

Questions answered incorrectly:

- All of the following are content marketing practices EXCEPT:
- Fill in the blank: When you tell a story and the character is your audience, you should tell the story with a _____.
- What can you do to make a headline more compelling?
- The following question pertains to the blog post shown below: The above blog post is an example of which type of headline format?
- True or false? Effective writers start by filling in the main points of their content and save writing the introduction and conclusion for after they've written their piece.
- How long should you wait before republishing a piece of content to a new website?

Questions answered correctly:

- True or false? Content marketing is a relatively new practice that became popular in the 1950's with the boom of advertising firms.
- Fill in the blank: To effectively tell your business' story, you need _____.
- What's the best way to have your business' story remembered and shared?
- Your boss has tasked you with writing a company story that will help make them stand out from their competitors. Keeping this in mind, what's the most effective question you should start with?
- Fill in the blank: The _____ can help you develop a mission statement that connects with your audience.
- Every story has these three storytelling elements. What are they?
- True or false? You need conflict to tell an impactful story.
- Fill in the blank: The conflict in your content's story should focus on the _____.
- Which of the following is NOT a storytelling best practice?
- True or false? The conflict in this blog article is preventing team burnout.
- You're a content creator for an automobile dealership. You're looking for some inspiration to help generate new content ideas for an upcoming holiday promotion. What source might you find valuable and be inspired by?
- How can you uncover your buyer personas' reading habits?
- Joan owns a dog walking business and read a blog post that explained search engines are a great place to generate ideas on what people are searching for. Joan starts off her research by typing in 'dog walking tip' to see what insight she can find. Fill in the blank: Joan notices that when she types in 'dog walking tip' the search engine offers some helpful suggestions on popular searches, like 'dog walking tips and tricks.' This is known as _____.
- Every content brainstorm needs the following EXCEPT:
- All of the following are examples of a SMART goal EXCEPT:
- When it comes to a long-term content strategy, what is an important buyer persona trait?
- Fill in the blank: When identifying buyer's journey content for a long-term content strategy, it's important to focus on content for the _____ stage(s).
- True or false? A buyer's journey is ever-evolving. You should make updates as you learn more about your buyer persona.
- Fill in the blank: A content compass helps organize monthly initiatives by _____.
- Fill in the blank: To keep your content calendar agile, it shouldn't extend more than _____.
- All of the following are attributes of a content creation workflow EXCEPT:

- You asked your colleague to provide feedback on a blog post you recently wrote. When they sent you their feedback, they made edits directly in the doc. Is this a best practice for a content editing process?
- True or false? Your content creation framework should stay consistent over time.
- True or false? If you want to produce great content, then you need to hire an in-house content creator.
- True or false? When possible, you should try and use extensive vocabulary in your writing.
- How could this sentence be corrected to cut out fluff words? "I really just want to go to the store to buy groceries in order to be prepared for the week."
- How can a third-party website avoid duplicate content issues with republishing your content?
- You have a top-performing blog post that you want to republish. Which platforms should you republish it to?
- When republishing your content, how can you make sure the republished post stands out in contrast to your original post in search engine result listings?
- You are trying to turn an ebook into a checklist, which method should you keep in mind when repurposing content?
- True or false? You should only include a call-to-action on a blog post once the offer is launched.
- You can use weekly content activities to grow into which type of long-form content offer?
- To help increase awareness for an upcoming product launch, your manager increases paid promotion funds by 300%. Which channels could you disperse these funds to?
- When is the most effective time to boost content on social media?
- Fill in the blank: _____ helps you group an audience together based on specific criteria from a large list of people.
- True or false? To make sure you're appropriately communicating the value of your content, you should define as many benefits as possible when promoting it. The more the better.
- Fill in the blank: _____ is used to achieve the best possible content promotion outcome.
- You're analyzing the performance of your social channels and you notice that Facebook consistently outperforms your Twitter and LinkedIn page. What should you do next?
- Optimizing your content helps improve _____.
- True or false? You should initially spend less time promoting your content than you did creating it, so you can increase your content output.
- You can measure brand awareness by all of the following, except?
- True or false? It's best to determine a few key metrics and stick to them.
- Fill in the blank: All of the following are engagement signals that help you understand your content's effectiveness, except for _____.
- Your boss asks you to report on how your content campaign has contributed to his lead generation goals. What metric do you report on to demonstrate its contribution?
- What does an UTM parameter help you identify?
- Which departments does growth marketing support?
- Fill in the blank: Understanding your _____ is the first step to instilling a growth mindset within your organization.
- Which best explains the bullseye framework?
- What does the center ring of the bullseye framework represent?
- You're the Marketing Director for a global financial company. The holidays are approaching and your boss wants to improve the company's bottom line by 7%. You host a team meeting where the goal is to identify opportunities to test, then assign tasks to team members to start implementing right away. Is this approach correct?
- True or false? If your marketing tests have over a 50% failure rate, then you've done something wrong.
- Fill in the blank: The goal of a marketing test is to _____.

- Fill in the blank: _____ is when you help guide your prospects through purchasing your products or services.
- True or false? SnapChat and Pinterest are examples of platforms that a growth marketer might want to test for their business.