

I'm not robot!

Fill the blanks when Advertising Internationally, you need to Make Your Business To The New Market, Consider The And Any Possible Implications.

- affordable | supply chain | language
- exciting | customers needs | currency
- accessible | supply chain | legal
- affordable | customer needs | legal

Free Certification

MODULE :14

FUNDAMENTALS

100 % CORRECT

OF DIGITAL MARKETING

SOFTWARE ANSWERS



When Creating Video Marketing Content On A Budget, What Is The First Thing You Should Consider Doing?

- Shooting as much as you can and culling it later
- Planning your content
- Finding editing software
- Finding equipment to use



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Fundamentals of Digital Marketing Answers - Google Digital Garage Exam - Digital Skills - Digital Unlocked The questions and answers of Google Digital Garage, Google Digital Skills and Google Digital Unlocked and others are the same. Please note that this file contains answers to Google Garage Quizzes of all 26 topics. As you probably know, to access the Final Digital Garage Certification Exam you need to pass all 26 topics. With this file, you can do it very quickly, as all Q&As are listed in the same order. In contrary to quizzes, during the Final Exam questions are always in random order. More precisely, topics are in the same order, but questions within topics are in random order. Also, there are 117 known questions and during the final exam, you get only 40 questions randomly. Get Certified in Fundamentals of Digital Marketing Now! Check Your Knowledge Answers: Module 1 Lesson 1 Intro To The Digital Garage Doing Business Online Brings Lots Of Fantastic Opportunities - It Can Really Help Your Company In New And Exciting Ways. Once Your Business Is Online, What Opportunities Can You Take Advantage Of? (A) Finding lots of new customers - everyone's online these days (B) Selling your products or services straight from your website or app (C) Delivering targeted advertising to customers (D) Saving money on your heating bills (E) Learning more about what your customers love (F) Using analytics to power your online sales Module 1 Lesson 2 Your Digital Opportunity Karl, A 50-Year-Old Mechanic, Runs The Local Garage In A Small Town And Is Considering Taking His Business Online. How Could Going Digital Benefit His Business? (A) He'd be more visible to customers (B) He can target ads at local customers (C) It's easier to communicate with customers (D) Less need for customer conversations (E) More insights into customers' online behaviour (F) He can modernise his company logo Module 2 Lesson 1 Your Online Goals Q.1 Hamish Is A Successful Hairdresser. He's Decided To Grow His Business By Opening Another Salon. Hamish Doesn't Have An Online Presence Yet, But Thinks This Might Help. Which Of His Business Goals Could Being Online Help Him Achieve? (A) Attract new customers (B) Gather customer feedback (C) Source new hair-colouring products (D) Advertise extended opening hours Module 2 Lesson 2 Building Your Online Presence Hamish Has Created A Website With An Online Booking System For His Salon Appointments. He Wants To Engage More With His Customers And Came Up A List Of Goals. Help Hamish To Match Each Task With The Online Tool You Think He Should Use To Achieve His Goal. Q.1 - Gather Customer Feedback (A) An Online Gallery (B) Email Survey (C) A map (D) Social Media Page Q.2 - Tell customers about the extended opening hours (A) An Online Gallery (B) Email Survey (C) A map (D) Social Media Page Q.3 - Show customers Hamish's latest hair looks (A) An Online Gallery (B) Email Survey (C) A map (D) Social Media Page Q.4 - Help local customers find the new salon (A) An Online Gallery (B) Email Survey (C) A map (D) Social Media Page Module 2 Lesson 3 Marketing Your Online Presence Hamish's Website Isn't Getting As Many Visitors As He'd Like. He's Heard That Search Engine Marketing (SEM) Can Help, But Isn't Sure How It Works. Can You Explain What SEM Enables You To Do? (A) Buy ad space on a search results page (B) Bid for keywords to display your content in search engines (C) Tag keywords within your website content (D) Optimise your website's design Module 2 Lesson 4 Analyse And Adapt Despite His Digital Presence, The Number Of Hits