

## Questions answered incorrectly:

- By using lead nurturing, you can deliver helpful content with the right context. What is the three-pronged approach to help you do this?
- When creating a lead nurturing strategy for your business, you need a goal to create the big picture strategy for your lead nurturing campaigns. What are three key elements that any strategy will need?
- What is the definition of a buyer persona?
- True or false? A call-to-action must be a button.
- What is the difference between reporting and analytics?
- Define a conversion path.
- Situational example: You're trying to calculate the conversion rate on one of your forms. 600 people visited your landing page, but only 50 visitors submitted the form. What is the conversion rate of your form?
- What is conversion optimization?
- Situational example: You're tasked with improving the conversion rate on your product and services page over time. You think that changing the page's copy will positively impact the overall conversion rate. What's an example of a good hypothesis for this optimization experiment?

## Questions answered correctly:

- 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?
- True or false? A customer's buying journey is ever-evolving. You should make updates as you learn more about your buyer persona.
- Fill in the Blank: \_\_\_\_\_ allows you to understand what users want, care about, and interact with on your site by visually representing their clicks, taps, and scrolling behavior.
- True or false? Sprinkling in relevant content offers on your 10x content pillar page can help your buyer personas continue educating themselves through the buyer's journey.
- All of the following are helpful ways to promote your pillar pages on your website EXCEPT:
- Fill in the blank: \_\_\_\_\_ is Google's machine-learning artificial intelligence system that interprets people's searches to find pages that might not have the exact words they searched for.
- True or false? A resource pillar page should only be made up of internal website links.
- True or false? Social media is a key driver for word-of-mouth marketing.
- There are many benefits to having a social media strategy. Which answer is NOT one of them?
- True or false? A buyer persona is as important as business objectives when developing a social media strategy.
- True or false? One of the best uses of Twitter is networking in private groups.
- Which network has the longest life for a piece of content?
- On which social network should you share content most frequently?
- What is Snapchat's largest demographic?
- What is social listening?
- What is social monitoring?
- What is social engagement?
- True or false? Social listening can help you find leads.
- True or false? Content is only used during the attract and delight stages of the inbound methodology.
- If you plan to do real-time marketing, you'll need to use what?
- Fill in the blank: Instagram stories are a great way to \_\_\_\_\_.

- True or false? It's necessary to conduct a social media audit every 2-3 years.
- All of the following are metrics you need to track in your social media audit EXCEPT:
- What is a social media audit?
- True or false? Prospects who follow a company's social channels are more likely to convert into customers.
- What is the definition of lead nurturing?
- Marketing automation is a key piece of lead nurturing because it's how you deliver information. How is marketing automation defined?
- If a contact downloads a piece of your content, such as a newsletter titled, "The Best Ways to Create Subject Lines for Email," what would be the best reaction you could take to continue the conversation with this contact?
- Contact management is an important piece of lead nurturing because it helps you understand the contacts you're reaching out to. What is the definition of contact management?
- When creating segments for your lead nurturing campaigns, you need to understand who your personas are and where they are in the buyer's journey which allows you to decide what types of content they need. What are the three stages of the buyer's journey?
- True or false? You can nurture both your leads and your customers.
- You set out to have 15 of your unengaged leads click a link to a resource article by the end of your month-long workflow. What is this an example of?
- What is a conversation?
- What is a conversational growth strategy?
- What are the steps to implementing a conversational growth strategy?
- Which three elements are important to consider when determining if you should start to automate a conversation on your website?
- What role does optimization play in your conversational growth strategy?
- What is shared knowledge?
- What is SCOPE?
- True or false? In relation to reporting, "data in" is the data you collect, either by asking for it explicitly or gathering it through analytics implicitly.
- True or False? In relation to reporting, "data out" is data you collect, either by asking for it explicitly or gathering it through analytics implicitly?
- True or false? An effective conversion path must include a landing page.
- How do you calculate a conversion rate?
- Each of these examples is a great way to prevent too much distraction in your conversion path EXCEPT:
- What are the steps for creating a conversion path?
- True or false? Conversion optimization is NOT an iterative process.
- True or false? Conversion optimization can positively impact your return on investment.
- What are the steps of conversion optimization?
- What is another commonly used term for conversion optimization?
- Situational example: You are tasked with generating twice the amount of qualified leads your company generated last quarter. With your company's bottom line and return on investment in mind, what's the most strategic avenue to choose?