DIGITAL MARKETING CONCEPTS

(594)

—OPEN EVENT—

REGIONAL – 2019

DO NOT WRITE ON TEST BOOKLET

***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

Property of Business Professionals of America.

May be reproduced only for use in the Business Professionals of America

*Workplace Skills Assessment Program* competition.

**MULTIPLE CHOICE**

Identify the letter of the choice that best completes the statement or answers the question.

1. \_\_\_\_\_\_ is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.
   1. Social Media Marketing
   2. Digital Marketing
   3. Strategic Planning Marketing
   4. Mobile Display Marketing
2. Which of the following technologies and services *could* be used in a digital marketing campaign?
   1. Instagram
   2. Facebook
   3. Twitter
   4. All of the above
3. Effective use of digital marketing can result in relatively lowered costs in which of the following areas?
   1. External service costs
   2. Advertising costs
   3. Processing costs
   4. All of the above
4. \_\_\_\_\_\_ is an Internet advertising model used to direct traffic to websites in which an advertiser pays a publisher when the ad is clicked.
   1. Pay-per-hover
   2. Pay-per-click
   3. Pay-per-follow
   4. Pay-per-traffic
5. \_\_\_\_\_\_ is the method of increasing traffic to a website by enhancing its rank on a search engine.
   1. Search engine optimization
   2. Internet traffic optimization
   3. Traffic increase optimization
   4. Website optimization
6. \_\_\_\_\_\_ are labels that allow people to discover content that is related to a certain topic.
   1. Metatags
   2. Tweets
   3. Hashtags
   4. Tags
7. The first social media platform to use or adopt the use of hashtags was \_\_\_\_\_\_.
   1. Facebook
   2. Instagram
   3. Twitter
   4. Snapchat
8. Which of the following platforms was designed to connect business professionals?
   1. Twitter
   2. Instagram
   3. LinkedIn
   4. Google+
9. Which of the following are forms of social media?
   1. Blogs and microblogs
   2. Collaborative projects, wikis, and online magazines
   3. Content communities, YouTube, Vimeo, and Snapchat
   4. All of the above
10. \_\_\_\_\_\_ is the area of digital marketing that concentrates on content for mobile devices when working on social media marketing.
    1. Cellular social marketing
    2. Mobile social marketing
    3. Wireless social marketing
    4. Device social marketing
11. The social media platform best known for its micro-blogging capabilities is \_\_\_\_\_\_.
    1. Instagram
    2. Snapchat
    3. LinkedIn
    4. Twitter
12. A form of social media marketing that is an interactive process of publishing content and establishing online reader subscriptions.
    1. Blogging
    2. Sharing
    3. Journaling
    4. Publishing
13. What are key points when increasing social media engagement?
    1. Timing of the post
    2. Addressing a target audience
    3. Being genuine and sincere
    4. All of the above
14. \_\_\_\_\_\_ is the group of potential customers you want to reach.
    1. Target audience
    2. Potential audience
    3. Crowd sourced audience
    4. Social engaged audience
15. Which of the following is a way to directly track your social media engagement?
    1. Use a URL shortening service with click rates.
    2. Employ a marketing agency to produce brochures.
    3. Build a website with multiple sources of information.
    4. Sell banner ads.
16. Which of the following is a strategy for a consistent increase in social engagement?
    1. Share a status
    2. Post a photo
    3. Diversify content
    4. All of the above
17. \_\_\_\_\_\_ will cause an accidental decrease in social engagement across social media platforms.
    1. Using memes
    2. Fully automating social media posts
    3. Occasionally using artificial intelligence to respond to posts
    4. Limiting the fence of a geofilter to a specific location
18. A \_\_\_\_\_\_ is a humorous image, video, piece of text, etc., that is copied (often with slight variations) and spread rapidly by Internet users.
    1. GIF
    2. Meme
    3. Geofilter
    4. Snapcode
19. \_\_\_\_\_\_ is a small image that represents your page or profile.
    1. Profile photo
    2. Thumbnail photo
    3. Status photo
    4. Cover photo
20. A \_\_\_\_\_\_ photo is a larger image, and is displayed across the top part of the user profile or page.
    1. Profile photo
    2. Thumbnail photo
    3. Status photo
    4. Cover photo
21. Which of the following is a goal of social media optimization?
    1. Generating traffic and raising awareness
    2. Generating additional phone calls
    3. Creating a sense of emergency to interact with a company
    4. Posting the precise address of the company on social media channels
22. \_\_\_\_\_\_ is described as the usage of social media accounts for the purpose of promotion through increasing awareness of the brand or product.
    1. Search engine optimization
    2. Social media optimization
    3. Status updates optimization
    4. Automated response optimization
23. Which type of content gets the most engagement and the most shares on social media channels?
    1. Text status updates
    2. Video posts
    3. Images and photos
    4. Audio clips
24. The idea behind Internet users creating content and *not* advertising agencies is known as \_\_\_\_\_\_.
    1. Product reviews
    2. Online comments
    3. Likes and shares
    4. Earned media
25. \_\_\_\_\_\_ is a professional business-related networking site that allows companies to create professional profiles for themselves as well as their business to network and meet others.
    1. Facebook
    2. Google+
