

Questions answered incorrectly:

- Developing a content distribution goal begins with identifying the purpose behind your distribution efforts. Which questions can help you identify your purpose? Select all that apply.
- How can you ensure your blog content initiates action? Select all that apply.
- What should you consider when identifying a marketing channel to test? Select all that apply.
- Why should you create a negative persona?
- Which of the following content would be the most helpful to Dog-owner Dia in the consideration stage? Review the following scenario to answer the question.

Questions answered correctly:

- A grouping of technologies that marketers leverage to conduct and improve their marketing activities" is the definition of what term?
- Addressing data privacy is a portion of which part of your internal processes?
- Buying insights reveal all of the following EXCEPT:
- Cobbling together software parts that do not all use the same database increases the risk of what?
- Database segmentation, marketing automation, and multichannel communication are examples of strategies that happen at which stage of your marketing flywheel?
- Fill in the blank. An effective behavioral marketing and segmentation strategy is built on a foundation of good _____.
- Fill in the blank: In order to determine when you should deliver certain content to your audience, you need to understand _____.
- Fill in the blank; In the concept, "fire bullets, then cannonballs," bullets represent ----, while cannonball represent ----.
- Fill in the blank: Most tools require you have a confidence threshold of ----, in order to declare a winner in an A/B test.
- Fill in the blank. As an inbound marketer, you don't just want your touchpoints to be efficient, you want them to be _____.
- Fill in the blank. Effective segmentation identifies where your customers are in the _____, and assists your customers in taking the appropriate next step in their _____.
- Fill in the blank. Marketing automation is a software platform designed to help marketers automate _____ tasks.
- How can you ensure your content drives action?
- How does the full path attribution model calculate credit?
- How does the linear attribution model calculate credit?
- If you don't have time to conduct thorough research about your target audience's preferred channels, what is a helpful way to gather information?
- If you're trying to improve customer lifetime value, which phase should you focus on in your marketing flywheel?
- Noticing spikes or dips in specific behaviors and quantifying them is an example of which step of implementing behavioral marketing and customer segmentation?
- Passing on a group of customers directly to the sales team is an example of an action you can take in which step of implementing behavioral marketing and customer segmentation?
- Roughly how long should your buyer persona interviews take?

- Selecting a web analytics tool would be a part of which step of implementing behavioral marketing and customer segmentation?
- The following content distribution goal is missing a SMART goal element. What is missing? // Since we generated 300 leads from our previous e-Book, we want to generate 400 leads when we promote our next e-Book. This will support our inbound marketing initiatives to increase our number of qualified leads this year.
- True or False? An effective content distribution strategy is all about getting your content in front of the most people.
- True or false? Behavioral marketing and customer segmentation can help you rectify your mistakes and rebuild trust effectively.
- True or false: If neither variation in an A/B is statistically better, you pick the variation you like best and proceed to make the change.
- True or false? It's appropriate to offer monetary incentives for buyer persona interviews.
- True or false? Segmentation is a process that helps you understand your leads and customers better, and behavioral marketing is how you categorize them based on the understanding you gain.
- True or false: The "independent variable" in an A/B test is the control or the variation that remains unchanged.
- True or False? The most effective way to initiate a buyer persona interview request is through a phone call.
- True or False? You should have at least 3 buyer personas.
- Try to uncover all of the following during a buyer persona interview EXCEPT:
- Using software to enroll every person who downloads a specific ebook into a month-long email campaign is an example of what?
- What is the drawback to using the last touch attribution model?
- What are some ways you can deliver personalized experiences to your visitors? Select all that apply.
- What is a buyer persona?
- What is A/B testing?
- What is the difference between the buyer's journey and customer journey?
- What question can help define your awareness stage?
- What role can a CRM play in effective martech stack?
- Select all that apply. What role can attribution play in your reporting strategy? Select all that apply.
- What step should you always incorporate into your content creation workflow?
- What tools should you consider to help streamline your content creation process? Select all that apply.
- When is an appropriate time to conduct a buyer persona interview?
- Which distribution channels allow you the most control over your content? Select all that apply.
- Which distribution channels help drive new audiences? Select all that apply.
- Which of the following is an example of a buyer's journey?
- Which of the following is NOT a way to strategically utilize marketing automation and AI in your customer-facing processes regarding cadence and content?
- Why do you need to know what your audience is thinking and feeling on their path-to-purchase with your organization?
- From an inbound perspective, why is it important to know your audience and who you're trying to reach online?
- Why should you curate a buyer persona story?
- You are a marketer for a retirement community. Grouping users that explore several landing pages about different types of homes in your community as "people seeking to retire" is an example of what?
- Your boss asks you to identify your target audience's preferred channels by collecting feedback. What are the different ways you can collect accurate feedback? Select all that apply.

- You're on the lead generation team at a wine reseller called Partners in Wine. You've noticed that the user open rate of your emails has dropped over the last couple of months. What are some first steps you could take to solve this issue?
- You've just joined the blogging team for a new fashion retailer called VintageVines. What are some strategies you could adopt to reach and resonate with your target audience? Select all that apply.
- Which of the following content would be the most helpful to Dog-owner Dia in the decision stage?
Review the following scenario to answer the question.