) Organic search.

b) Referrals.

c) Engine results.

d) All of the above.

20. Before prospects become customers, they need to go through these steps:

a) Warm prospects, leads, hot leads.

b) Interested prospects, warm leads, hot leads.

c) Hot prospects, leads, hot leads.

d) None of the above.

21. SEM stands for:

a) Search engine marketing.

b) Search engagement marketing.

c) Sender email marketing.

d) Smarketing engine mobile.

22.   SEO or Search engine optimization is the process of:

a)   Optimizing the online visibility of a website or web page in a search engine's paid results.
b)   Optimizing the online visibility of a website or web page in a search engine's unpaid results.
c)   Optimizing the online visibility of a web page only in a search engine's paid results.
d)   Increasing the quantity and quality of traffic to your website through paid advertising.

23.   Blog are used on SEO to:

1. Get less visits on the homepage.
2. Increase the number of pages.
3. Keep website updated.

a)   2 and 3.
b)   1 and 2.
c)   2 and 3.

24.   PPC means advertisers pay each time a user:

a)   Sees the ad.
b)   Convert.
c)   Purchase the product.
d)   Clicks on an ad.

25.   Display advertising is advertising on websites that include:

a)   Images and audio.
b)   Images, text, flash, video and audio.
c)   Images, flash, video and audio.
d)   Images and video.

26.   Redirect is a method of redirecting a visitor from one page to another web page, used for temporary situations only.

a)   404.
b)   301.
c)   403.
d)   302.

27.   This type of marketing rewards existing customers or brand advocates for each visitor or

purchase acquired by their marketing efforts.

    a) Associate marketing.
    b) Appeal marketing.
    c) Affiliate marketing.
    d) Reliable marketing.

28. Email marketing goals include:

    a) Sell product/services.
    b) Generate leads.
    c) Provide support.
    d) All of the above.

29. Email lists can be segmented by:

    a) Age, gender, company.
    b) Any number of conditions.
    c) Products purchased.
    d) Title, household income, age.

30. The ability to deliver emails to subscribers' inboxes is know as:

    a) Email deliverability.
    b) Email sent.
    c) Campaign execution.
    d) Email implementation.

31. In order to be compliance with the CAN-SPAM act you have to include:

    a) Clear "from" and "to", clearly disclose your message is ad, have the option and make it easy to opt out, honor opt outs within 10 days, don't use deceptive language, ensure all firms are in compliance.
    b) The CAN-SPAM act only applies to emails that were sent before 2003.
    c) Valid postal address, clear "from" and "to", clearly disclose your message is ad, have the option and make it easy to opt out, honor opt outs within 10 days, don't use deceptive language, ensure all firms are in compliance.
    d) "From" and "to", valid postal address and option to opt out.

32. Communication strategy that sends a pre-written set of messages to customers or prospects is also known as:

a) Automation marketing.
b) Dynamic marketing.
c) Pre-set campaigns.
d) Drip marketing.

33. _____ are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

a) Blogs.
b) Social media.
c) Microsites.
d) Websites.

34. There are different 4 types of retargeting: Advertiser, creative, reverse and:

a) Sponsorship.
b) Support.
c) Innovating.
d) Sales.

35. Behavioral retargeting is also known as:

a) Action retargeting.
b) Behavioral remarketing.
c) Retargeting.
d) A and C.

36. Retargeting is a form of online advertising that targets consumers based on:

a) Buyer persona.
b) Income level.
c) Age.
d) Online actions.

37. In order to track a consumer's behavior, a _____ needs to get set on the user's browser:

a) Code.
b) Cookie.
c) Pixel.
d) Program.

38. This technique used by marketers to display advertising to people who have previously visited their website.

a) Website retargeting.
b) Webpage retargeting.
c) Site retargeting.
d) User retargeting.

39. Digital Marketing _____ and _____ are values used by marketing teams to measure and track the performance of their marketing campaigns:

a) Revenue and metrics.
b) KPIs and revenue.
c) Sales and metrics.
d) Metrics and KPIs.

40. This is considered a digital KPI:

a) Household income.
b) CTR.
c) Purchase history.
d) CTP.

Answers

1. B	21. A
2. A	22. B
3. B	23. C
4. D	24. D
5. A	25. B
6. C	26. D
7. A	27. C
8. D	28. D
9. C	29. B
10. A	30. A
11. C	31. C
12. A	32. D
13. B	33. B
14. C	34. A
15. A	35. D
16. B	36. D
17. A	37. B
18. B	38. C
19. D	39. D
20. B	40. B