On Hamish's Website Is Still Low. He'd Like To Use Analytics To Find Out More About How Customers Are Interacting With His Site. What Can He Learn From Analytics? Select The Ways You Think Analytics Can Help Business Owners. (1) Show which pages of a website are popular. (2) Log which items of the website are clicked on. (3) List which parts of the website a user doesn't like. (4) Identify where in the world visitors are logging on from. Module 3 Lesson 1 Choosing Your Online Presence Addie Runs A Local Bakery. After Getting The Business Up And Running Over The Last Six Months, She's Now Ready To Create A Digital Presence. What Do You Think Addie Should Set Up First: A Social Media Profile Or A Mobile App? (1) Social Media Profile (2) Mobile App Module 3 Lesson 2 How Websites Work Addie Is Investigating How To Create Business Websites For Her Local Bakery Business. She's Trying To Get Her Head Around How Websites Work. How Good Is Your Tech Knowledge? Can You Check The Facts For Addie? Q.1 - An IP address is made up of a string of numbers that can be located by any device connected to the internet. Q.2 - A browser figures out where online content is hosted and displays it to the user. Q.3 - Every website is hosted on a server. Q.4 - When users navigate to a website it is known as 'hosting'. Module 3 Lesson 3 Key Website Ingredients Addie Owns The Knead To Know Bakery And Has Decided To Open A Website. But First She Needs To Choose A Domain Name. Take A Look At Her Ideas And Select The Best Domain Name By Crossing Off The Rest. (A) www.knead2know.com (B) www.kneadtoknowbakery.com (C) www.Addies.com (D) www.knead-it.org (E) www.mybakery.com Module 3 Lesson 4 Websites And Your Business Goals Addie Is Drafting A Description For The About Us Page Of Her Bakery Website. Which Do You Think Works Best? (A) Our business is driven by your vision and objective - to commit to sustainable, local produce that engages with and builds community spirit. (B) Love cake? So do we. Here at Knead to Know Bakery we have a passion and reputation for creating the most delicious cookies, cakes and bread. (C) We are the best bakers in town. Just like that! Module 3 Lesson 5 Make Your Website Easy To Use Addie Wants To Make Her Website Easy To Navigate. Which Of The Following Features Should Addie Include On Every Page Of Her Website? (A) Side Menu (B) About Us information (C) Bakery logo leading to homepage (D) Search field Module 3 Lesson 6 Website Design In An Don't Just To Make The Homepage Of Her Local Bakery Website Interesting, Addie Wants To Add Some Media Elements To It. Different Elements Will Cause The Page To Load. So She Needs To Get The Right Mix For The Site. Can You Put The Following Elements In Order From The Ones With The Longest Load Time To The Shortest? The Correct Order is: (1) 2 minute HD advertising video for the bakery (2) Large high res, full screen background image (3) 20 second explainer animation (4) Low res compressed thumbnail image (5) Twitter button that links out to Twitter page. (6) Text descriptions. Module 4 Lesson 1 The Benefits Of An Online Strategy Sam Has Recently Decided To Launch An Online Fitness Coaching Service. He Has Registered A Domain Name And Set Up A Website, But Is Unsure Of How To Launch His Business Online In A Way That Will Help Him Grow Sustainably. Help Sam Create His Own Online Business Strategy. By Selecting The Correct Steps, He Should Take. Q.1 - What should his first step be? (A) Define business goals (B) Create an email template (C) Find an investor (D) Ask the bank for advice Q.2 - What should his second step be? (A) Launch a blog (B) Hire an assistant (C) Design a logo (D) Write a mission statement Q.3 - What should his third step be? (A) Launch an advertising campaign (B) Identify his USP (C) Launch a newsletter (D) Hire an accountant Module 4 Lesson 2 Taking A Business Online Omar Owns A Stall Selling Handmade Cosmetics, And Wants To Launch An E-Commerce Site. He Has Lots Of Experience Selling His Products In Person At Markets, But Is Now Hoping To Reach More Customers Online. Can You Advise Omar On How To Make Both His Online And Offline Business Successful? Q.1 - He should focus on duplicating his successful offline marketing efforts to an online audience. Q.2 - He