

DIGITAL MARKETING QUIZ

1 - Quiz

What is this popular social media channel?



Facebook



Snap Chat



Twitter



Instagram



2 - Quiz

What does SEO stand for?



Search Engine Opportunities



Search Engine Optimisation



Search Everything Online



Send Emails Online



3 - Quiz

Digital marketing professionals need to be aware of Copyright Laws and the Data Protection Act?



True



False



4 - Quiz

How many characters are you allowed to use on Twitter?



130



140



150



160



5 - Quiz

Name the brand.



30 sec



Nice



Nick



Nike

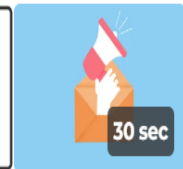


Noise



6 - Quiz

A benefit of email marketing is...



30 sec



it's expensive.



you can send funny messages.



you can share contact details with other people.



you can target large groups of people for a low cost.



7 - Quiz

Who has got the most liked picture on Instagram?



Coca-cola



Justin Bieber



Beyoncé



Apple



8 - Quiz

What does CMS stand for?



Current Monthly Stats



Customer Management Service



Content Management System



Currently Meeting Standards



9 - Quiz

Google Analytics allows you to track the movement of a user on your website.



True



False



10 - Quiz

How many people actively use Facebook on a monthly basis?



1 million



5 million



1 billion



1.7 billion



1 - Quiz

Every marketer needs creativity and imagination as well as an analytical side for strategy



10 sec



True



False



2 - Quiz

Forbes reports that _____ of connected devices sales will be smartphones & tablets



10 sec



78%



8.7%



87%



89%



3 - Quiz

Images aren't really that helpful in making your content stand out



10 sec



True



False



4 - Quiz

The Humingbird Algorithm finds information based on the way people



10 sec



interact



talk



search



work



6 - Quiz

Pay Per click is an example of



20 sec



Aggregators Marketing



Search Engine Marketing



EEmail marketing



Affiliate Marketing



1 - Quiz

Why should companies be worried about 'show-rooming'?



20 sec



Customers try the goods in-store but buy elsewhere.



Poor displays in the showroom lead to reduced sales.



They have limited space to display their goods in-store.



Customers might trip over while looking at their phone.



3 - Quiz

What are the implications of 'fake news' in digital marketing for brand marketers?

#jesuisikea
CH EXPOSURE
236,203
14,365
ACCOUNTS REACHED
20 sec

- Your brand could be mentioned by association. ✗
- Your reputation / brand equity might be harmed. ✗
- Made-up facts could be circulated about your brand. ✗
- All of these points. ✓

4 - Quiz

What is a digital persona?

Food Love Storage
TESCO
Every little helps
20 sec

- The characteristics you take on when you are online. ✗
- The characteristics, needs & motivations of a type of user. ✓
- A figure representing a person in a computer game or forum. ✗
- Any website user. ✗

3 - Quiz

What are ways of mobile advertising?



30 sec



Display ads from mobile websites



Commercials



Through word of mouth



Blogs



4 - Quiz

most business take part in digital sales promotion



30 sec



True



False

