

**DO NOT WRITE ON TEST**



**DIGITAL MARKETING  
CONCEPTS**

**~OPEN EVENT~**

**(594)**

**REGIONAL 2026**

**CONCEPT KNOWLEDGE:**

Multiple Choice (50 @ 2 points each) \_\_\_\_\_ (100 points)

**Test Time: 60 minutes**

**GENERAL GUIDELINES.**

Failure to follow any of these rules may result in disqualification:

1. **Submission Requirements:** Contestants must submit this test booklet along with any printouts.
2. **Permitted Items:** Only the equipment, supplies, and materials specified for this event are allowed in the testing area. Previous BPA tests and sample tests (whether handwritten, photocopied, or typed) are not permitted.
3. **Electronic Devices:** Electronic devices will be monitored according to ACT standards.

**Multiple Choice**

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

1. Visually appealing images and videos are less effective than text-only posts for capturing attention on social media.  
A. True  
B. False
2. Traditional marketing is used as a way to promote products and has become an important part of a firm's business operations.  
A. True  
B. False
3. Due to the fact marketing is dynamic and requires several pieces of data from several different places, information management systems are not effective in keeping marketing data.  
A. True  
B. False
4. A company emphasizing things such as large parking lots and their convenient location would be an example of attribute positioning.  
A. True  
B. False
5. Market segmentation involves dividing a broad target market into subsets of consumers.  
A. True  
B. False
6. SEO stands for Search Engine Optimization.  
A. True  
B. False
7. Instagram Stories and TikTok videos are used primarily to provide detailed product descriptions.  
A. True  
B. False
8. Advertising is a paid form of communication intended to inform and persuade an audience.  
A. True  
B. False

9. Public relations involves managing the spread of information between an organization and the public.
  - A. True
  - B. False
10. Sales promotion includes short-term incentives to encourage the purchase or trial of a product or service.
  - A. True
  - B. False
11. A business plan outlines a company's goals but not the strategy to achieve them.
  - A. True
  - B. False
12. A value proposition explains why a consumer should buy a product or use a service.
  - A. True
  - B. False
13. Contests and giveaways on social media can help increase visibility and encourage participation.
  - A. True
  - B. False
14. Collaborating with influencers can help brands reach a wider audience.
  - A. True
  - B. False
15. Brand equity refers to the value a brand adds to a product.
  - A. True
  - B. False
16. Which term refers to using multiple digital channels to provide a seamless customer experience?
  - A. Multi-channel marketing
  - B. Omnichannel marketing
  - C. Cross-channel marketing
  - D. Integrated marketing communications
17. What is the primary function of a hashtag on social media?
  - A. To improve website SEO rankings
  - B. To promote paid advertisements
  - C. To organize and categorize content for easier discovery
  - D. To annoy people who don't use social media

18. Which of the following best describes a bounce rate?
- A. The average time spent on a website by a visitor
  - B. The total number of visitors to a website
  - C. The number of clicks on an advertisement
  - D. The percentage of visitors who leave a website after viewing only one page
19. What does organic traffic mean in digital marketing?
- A. Traffic generated from paid advertisements
  - B. Traffic that comes from search engine results without paid advertisements
  - C. Traffic that comes from social media platforms
  - D. Traffic that comes from a link in an email campaign
20. Which of the following is an example of content that can be used in a content marketing strategy?
- A. A Q&A page on the company's website
  - B. A digital newsletter emailed to customers
  - C. A series of informational videos posted on YouTube
  - D. All of the answers are correct.
21. What is customer conversion?
- A. When a customer switches brands
  - B. The process of turning potential customers into paying customers
  - C. When a customer buys two or more products from the same company
  - D. The process of tracking customers through a website
22. What is mobile marketing?
- A. Marketing through mobile devices such as smart phones
  - B. Marketing through bus wraps and taxi toppers
  - C. Marketing through websites
  - D. Marketing with Google Ad Words
23. What was the first social media platform that is still in existence today?
- A. LinkedIn
  - B. Facebook
  - C. TikTok
  - D. YouTube
24. What is the primary purpose of Google Analytics?
- A. To manage social media posts
  - B. To track and report website traffic and visitor behavior
  - C. To create digital advertisements
  - D. To design websites for novice users