should set a cheaper price on the website to attract more customers. Q.3 - He should identify his various online and offline audiences, and how best to engage them. Q.4 - He should consider paid online advertising as the sole means of promoting his business online Module 4 Lesson 3 Understanding Customer Behaviour Holly Owns A Dance Studio. To Improve Sales Of Dance Classes, She Is Reviewing How Her Marketing Team Could Update The Company's Online Presence. As Part Of The Rebrand, The Team Listened To Customer Feedback And Mapped Customer Journeys. They Identified Two Things Online Customers Generally Struggled With: Navigating The Website And Finding The Business's Contact Information. Which Of The Brand's Touchpoints Should Holly Modify To Help Address Her Customer's Feedback? (A) Website layout (B) Instagram account (C) Instructor's blog (D) Email marketing Module 4 Lesson 4 How To Stand Out From The Competition Bobbi Owns A Protein Shake Company, Which Has Been Trading For 3 Years. Her Products Are Stocked In A Number Of Gyms, But The Company Has Not Seen Much Growth In Recent Months. Bobbi Would Now Like To Break Into The Online Market To Boost Product Sales. Which Of The Following Actions Should Bobbi Take To Identify Opportunities For Online Business Growth? (A) Hire a Financial Planner (B) Identify a USP (C) Ship to new countries (D) Build a SWOT analysis (E) Distribute feedback forms to suppliers (F) Review competitor websites Module 4 Lesson 5 Using Goals To Improve Business Performance Ryan Has Written Some KPIs To Help His Fitness Centres Achieve The Business Goal Of 'Improving Overall Client Satisfaction'. Review These Four KPIs. Which Do You Think Fit The Criteria Of Being Specific, Measurable, Attainable, Relevant And Time-Bound? (A) Ensure 80% of clients use the gym's online system to book personal training appointments (B) Increase how much money customers spend in the gym's juice bar (C) A score of 85% or more in the annual survey for the question 'Would you recommend this gym to a friend?' (D) Ensure 90% of new gym members book an induction session within the first two weeks of joining Module 5 Lesson 1 Search Engine Basics Seth Is Opening A Coffee Shop And Is Looking To Attract New Customers. Take A Look At The List Of Benefits Seth Sees In Using Search Engines. One Statement Is Not True. Can You Cross It Out? (A) Customers can locate Seth's products and services when they search for them online (B) Search engines can help to get the word out locally about Seth's new business (C) Search engines can help Seth to target customers who are already looking for his business (D) Customers will see advertisements for Seth's business whenever they use a search engine Module 5 Lesson 2 How Search Engines Work Seth's Coffee Shop Is Unique - It Has An Outside Roof Terrace And A Library Area So Customers Can Read While They Sip. He Also Sells Rare Coffee Beans Imported From Peru. What Are A Few Techniques He Could Use To Make His Website More Relevant To His Desired Users? (A) Point out unique aspects of his business (B) Write a blog to sing the praises of his Peruvian beans (C) Make sure his shop appears on Google maps (D) Paste in a product description of his Peruvian beans that he found on another website (E) Try to get other coffee-enthusiasts to review his business/website Module 5 Lesson 3 How Search Engines See The Web Seth Would Like To Make Sure As Many Interested Customers As Possible Are Seeing His Website Displayed In Their Search Results. What Are A Few Things He Could Pay Attention To In Order To Achieve This? (A) Image file names (B) Page titles (C) Keywords in the content (D) Keyword meta tags Module 5 Lesson 4 Organic Search Explained Organic Search Explained When Someone Makes A Search Using A Search Engine, They Aren't Paid For By Businesses And They Aren't Advert. Which Of The Images Shows The Organic Search Results For This Particular Search? (A) Image 1 (B) Image 2 (C) Image 3 Module 5 Lesson 5 Paid Search Explained Seth Is Considering Advertising His Business Using Paid Search Results. What Do You Think Makes Paid Search Advertising So Effective As A Marketing Method? Look At The Following Statements And Decide Whether They Are True Or False. Q.1 - Seth's adverts are shown to people