Questions answered incorrectly:

- Why would you want to conduct a social media audit? Choose all that apply.
- Fill in the blank: If lead nurturing is the content, then segmentation is _____.
- Why is goal setting important to inbound marketing?
- Which of the following questions can help you determine which channel is right for you?

Questions answered correctly:

- Which of the following is NOT a category you should organize your content audit by?
- 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.
- On which social network should you share content most frequently?
- What is Snapchat's largest age demographic?
- What is social listening?
- What is social monitoring?
- What is social engagement?
- True or false? Social listening can help you find leads.
- Fill in the blank: If you plan to do real-time marketing, you'll need to use _____.
- 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.
- 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: _____ visually represents users' clicks, taps, and scrolling behavior so that you can understand what users want, care about, and interact with on your site.
- 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:
- True or false? It's recommended that you offer the content on a 10x content pillar page as a packaged downloadable resource.
- True or false? A resource pillar page should only be made up of internal website links.
- 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 your newsletter titled, "The Best Ways to Create Subject Lines for Email," what would be the best next step to continue the conversation with this contact?
- Fill in the blank: Contact management is a _____.
- What are the three stages of the buyer's journey?
- When creating a lead nurturing campaign, there are five steps to providing value to your prospects. The first two steps are setting goals and selecting personas. What are the last three steps for creating an effective lead nurturing campaign?
- True or false? You can nurture both your leads and your customers.

- **Fill in the blank: 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. This is an example of a _____.**
- **Why are conversations important in an inbound strategy?**
- **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 the definition of a buyer persona?**
- **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 example below is a great way to prevent too much distraction in your conversion path EXCEPT:**
- **What is the difference between reporting and analytics?**
- **What does the acronym SMART stand for in SMART goals?**
- **Fill in the blank: a conversion path is the method by which you encourage someone to _____.**
- **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?**
- **True or false? Conversion optimization can positively impact your return on investment.**
- **Conversion optimization is _____.**
- **How long should you let your conversion optimization experiments run (on average)?**
- **What is another commonly used term for conversion optimization?**
- **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. Which of the following is an example of a good hypothesis for this optimization experiment?**
- **You work for a travel agency and need to write your next blog post. What topic should you write about to attract families that have never heard of you and are looking to take a vacation?**
- **Your boss wants a report on the success of your blog. What information should you NOT analyze?**
- **When creating a blog title, why do the number of characters in the title matter?**
- **Your boss wants you to blog primarily about your company news, its services, and various corporate events. What is your response?**
- **Which of the following would be the most appropriate call-to-action to place at the bottom of an awareness-stage blog post?**
- **What is a contact?**
- **When identifying buyer's journey content for a long-term content strategy, it's important to focus on content for which stage(s)?**
- **What three criteria should you use when deciding to automate a conversation on your website?**