**DO NOT WRITE ON TEST**



**DIGITAL MARKETING CONCEPTS**

**~OPEN EVENT~**

(594)

**REGIONAL 2022**

**TOTAL POINTS \_\_\_\_\_\_\_\_\_\_\_\_100 Points**

**Test Time: 60 minutes**

**MULTIPLE CHOICE**

Identify the choice that *best* completes the statement or answers the question.

### Social media marketing is best described as the process of gaining website traffic or attention through social media websites.

1. True
2. False

### The SWOT analysis is a simple tool to help identify the \_\_\_\_\_\_\_ of an organization.

* 1. strengths, weaknesses, outcomes, and trainings
  2. strengths, weaknesses, opportunities, and threats
  3. signals, weaknesses, options, and threats
  4. strengths, weaknesses, outcomes, and threats

### Advertising is any form of paid nonpersonal communication that uses mass media to deliver a marketer’s message to an audience.

* 1. True
  2. False

### Budgets do not matter in digital marketing because social media is free to use.

* 1. True
  2. False

### What does MAU stand for?

* 1. Monthly Amount Used
  2. Monthly Average Underachievement
  3. Monthly Amount Update
  4. Monthly Active Users

### Which of the following has the most users actively using the platform?

* 1. WhatsApp
  2. Snapchat
  3. Facebook
  4. Instagram

### Social media/digital marketing strategies do not need a plan because social media is designed to be spontaneous and frequently changing.

* 1. True
  2. False

### Which of the following is NOT a good example of positive digital marketing techniques?

* 1. utilizing a company’s follower base to create buzz about the company and/or product
  2. post regularly to remain active on social media platforms
  3. spend your entire marketing budget on social media post boosts
  4. develop a strong brand and presence on social media platforms

### Which of the following best defines what a brand is?

* 1. a term used to describe a company’s marketing plan
  2. a picture typically put only on social media platforms
  3. a unique name, symbol, and/or design that identifies a company
  4. anything the company trademarks

### Demographics only affect who sees your digital marketing posts and not who will actually want to buy the product.

* 1. True
  2. False

### Which of the following best describe a grassroots approach to digital marketing?

* 1. posting every single day on various platforms
  2. only commenting on posts to help customers solve complaints about the business
  3. engaging frequently with customers to build a digital presence
  4. only allowing a small, exclusive group of people to follow a brand on social media

### When applying the supply and demand principle to a business, there will never be any product or service that has constant demand.

* 1. True
  2. False

### Social media/digital marketing only works well for \_\_\_\_\_\_ businesses.

* 1. service
  2. product
  3. brick and mortar
  4. All of the answers are correct.

### A common term to describe the effectiveness of a particular social media post is called \_\_\_\_\_\_.

* 1. reach
  2. popularity
  3. success rate
  4. engagement

### Social media/digital marketing relies heavily on word-of-mouth marketing.

* 1. True
  2. False

### What components are traditionally included in the marketing mix?

* 1. product, price, people, percentages
  2. people, place, promotion, placement
  3. percentages, price, promotion, product
  4. price, promotion, place, product

### What is the name of the legal order requiring a business or person to discontinue posting information found to be deceptive, incorrect, or copyrighted?

* 1. gag order
  2. motion
  3. cease and desist order
  4. cease order

### Which of the following are examples of demographics?

* 1. age
  2. gender
  3. religion
  4. All of the answers are correct.

### Which of the following would be an example of a hedonic motive?

* 1. buying a product based on nostalgia
  2. buying a product based on price
  3. buying a product based on convenience
  4. buying a product based on quality

### Which of the following can help a company gain additional market share?

* 1. only tell a select group of people about your products to create demand
  2. utilize traditional and virtual marketing strategies to create knowledge and buzz about a brand and product(s)
  3. keeping marketing techniques traditional to avoid risk
  4. None of the answers are correct.

### When creating digital files what should you do to help keep track of them?

* 1. put every file in its own folder to clearly label them
  2. use consistent naming conventions
  3. don’t save any files on your physical computer
  4. All of the answers are correct.

### What was the purpose of the Sherman Antitrust Act of 1890?

* 1. to create the Food and Drug Administration
  2. to outlaw overly competitive pricing strategies
  3. to promote the creation of small businesses
  4. to increase competition by working to prevent monopolies

### What was the purpose of the Millennium Digital Commerce Act of 1999?

* 1. to prepare marketing systems for the turn of the century
  2. to better define fair use and digital marketing laws
  3. to allow for and regulate the use of electronic contracts and signatures
  4. to create a system for consumers and small businesses to work together to buy and sell products on the internet

### You and your coworker have been assigned a marketing campaign to increase sales. You are both very stressed about the assignment and are worried for your jobs if things do not go well. Your coworker is especially anxious and is asking you to help him create a marketing campaign based on bait and switch and other misleading marketing techniques. Which response would be the best to this situation?