who are already interested in his type of business. Q.2 - Seth will only be charged for advertising when he has ads appears in the search results. Q.3 - The paid search results are given a more prominent position on the search results page. Q.4 - Seth will be charged for advertising only when someone clicks on his ad. Module 5 Lesson 6 Google Search Console Seth's Website Has Been Up And Running For A While, But He Isn't Sure How Effective It's Been At Drawing In New Customers. How Can Google Search Console Help Seth With This? (A) It can help show whether he's using proper keywords in his content (B) It can recommend better page titles for Seth to use (C) It can recommend content that will drive more traffic to his site Module 6 Lesson 1 Intro To Search Engine Optimisation(SEO) Eric Is Expanding His Business By Selling Fruit And Veg Online. His Website Has Been Up And Running For A While But He's Not Getting Many Views Or Orders Online. Eric Knows He Can Improve His Search Engine Results With Either Paid Search Or SEO. Take a look at the following search results screens. Where will his website appear in the search results if he purely uses SEO to improve his results? (A) Image 1 (B) Image 2 (C) Image 3 Module 6 Lesson 2 The Importance Of An SEO Plan Eric Is Keen To Improve His Search Engine Results And He Wants To Use SEO To Do It. He's Written The Step-By-Step Process For His SEO Plan, But It's Currently In The Wrong Order. Can You Reorder It? The correct order is (1) Do keyword research (2) See where I appear in search results for specific keywords (3) Look for gaps in my SEO performance (4) Review results and adjust plan. Module 6 Lesson 3 The SEO Process Eric Sells Fruit And Veg Online And Is Using SEO To Improve Where He Ranks In Search Engine Results. He's Researched What People Search For To Get To His Website, And He's Created Content To Match It. Eric's SEO Work Doesn't Stop There Though. He's Been Talking To Some Friends And They've All Offered Him Advice About How He Should Keep Up With SEO Over Time. What advice should he not take? (A) Contract an agency offering top organic search positions (B) Don't change your keywords as it confuses search engines (C) Stay up to date with search engine changes (D) Read about the trends in your industry and use them to create content for your page (E) Get opinions from your customers on what might be missing from your site Module 6 Lesson 4 How To Choose Keywords Eric Is Optimising His Fruit And Veg Website For SEO And Would Like To Improve His 'Long Tail' Keywords. Which Of These Sets Of Words Contains An Example Of Long Tail Keywords? (A) Maris piper potatoes (B) Potato, potatoes, farm potatoes, organic potatoes (C) Buy organic potatoes from a family farm Module 6 Lesson 5 Setting Realistic SEO Goals Eric Has Been Selling Fruit And Veg Online For A While. He's Chosen The Keywords That He Feels Will Drive The Right People To His Website; Now He Needs To Track The Progress Of These Keywords With Analytics Tools. What Information Will Analytics Give Him? (A) Where website visitors are located (B) Which website visitors turn into paying customers (C) What content visitors interact with (D) Whether customers enjoy the fruit and veg they buy Module 7 Lesson 1 Making Your Web Pages Search Friendly Eric Blake Sells The Produce From His Farm Online. He Wants To Optimise The Page That Sells Fruit And Vegetables, So He's Looking Into Titles And Meta Tags, Headings, And Improving His Copy. Can You Help Eric Choose A Suitable Title And Meta Description? Q.1 - Click to Select Title (A) Blake's Produce: Fresh Fruit and Vegetables (B) Blake's Produce (C) Blake's Produce: Local to you Q.2 - Click to select meta description (A) Produce grown locally and delivered to you (B) Fresh fruit and vegetables grown locally and delivered straight to your door (C) Farm fresh produce grown by local farmer Eric and delivered straight to your door Module 7 Lesson 2 How Other Websites Can Work For You Eric Is Working On His Website, Which Sells Produce From His Farm. He's Thinking Of Different Ways To Improve His Website So That It Appears On More Search Engine Results And Gets More Traffic. Which Of These Ideas Will Help Improve His Search Visibility? (A) Write recipes that use vegetables