

DIGITAL MARKETING CONCEPTS (594)

OPEN EVENT

REGIONAL – 2020

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Multiple Choice:

Multiple Choice (50 @ 2 points each) _____ (100 points)

TOTAL POINTS _____ (*100 points*)

Failure to adhere to any of the following rules will result in disqualification:

- 1. Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.**
- 2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.**
- 3. Electronic devices will be monitored according to ACT standards.**

No more than sixty (60) minutes testing time

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1. SEO is _____.
 - a. search economic opportunities
 - b. sales evaluation overview
 - c. search engine optimization
 - d. sales experience outline

2. How much does organic content cost?
 - a. 10% of a campaign budget
 - b. \$9.99 for each platform
 - c. it doesn't cost any money
 - d. each platform is a different price

3. Instagram can be a top social platform for generating first-time customers even though it has a huge downside in that
 - a. science has shown that images tend to not be engaging specifically for potential customers.
 - b. corporate accounts on Instagram do not show in the users' main feed.
 - c. posts cannot include links to external content.
 - d. influencers often prevent adoption of products from major corporations.

4. When a business' Twitter profile displays a blue check mark on the company's profile, this means _____.
 - a. they actively seek followers.
 - b. Twitter's algorithm has historically seen this business message back when customers message them.
 - c. they have been in business more than 5 years.
 - d. they have been authenticated and officially verified.

5. If you use the combination of the "@" and a username together, you are using what's called a _____ on many popular social media platforms.
 - a. share
 - b. retweet
 - c. direct message
 - d. mention

6. LinkedIn is _____.
 - a. a professional B2B online sales tool that organizes leads and tracks sales.
 - b. a professional grammar evaluation tool for executives.
 - c. a professional networking tool that is only used by those who have masters' and doctorates' degrees.
 - d. a professional site that lets business professionals network and allows companies to establish an online presence.

7. Which type of content gets the most engagement and the most shares on social media channels?
 - a. audio clips
 - b. images and photos
 - c. video posts
 - d. text status updates

8. If a company approached you to help them increase traffic to their website by enhancing their rank on a search engine, which of the following is the term used to perform that work?
 - a. website optimization
 - b. traffic increase optimization
 - c. internet traffic optimization
 - d. search engine optimization

9. Which of the following describes what a lead is?
 - a. A lead is an individual who has shown interest in a product or brand.
 - b. A lead has paid for the product they are interested in.
 - c. A lead is an influencer that leads their audience to your product.
 - d. all of the above

10. How might a company know if an ad is converting or not?
 - a. It is generating leads or revenue.
 - b. A lot of people are liking the company's social media content.
 - c. They're getting a lot of mentions on Twitter.
 - d. They're getting a lot of direct messages on their Instagram or Facebook.

11. What was the first "true" social media network?
 - a. Google
 - b. Facebook
 - c. LinkedIn
 - d. MySpace

12. Which of the following is not a Facebook ad objective?
 - a. awareness
 - b. consideration
 - c. conversions
 - d. demographics

13. What is Google Analytics?
 - a. a measurement of the value from social media marketing
 - b. a web analytics service that tracks conversions and reports website traffic
 - c. tags added to a URL and, when clicked, are tracked
 - d. none of the above

14. A/B testing for social ads is one way to verify
 - a. which message is most engaging to your audience.
 - b. what social content types generate the most engagement.
 - c. what time of day are people most likely to click on your ads.
 - d. all of the above

15. Content marketing
 - a. compares your marketing to other similar brands so you can make adjustments.
 - b. draws the attention of a specific demographic.
 - c. has an ultimate goal of driving profitable customer action.
 - d. both B and C

16. Which external factor affected how Instagram, the popular photo/video sharing app that uses filters, gained popularity so quickly?
 - a. the invention of smartphones
 - b. the invention of 4G LTE
 - c. the rising popularity of cameras in phones
 - d. the rising popularity of celebrity news

17. Why does a social media marketer need to develop a different social media marketing strategy for each social platform?
 - a. Each platform has its own data, segmenting options, and target audiences.
 - b. Avoiding repetition convinces potential customers that you're authentic.
 - c. It creates more work for the social media marketer and ensures job security.
 - d. none of the above

18. Social media platforms offer new methods of communication with a company's customers. Which of the following is not one of those methods?
 - a. Facebook Messenger message
 - b. Twitter mention
 - c. Snapchat snapback
 - d. none of the above

19. A bag company is making a widescreen short film to market their new adventure bag. Which social media platform is compatible with vertical and landscape video ads?
 - a. Instagram
 - b. Snapchat
 - c. IGTV
 - d. Facebook

20. When making a Facebook ad, in which section do you determine the exact demographics of your target audience?
 - a. campaign
 - b. ad set
 - c. ad
 - d. none of the above