* 1. immediately inform your supervisor of the incident
  2. tell your coworker no, but don’t bother your supervisor with the minor incident
  3. tell your other colleagues about the altercation to ask for their opinions
  4. just pretend the conversation never happened and try to move on

### In order for a market to be purely competitive, there must be a \_\_\_\_\_\_ number of \_\_\_\_\_\_ which offer \_\_\_\_\_\_ products.

* 1. large, suppliers, very similar
  2. small, suppliers, very similar
  3. large, buyers, very different
  4. large, buyers, very similar

### Monopolies in certain, limited circumstances can be effective in creating quality products and services for competitive prices.

* 1. True
  2. False

### Which of the following is occasionally added to the marketing mix as an additional fifth “P”?

* 1. positive engagement
  2. performance
  3. persistence
  4. people

### Secondary data is usually \_\_\_\_\_\_ expensive than primary data.

* 1. equally
  2. less
  3. more
  4. None of the answers are correct.

### Which of the following best represents the percentage of people who actively create content including videos, blogs, webpages, and/or articles?

* 1. 65%
  2. 40%
  3. 25%
  4. 10%

### Which of the following is the best day to post content on Facebook?

* 1. Monday
  2. Thursday
  3. Saturday
  4. Sunday

### Which of the following best describes the number of businesses paying for ads on Facebook?

* 1. 40%
  2. 60%
  3. 70%
  4. 80%

### Which of the following is the most popular social media platform for businesses to pay to run ads on?

* 1. Facebook
  2. Instagram
  3. Google
  4. Snapchat

### All successful marketing campaigns, both traditional and digital, rely on being \_\_\_\_\_\_.

* 1. authentic
  2. positive
  3. brief
  4. specific

### Choices in digital marketing and branding such as font and/or colors do not affect consumer behavior.

* 1. True
  2. False

### If an ad is well written it will perform well regardless of the culture or country.

* 1. True
  2. False

### Which of the following is an example of building engagement when marketing to consumers on social media platforms?

* 1. post at least three (3) times a day every day
  2. follow high profile celebrities and influencers
  3. assume people do not care about the product or service
  4. only comment on complaints on social media to try and make the customer happy

### When creating digital marketing campaigns, companies should balance the focus on marketing to individual consumers and businesses.

* 1. True
  2. False

### What makes a goal a S.M.A.R.T. goal?

* 1. It is structured, manageable, attainable, realistic, and timely.
  2. It is smart, manageable, attainable, realistic, and timely.
  3. It is structured, measurable, attainable, realistic, and timely.
  4. It is specific, measurable, attainable, realistic, and timely.

### TikTok is one example of a microblogging social media platform.

* 1. True
  2. False

### In order to be a successful digital marketer, you must know about every trend, fad, and viral video on social media.

* 1. True
  2. False

### Which of the following are best practices for online, social media-based discussions?

* 1. do not double post
  2. double check to ensure grammar accuracy
  3. do not stray too far from the conversation at hand
  4. All of the answers are correct.

### Writing resources, eBooks, and brochures do not provide any substantial value to businesses.

* 1. True
  2. False

### What percentage of users utilize Instagram on mobile devices?

* 1. 75%
  2. 88%
  3. 94%
  4. 98%

### A marketer creates a small digital marketing campaign for a small business. Due to the campaign, 50 pairs of shoes are sold earning $2,500 in revenue with the campaign costing $650. Based on this information, what would the ROI be? Round to the nearest full percentage.

* 1. 236%
  2. 245%
  3. 285%
  4. 264%

### Page visits, cost per thousand exposures, and visits per channel are all quantitative examples of \_\_\_\_\_\_.

* 1. exposure
  2. engagement
  3. influence
  4. impact

### Online ratings, number of brand advocates and ratio to recommendations are all quantitative examples of \_\_\_\_\_\_.

* 1. exposure
  2. engagement
  3. influence
  4. impact

### Mentions and people talking about a brand are qualitative examples of \_\_\_\_\_\_.

* 1. exposure
  2. engagement
  3. influence
  4. impact

### A Klout score is a \_\_\_\_\_\_ example of influence.

* 1. qualitative
  2. quantitative
  3. qualitative and quantitative
  4. none of the answers are correct.

### A(n) \_\_\_\_\_\_ is a short synopsis of a marketing plan that leads with reasons for implementation.

* 1. goals
  2. framework
  3. executive summary
  4. competitive analysis

### What does KPI stand for?

* 1. key portal of information
  2. key personal information
  3. key performance indicator
  4. key process indicators