that he sells (B) Get lots of likes or followers on social media (C) Encourage others to write about his website (D) Add lots of links to the website Module 7 Lesson 3 Cross Borders With SEO Eric's Farm Produce Business Started Locally In The UK, But He's Started Getting Orders From Overseas As Well. Not Wanting To Miss This Opportunity, Eric Decides To Optimise His Website To An International Audience. What Should He Avoid Doing? Select The Things Eric Should Avoid Then Select Submit To Remove Them. (A) Separating out each language into different pages (B) Having different languages on the same page (C) Adding language annotations to his webpage (D) Using automated services to translate content Module 8 Lesson 1 Introduction To Search Engine Marketing(SEM) Michelle Is A Wedding Photographer In Cardiff. She Wants To Use Search Engine Marketing To Bring Customers To Her Website. Where Will Her Website Appear If She Uses Search Engine Marketing? (A) Image 1 (B) Image 2 (C) Image 3 Module 8 Lesson 2 The SEM Auction Michelle Has Created Some Adverts To Promote Her Wedding Photography Business In Cardiff. She Wants Her Adverts To Align With The Keywords 'Wedding Photographer Cardiff Discount', As She's Offering 25% Off At The Moment. Can You Order The Following Advert Headings From Best To Worst In Terms Of How Well They Align With The Keywords? The correct order is (1) Cardiff wedding photographer - 25% discount (2) Cardiff wedding photographer (3) Discount wedding (4) Wedding Module 8 Lesson 3 What Makes A Good Keyword To Increase Her Quality Score, Michelle Is Thinking About The Best Keywords And Phrases To Use. Cross Off The Keywords Which She Shouldn't Use. (A) Wedding photography Cardiff (B) Cardiff weddings (C) Wedding photography business based in Cardiff Module 8 Lesson 4 Make Your Ads Stand Out Michelle Is Writing Her Search Ad For Her Wedding Photography Business. She Wants To Make Sure It Stands Out. Which Of These Text Statements Would Work Best As An Ad? (A) Wedding Photographer, Cardiff based photographer specialises in outdoor weddings and scenic locations. Book Now! (B) Cardiff Wedding Photography. Get 25% off your first order. Make your reservation now. (C) Welsh wedding pics. Want great wedding pics? Cardiff based photographer, Michelle, available for hire. Module 9 Lesson 1 Achieve Relevance With Good Structure Anna Is A Commercial Photographer. She's Setting Up SEM Campaigns To Draw More Traffic To Her Site. She Needs To Make Sure Her Ads Are Relevant, And She's Doing This By Creating Ad Groups For Each Type Of Product. Take a look at the ad below: Wedding photography Capture your special day with beautiful photographs Call to book your date now! Question - Can you help Anna by eliminating the keywords that wouldn't be relevant to her ad? (A) Bridal party photos (B) Candid wedding photos (C) Baby photoshoot (D) Newborn baby photography (E) Professional website photos Module 9 Lesson 2 Get The Most From Your Keywords Anna Specialises In Portrait Photography. She Uses Her Website To Reach Potential Customers And Has Recently Set Up An SEM Campaign To Draw More Traffic To Her Site. She Wants To Use Negative Keywords To Make Sure Her Ads Don't Appear For People Who Aren't Potential Customers. Which Of The Following Keywords Are The Negative Keywords? (A) Photographer (B) Portrait (C) Landscape (D) Family photo (E) Watercolour Module 9 Lesson 3 Fine-Tune With Keyword Match Types Anna Has A Themed Portrait Photography Studio. She Offers Competitive Prices And Reaches And Engages With Visitors To Her Site Through Her Online Presence. However, Not Many Of Them Become Paying Customers. Anna Has A Range Of Keywords And Wants To Fine-Tune Them To Best Target Potentially Paying Customers. Put the keywords in order of the broadest to the most restrictive. The correct order is (1) Photography, portraits (2) Portrait photography studio (3) Movie themed portrait photography (4) Film themed portrait photography, low cost Module 9 Lesson 4 How To Know What's Working And What Isn't Anna Is A Photographer. She's Previously Focused On Wedding Photography, But She Now Takes Requests To Photograph Other Events As Well. Customers Can Contact Her Through The Site's enquiry Page To Make Requests. They Can Also Look At