

Questions answered correctly:

- Which best describes the content marketing and inbound marketing relationship?
- 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.
- True or false? If prospects can get the answers to their questions and see themselves as characters in your story, they'll be more likely to purchase from you.
- Fill in the blank: The conflict in your content's story should focus on the _____.
- Fill in the blank: When you tell a story and the character is your audience, you should tell the story with a _____.
- True or false? The conflict in this blog article is preventing team burnout.
- Fill in the blank: This blog post is written from a _____.
- True or false? When identifying raw material for generating ideas, it's best to stick with a specific area of focus. This way you can become an expert in generating ideas in this field.
- 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?
- Fill in the blank: _____ is when you think of an idea out of nowhere.
- 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:
- Fill in the blank: A great way to create a comfortable atmosphere for a company brainstorm is to start off with _____.
- True or false? The goal of a braindump is to have everyone structure ideas they've put together.
- All of the following are examples of a SMART goal EXCEPT:
- Which of the following is NOT a category you should organize your content audit by?
- You just landed your dream job as a content creator at a local startup. It's your first week and your boss asks you to perform a content audit to get acquainted with the company's collateral as well as organize it. Where might you start looking for content that already exists?
- 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.
- How many rounds of edits should content undergo before being finished?
- Fill in the blank: The above graphic uses a _____ to help organize hosted files.
- True or false? Your content creation framework should stay consistent over time.
- What can you do to make a headline more compelling?
- Fill in the blank: When creating a headline for your content, you should come up with _____ different headlines.
- The following question pertains to the blog post shown below: The above blog post is an example of which type of headline format?

- 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? When possible, you should try and use extensive vocabulary in your writing.
- Fill in the blank: The following sentence is an example of _____ voice? "The grocery shopping was done by your father."
- How could this sentence be corrected to cut our fluffy words? "I really just want to go to the store to buy groceries in order to be be prepared for the week."
- True or false? Never use acronyms in your writing.
- Which of the following do you need to include in a republished piece of content to maintain SEO authority and attribute value to the appropriate website or author?
- How can a third-party website avoid duplicate content issues with republishing your content?
- How long should you wait before republishing a piece of content to a new website?
- 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?
- You're in a brainstorming session with your co-workers. You come up with five topics for your ebook, your colleague says that's all you need. How should you respond?
- You can use weekly content activities to grow into which type of long-form content offer?
- True or false? A benefit of organic content promotion is that it allows you to show your content to a highly specific audience.
- 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?
- 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.
- Optimizing your content helps improve _____.
- 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?
- One month into a three-month lead generation campaign, it becomes clear your current plan to reach your goal of ten marketing qualified leads (MQLs) goal does not look feasible. What option will you present during next week's meeting with your CEO?
- Fill in the blank: Understanding your _____ is the first step to instilling a growth mindset within your organization.
- Once you're able to quantify your metrics, what is the next step in developing a growth mindset?
- Which best explains the bullseye framework?
- Fill in the blank: When conducting a test, it should work to uncover _____.

- 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.
- True or false? When instilling a growth mindset within your organization, it's more important to receive buy-in from the customer support team than the products and services team.
- Fill in the blank: A shortcut to improving your SEO is to _____.
- True or false? SnapChat and Pinterest are examples of platforms that a growth marketer might want to test for their business.