21. Which of these is not a digital marketing activity?
- search engine optimization
 - reputation management
 - email marketing
 - print ads
22. Visitor data that is tracked when clicking on a display ad can include all of the following EXCEPT
- demographics about children under age 13.
 - contacts, friends, associates and family members.
 - browsing history.
 - name, address, phone number and other details.
23. A company that markets through LinkedIn or Facebook is not allowed to advertise to
- reach older demographics.
 - increase revenue.
 - test different ad types for your target audience.
 - reach age demographics under age 13.
24. The way you can tell on Google if search results are organic or paid is if they say _____ next to it.
- ad
 - sponsored
 - paid
 - none of the above
25. Paid search results on Google are delivered
- interspersed with organic search results.
 - at the beginning of the search results.
 - at the end of the search results.
 - at the beginning and end of the search results.
26. When a company is conducting reputation management and they see unfavorable press on other websites when they search for their company name, what action can they take to attempt to resolve the matter?
- go to the websites and ask them directly since they wrote the unfavorable press
 - contact the search engine since they delivered the results for your company name
 - contact the webmaster authorities and file a complaint
 - none of the above
27. Which of the following does not count as appropriate lead generation?
- buying or renting email lists from a third party to send a mass-blast
 - use Hubspot to track interaction with websites and emails
 - gather emails for those interested in an upcoming product launch
 - give something away in exchange for customer data

28. Instagram Stories lets you create content that stands out from Instagram posts in what way?
- You can put links in Stories.
 - You can't engage with Stories.
 - You can't share Stories to your friends.
 - all of the above
29. The highest performing social media ads are usually
- text posts.
 - image posts.
 - video posts.
 - polls.
30. High traffic on a company website is not the goal of the website. The purpose of the website is fulfilled in how well
- visitors are converting to sales.
 - visitors are sharing the page with their friends.
 - visitors are enjoying the website.
 - visitors think the website is better than the company's competition.
31. Which of the following is not an Instagram ad?
- photo
 - video
 - carousel
 - direct message
32. At the bottom of every piece of content, digital marketers usually try to include some way that the user can take action that will let them engage further. This is called a _____.
- permalink
 - URL
 - CTA
 - IP address
33. Display ads let companies
- gather info on their potential customers to sell to their competitors.
 - get their brand in front of more eyes with more frequency so it becomes familiar to them.
 - all of the above
 - none of the above
34. Which of these social media platforms has a demographic that largely consists of women that would be helpful to know when a company wants to advertise to women?
- Pinterest
 - LinkedIn
 - Facebook
 - MySpace

35. Which social media platform lets you create event pages and lets attendees RSVP to the event?
- TikTok
 - LinkedIn
 - Facebook
 - Pinterest
36. Digital streaming services often have a free version where ads are displayed as well as a paid option where no ads are displayed. Which unique streaming service does not offer both options?
- Spotify
 - Pandora
 - Netflix
 - YouTube
37. Which of these voice search services are not real?
- Apple's Siri
 - Microsoft's Cortana
 - Amazon's Alexa
 - Yahoo's Hooper
38. Which of the following do not count as paid, digital advertising?
- affiliate link in a blog
 - affiliate link in a YouTube video description
 - featured product in Amazon
 - social post by a company on their Facebook page
39. Search results on Google and Bing are always delivered with paid search results along with organic search results.
- true, except when Boolean operators are used
 - true, Google and Bing are legally required to provide both types of results with every search
 - false, paid search results are not allowed by Google or Bing
 - false, sometimes only organic search results will be delivered
40. Which of these online services does not display any advertising for other companies of any kind?
- Gmail
 - Wikipedia
 - CNN.com
 - Amazon
41. Which of these would not describe the role of marketing?
- communicate the value of a product to a customer
 - communicate the problems that customers have with a product
 - communicate pricing info of a product to a customer
 - communicate the technical limitations of a product to a customer

42. What are the features and benefits of content marketing?
- lets a company offer value to the customer specifically
 - lets a company copy from other popular content pieces they see online that their customers might like
 - lets a company give important information that customers might want to know
 - both A and C
43. How does a company improve their PPC (pay-per-click) performance?
- have one landing page for each ad group
 - have multiple landing pages for each ad group
 - have extremely short and concise descriptions on each landing page
 - all of the above
44. Users can engage with social media ads through Facebook in all of the following ways EXCEPT
- commenting.
 - sharing.
 - downloading.
 - reporting.
45. In determining what content to show users, Facebook uses all of the following EXCEPT
- past engagement with posting entity.
 - content type.
 - gender.
 - recency.
46. The purpose of hashtags is to
- make posts searchable.
 - add humorous commentary to a post.
 - exceed the 280-character limit.
 - replace the need for images.
47. What is social media reach?
- the number of countries who have seen any activity from your social media account
 - the number of people who have seen any activity from your social media account
 - the number of people within a target market who have seen any activity from your social media account
 - the number of people that follow a social media account
48. Which of the following is not a benefit of social media marketing?
- increased exposure and brand awareness
 - increased traffic
 - more customer satisfaction with your display ads
 - brand loyalty

49. To create a Twitter account, what is something that is not required?
- a. phone number or email address
 - b. personal website
 - c. name
 - d. birthdate
50. For which platform did Vlogging grow the most in popularity in the 2010s?
- a. Facebook
 - b. Instagram
 - c. YouTube
 - d. none of the above