Her Gallery And Sign Up To An Email Newsletter. Anna wants to track how many people request photography for events that aren't weddings. Where should she place the conversion tracking code? (A) Homepage (B) Enquiry page (C) Enquiry confirmation page (D) Newsletter sign-up page Module 10 Lesson 1 Marketing To The Locals Jim Is Running A Bike Shop In A Popular Tourist City And He's Started A Bike Hire Service. What Would Be The Better Way For Jim To Attract More Tourists - A Map Feature Or A Social Media Page? (1) A Map feature (B) A Social Media page Module 10 Lesson 2 The Power Of Local Directories Jim Owns A Local Bike Shop And Wants To Be Noticed More By The People In His Town. He Decides To Use The Internet To Connect With Customers Online By Creating A Listing For His Business In A Local Directory Like Google My Business. Help Jim Create His Listing By Choosing The Minimum Information He Should Add. (A) Jim's Bikes (B) 10 Bird Way, Cowseid, West Sussex, RH11 5XN (C) Phone number 01269 559632 (D) Open 9-5 Mon-Sat (E) Image of a bike Module 11 Lesson 1 Using Digital To Advertise Locally Esmeralda Runs A Local Bike Shop. He As Advertises Her Shop Using The Internet. Esmeralda Could Reach People In Many Different Countries. But She Doesn't Want To Do That. She Wants To Target Her Online Ads To Local Customers. How Can She Do This Effectively? (A) Show ads to people within 10 miles of her shop (B) Display the ad during the shop's opening hours (C) Tailor her ads for people who live locally (D) Hand out flyers and business cards to local shops Module 11 Lesson 2 Reaching Locals On Their Mobiles Esmeralda Runs A Local Bike Shop. She Knows A Lot Of Her Customers Use Smartphones With GPS, So She Invested In A Mobile App That Can Utilise This Technology. She Has A Couple Of Ideas How To Use The App To Engage Her Customers. Can You Remove The Ideas That Do Not Need GPS? (A) Send sales alerts when customers are near the shop (B) Notify people of promotional events like a free tune-up (C) Direct customers to Esmeralda's shop (D) Send personalised coupons to repeat customers (E) Annual membership fee (C) A company logo or photo (D) Business description and contact details (E) Number of employees in the business Module 13 Lesson 1 Your Long-Term Social Media Plan Lily Runs A Vintage Clothing Shop And Wants To Engage More With Her Customers Online. She Currently Posts To Two Social Media Networks But Wants To Develop A Full Social Media Strategy. Review The Possible Options. Can You Place Them Into The Right Order, Starting With What Lily Should Do First? The correct order is (1) Create a social media plan (2) Set up accounts on appropriate social media sites (3) Sign up to a social media management tool (4) Create a list of posts to be automatically posted in the coming weeks Module 13 Lesson 2 Advertising On Social Media Lily Has Decided To Use Some Of Her Social Media Budget For Targeted Facebook Ads. She's Keen To Take Her Vintage Clothing Business Global And Wants To Reach A Wider Audience. So Which Groups Should Her Advertisements Be Targeted At? (A) Users who have posted about buying vintage clothes (B) Users who have 'liked' vintage clothing (C) Users who live within 20 miles of Lily's shop (D) Users who live in countries that she'd be happy to mail her products to Module 13 Lesson 3 Measuring Success In Social Media Lily Is Keen To Use Analytics To Evaluate The Results Of Her Social Media Campaigns. Analytics Can Help With This Question. Can You Help Her By Crossing Off The Things That Analytics Won't Be Able To Help Her With? (A) Tell Lily how many visitors interact with her website (B) Show Lily how visitors found the site (C) Schedule content to be posted automatically at specified times (D) Send custom posts to specific visitors Module 13 Lesson 4 Avoiding Social Media Pitfalls Lily Sees A Negative Post On Twitter About Her Vintage Clothing Business: "Received My #VintageLily Dress Today Only To Find The Zip Was Broken! #Lousservice #Vintagegown" How Do You Think She Should Respond? (A) @sophie112 - We've never had our zips break before. Did you pull it too tightly? (B) "So sorry to hear that @sophie112 DM me so that we can get that dress fixed up as soon as possible. (C) @sophie112 That's a shame, sometimes