25. Which of the following is the best example of influencer marketing?
- A. Paying a celebrity to mention your brand on their social media channels
  - B. Sending coupons to loyal customers via email
  - C. Designing banner ads for websites
  - D. A two-for-Tuesday promotion for your social media followers
26. Which of the following is not part of the 4 P's marketing mix?
- A. People
  - B. Product
  - C. Price
  - D. Place
27. What is the name of the fictional representation of the most ideal customer a company aims to service?
- A. Buyer persona
  - B. Target market
  - C. Market segment
  - D. Loyal customer
28. Which type of advertising charges businesses only when a user clicks on their ad?
- A. Display advertising
  - B. Pay-per-click advertising
  - C. Video advertising
  - D. Social media advertising
29. In digital marketing, what is the primary purpose of a landing page?
- A. To capture information from visitors
  - B. Guide visitors to a specific call-to-action
  - C. Convert potential leads to actual customers
  - D. All of the answers are correct
30. Which metric measures how many visitors take a desired action on a website?
- A. Exit rate
  - B. Click-through rate
  - C. Conversion rate
  - D. Bounce rate
31. Which of the following is an example of a short-term marketing strategy?
- A. Branding
  - B. SEO
  - C. Customer loyalty programs
  - D. Spring sales promotion

32. What is the primary purpose of Search Engine Optimization (SEO)?
- A. Increase website traffic by improving search engine rankings
  - B. Create engaging social media content
  - C. Increase website traffic with paid advertisements
  - D. Increase website navigation to check out
33. What does PPC stand for in digital marketing?
- A. Payment-per-client
  - B. Pay-per-click
  - C. Profit-per-customer
  - D. Performance-per-campaign
34. Which of the following is an example of User Generated Content (UGC) for a local coffee shop?
- A. A customer of a local coffee shop posting photos on social media of their holiday latte
  - B. A customer calling the customer service line about a problem
  - C. The owner of a local coffee shop posting photos of this week's specials
  - D. All of the answers are correct
35. What is digital marketing?
- A. Marketing through traditional media such as radio and television
  - B. Advertising on digital signs
  - C. Marketing conducted over the internet or electronic devices
  - D. Marketing only through email
36. A \_\_\_\_\_ is a company's written document detailing how it will generate revenue and make a profit from its operations.
- A. business plan
  - B. marketing strategy
  - C. value proposition
  - D. market segmentation
37. What is the process of selecting the segments of consumers a company can serve profitably?
- A. Market targeting
  - B. Market segmentation
  - C. Market positioning
  - D. Market research
38. Which marketing concept focuses on satisfying the needs and wants of the target market better than competitors?
- A. Customer satisfaction
  - B. Market orientation
  - C. Customer relationship management
  - D. Market segmentation

39. In marketing, what does SWOT stand for?
- A. Strengths, weaknesses, opportunities, threats
  - B. Sales, worth, operations, tactics
  - C. Segmentation, worth, optimization, targeting
  - D. Strategy, worth, operations, targeting
40. Which marketing metric measures the cost of acquiring a new customer?
- A. Customer lifetime value
  - B. Return on investment
  - C. Gross margin
  - D. Customer acquisition cost
41. Which marketing metric measures the average number of times a visitor views a page on a website before navigating away or exiting the site?
- A. Page views per session
  - B. Bounce rate
  - C. Conversion rate
  - D. Click-through rate
42. What is the process of optimizing website content and structure to improve search engine rankings and visibility?
- A. Search engine optimization
  - B. Pay-per-click advertising
  - C. Content marketing
  - D. Social media marketing
43. Which of the following is NOT a common social media platform for marketing purposes?
- A. Facebook
  - B. LinkedIn
  - C. Twitter
  - D. Google+
44. Which marketing strategy focuses on creating valuable content to attract and engage a target audience?
- A. Content marketing
  - B. Email marketing
  - C. Social media marketing
  - D. Search engine optimization
45. What is the metric used to measure the value of a customer over a long period of time?
- A. Customer lifetime value
  - B. Return on investment
  - C. Click-through rate
  - D. Conversion rate



46. Which marketing metric measures the percentage of email recipients who click on one or more links contained in an email?
- A. Bounce rate
  - B. Conversion rate
  - C. Click-through rates
  - D. Open rate
47. What is the metric used to measure the percentage of email recipients who open an email campaign?
- A. Bounce rate
  - B. Click-through rate
  - C. Conversion rate
  - D. Open rate
48. Which marketing metric measures the percentage of visitors to a website who leave without navigating to any other pages?
- A. Bounce rate
  - B. Exit rate
  - C. Conversion rate
  - D. Click-through rate
49. What is the metric used to measure the percentage of visitors who leave a website after viewing a specific page?
- A. Exit rate
  - B. Bounce rate
  - C. Conversion rate
  - D. Click-through rate
50. Which of the following is NOT a common content marketing tactic?
- A. Billboards
  - B. Blogging
  - C. Podcasts
  - D. Infographics