

## Questions answered incorrectly:

- True or false? It's necessary to conduct a social media audit every 2-3 years.
- All of the following are helpful ways to promote your pillar pages on your website EXCEPT:
- What is lead nurturing's three-pronged approach for delivering helpful content?
- What are three key elements that any lead nurturing strategy will need?
- 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?
- 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 are the steps for creating a conversion path?
- Your boss wants you to blog primarily about your company news, its services, and various corporate events. What is your response?
- What are some reasons to have a Facebook business page rather than a personal page? Choose all that apply.
- Why would you want to conduct a social media audit? Choose all that apply.
- The five fundamentals of inbound marketing are:

## Questions answered correctly:

- Which of the following is NOT a benefit of having a social media strategy?
- True or false? A buyer persona is as important as business objectives when developing a social media strategy.
- On which social network should you share content most frequently?
- What is social engagement?
- True or false? Social listening can help you find leads.
- True or false? Social content is only used during the attract and delight stages of the inbound methodology.
- Fill in the blank: Instagram stories are a great way to \_\_\_\_\_.
- 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.
- 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.
- 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? 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?
- True or false? You can nurture both your leads and your customers.
- Why are conversations important in an inbound strategy?
- What is a conversational growth strategy?
- 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 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.
- 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?
- 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 is NOT an iterative process.
- What are the steps of conversion optimization?
- How long should you let your conversion optimization experiments run (on average)?
- What is another commonly used term for conversion optimization?
- 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, which of the following is the most strategic approach to take?
- 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?
- Which of the following would be the most appropriate call-to-action to place at the bottom of an awareness-stage blog post?
- Where might you consider placing links to your social media channels?
- Fill in the blank: If lead nurturing is the content, then segmentation is \_\_\_\_\_.
- What is an example of a great value offer?
- Why is goal setting important to inbound marketing?
- What is a contact?
- True or false? Marketing only occurs during the Attract stage of the inbound methodology.
- Which of the following questions can help you determine which channel is right for you?
- What area(s) can you experiment with when you're optimizing a conversion opportunity?