    3. LinkedIn
    4. Twitter
26. \_\_\_\_\_\_ is a social media network based on the idea of connecting people with friends, family members, community groups, and businesses. Each registered user gets their own personal profile that shows their posts and content.
    1. Facebook
    2. Google+
    3. LinkedIn
    4. Twitter
27. \_\_\_\_\_\_ is a photo and video-sharing social networking service that allows users to upload photos and videos, which can be edited with various filters and organized with tags and location information.
    1. Instagram
    2. Facebook
    3. Snapchat
    4. Twitter
28. \_\_\_\_\_\_ is a popular messaging and picture exchanging application developed to allow users to message back and forth and to send photographs that are only available from 1-10 seconds.
    1. Instagram
    2. Facebook
    3. Snapchat
    4. Twitter
29. Reaching \_\_\_\_\_\_ percent of your entire audience on social media is considered good *without* paying for advertisement.
    1. 5
    2. 10
    3. 15
    4. 25
30. One of the most important concepts to remember when setting up a business on social media is \_\_\_\_\_\_.
    1. the business should always include their address on social media
    2. the business should define who they are
    3. the business should include a profile picture of the physical store front
    4. the business should always sell their products on the platforms
31. Which of the following platforms is *most* popular with a female target audience?
    1. Google+
    2. Instagram
    3. Twitter
    4. Pinterest
32. How many characters does a digital marketer have to work with on the Twitter platform?
    1. 120
    2. 140
    3. 200
    4. 260
33. When a digital marketer sends messages to an individual who did *not* request the message, it is deemed as sending \_\_\_\_\_\_.
    1. flame
    2. spam
    3. scams
    4. trolls
34. Which one of the following questions is the most important question to ask when setting up a cover photo?
    1. Where should I place my company logo?
    2. What time of day should the picture be taken?
    3. What image best represents my brand?
    4. What image best shows off the company’s storefront?
35. What service will help a digital marketer track the traffic from social media to a company’s website?
    1. Google Analytics
    2. Google Insights
    3. Google AdWords
    4. Google+ SEO
36. What service will help a digital marketer learn more about the traffic on a Facebook page?
    1. Facebook AdWords
    2. Facebook Insights
    3. Facebook Pages
    4. Facebook Profiles
37. Which of the following would be the *best* social media platform for a professional photographer to make a presence?
    1. Facebook
    2. Flickr
    3. Twitter
    4. Instagram
38. Which of the following would be the *best* social media platform for a company to give a VIP behind-the-scenes look at the innerworkings of a business?
    1. Instagram
    2. Snapchat
    3. Facebook
    4. Periscope
39. Facebook \_\_\_\_\_\_ is a function that allows people to record and post live video streams to Facebook via its mobile app or via your desktop webcam.
    1. Video
    2. Animation
    3. Live
    4. Profiles
40. \_\_\_\_\_\_ is a score used to determine how influential your social activities are.
    1. Klout score
    2. Social score
    3. Competition score
    4. Active score
41. Using a combination of the “@” and a username together is known as a \_\_\_\_\_ on many popular social media platforms.
    1. Mention
    2. Direct message
    3. Retweet
    4. Share
42. When a Twitter profile displays a blue check mark on the company’s profile, this means \_\_\_\_\_\_.
    1. a business is actively seeking followers
    2. the business is historically known for following up with followers
    3. the business has been in business more than 5 years
    4. the business is officially verified and the account is authentic
43. \_\_\_\_\_\_ refers to creating content that is supposed to attract and engage the audience.
    1. Multimedia marketing
    2. Content marketing
    3. Suggestive marketing
    4. Audience marketing
44. \_\_\_\_\_\_ marketing establishes communication with prospective clients or advertisers via direct electronic mail.
    1. Social profile
    2. Electronic
    3. Email
    4. Spam
45. \_\_\_\_\_\_ is a free video conferencing feature designed around social media that a marketer could use to reach and interact with potential new customers and foster professional connections.
    1. YouTube
    2. Google+ Community
    3. Google Hangouts
    4. Zoom Meetings
46. A website that users can access from any mobile device *without* impairing the user experience is known as being \_\_\_\_\_\_.
47. mobile optimized
48. mobile friendly
49. mobile ready
50. mobile viewable
51. \_\_\_\_\_\_ is a computer program used by search engines to look for clues or signals, which enables them to deliver relevant search results to the users.
    1. Search algorithm
    2. Search insights
    3. Search metrics
    4. Search results
52. Someone who subscribes to a social media account by clicking on like, follow, or the subscribe button is known as a \_\_\_\_\_\_.
    1. liker
    2. friend
    3. subscriber
    4. follower
53. The efficiency of social media ads increases with advanced options to \_\_\_\_\_\_.
    1. add more text
    2. target your audience
    3. create ads in two minutes
    4. monitor the performance of the ads
54. Calculating social media ROI helps you \_\_\_\_\_\_.
    1. measure the success of SMM strategy
    2. measure the success of SEM strategy
    3. define goals
    4. use social media for branding