

Questions answered incorrectly:

- Fill in the blank: This blog post is written from a _____.
- The following question pertains to the blog post shown below: The above blog post is an example of which type of headline format?
- Fill in the blank: Understanding your _____ is the first step to instilling a growth mindset within your organization.

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.
- All of the following are content marketing practices EXCEPT:
- Which best describes the content marketing and inbound marketing relationship?
- 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 _____.
- 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.
- 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?
- True or false? After you digest material it's best to try and put ideas together immediately.
- 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 _____.
- 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:
- 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.

- 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:
- How many rounds of edits should content undergo before being finished?
- 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?
- 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.
- True or false? If you want to produce great content, then you need to hire an in-house content creator.
- 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.
- 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.
- True or false? When possible, you should try and use extensive vocabulary in your writing.
- How could this sentence be corrected to cut out fluffy 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?
- How long should you wait before republishing a piece of content to a new website?
- 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?
- 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?
- True or false? You should post the same message across all of your social channels.
- 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.
- 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.
- 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 _____.
- Fill in the blank: You had a successful team meeting where you were able to prove the ROI of your content marketing efforts. However, your boss wants more details on the content path that helped closed leads into customers. You could do this by creating a(n) _____.
- When examining your attribution report, you notice 85% of your leads that have closed into customers have downloaded your introductory ebook, but your sales team is only closing 1% of leads from social sources. How do you support your Sales team to close more leads from social into customers?
- 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?

- Which departments does growth marketing support?
- Once you're able to quantify your metrics, what is the next step in developing a growth mindset?
- Which best explains the bullseye framework?
- What does the center ring of the bullseye framework represent?
- True or false? If your marketing tests have over a 50% failure rate, then you've done something wrong.
- Fill in the blank: A shortcut to improving your SEO is to _____.
- Fill in the blank: _____ is when you help guide your prospects through purchasing your products or services.