the zips just break." Module 14 Lesson 1 The Evolution Of Mobile Devices Phil Runs A Local Plumbing Business. He Has A Website But It Isn't Mobile-Optimised. He's Thinking About Making His Website Responsive Or Creating A Customised App. Help Him To Decide Which Route To Take First. (1) Create a customised app (2) Make his website responsive Module 14 Lesson 2 Understanding Mobile Web And Mobile Apps Now That Phil Has Decided On A Responsive Website, He Needs To Select A Great Design. Have A Look At These Website Layouts Which Do You Think Is Best Suited For Mobile? (A) Website A (B) Website B (C) Website C Module 14 Lesson 3 Understanding Mobile Apps Phil Has Limited Technical Knowledge But He Wants To Create An App To Simplify The Booking Process For His Customers. It's Important To Select The Right Approach When Making An App. Which Of The Following Routes Would You Not Recommend To Phil? (A) A professional app developer (B) An online self-service tool (C) Repurpose an existing app (D) Make the app himself Module 15 Lesson 1 Introduction For Advertising On Mobile Mo Is A Plumber In Glasgow. He Has A Mobile-Friendly Website, And Wants To Make Sure His Site Becomes More Visible On The Results Page During A Search. Which Keywords Do You Think Would Work Well For His Mobile SEO? (A) Leaky Tap (B) Blocked Sink (C) How to fix a burst pipe in your bathroom (D) Local plumber (E) Pressure has failed in boiler, how can I fix it myself? (F) U bend fix (G) Why is my dishwasher making a gurgling sound? Module 15 Lesson 2 Search Campaigns For Mobile Mo's A Plumber With A Responsive Website. He Wants To Make Sure He's Using The Right Keywords For His Mobile SEO. Which Online Tool Could Help Him Identify Which Keywords Would Be Most Effective? (A) Google Keyword Planner (B) Google Analytics (C) Hootsuite Module 15 Lesson 3 Display Campaigns For Mobile Mo Is Keen To Advertise His Plumbing Business. He Needs To Find The Display Advert Design That Will Display Optimally On A Large Smartphone Device, As That's What Most Of His Customers Use. Which Of The Designs Would Work Best On Smartphones? (A) Design 1 (B) Design 2 Module 15 Lesson 4 Social Media Campaigns For Mobile After A Lull In Sales, Mo Wants To Use A Social Media Campaign To Launch Some Of His New Plumbing Services. He Wants To Make Sure He's Targeting The Right Audience. Which Parameters Should He Use To Decide Who To Target? (A) Internet speed, age, interests, hair colour, location, job title (B) Age, location (C) Marital status, gender, interests, age Module 15 Lesson 5 Video For Mobile Mo Has A Plumbing Business. He's Noticed That Other Service Companies Publish Short Videos To Show Off Their Expertise, Products, And How They Do Things. This Engages Their Customers And Drives Interest In Their Services. To Help Customers With Common Plumbing Problems, He Wants To Create A Do-It-Yourself Video On His Website. How Long Should He Make His Video? (A) 30 seconds (B) 60 seconds (C) 90 seconds (D) 120 seconds (E) 150 seconds (F) 180 seconds Module 16 Lesson 1 Intro To Content Marketing Angela Opened Her Own Beauty Salon Two Years Ago, And Is Now Looking At How Content Marketing Can Help Her Boost The Business's Profile Online. How Could Content Marketing Help Her? Q.1 - Could it help her find cheap suppliers? Q.2 - Could it help her develop a stronger brand identity? Q.3 - Could it help her understand her customers' shopping preferences? Q.4 - Could it help her connect with the right audience? Module 16 Lesson 2 Get To Know Your Online Customers Alex Is A Mechanic Who Owns A Small Garage. He's Also A Keen Blogger, And Writes Great Posts About His Passion: Cars! He Thought His Blog Would Attract More Car Lovers To His Garage, But So Far His Blog Posts Are Not Very Popular And Are Rarely Shared On Social Media. He Has Researched How To Improve The Blog And Now Has A Number Of Actions He Can Take, But Is Unsure Which Should Come First. Can You Help Him By Arranging The Following Actions Into The Correct Order? The correct order is: (1) Find out who his audience is (2) Segment his audience into groups (3) Create specific content targeted to these audience profiles (4) Publish the content and promote it to his audience Module 16 Lesson 3 Choosing The Right Format For Your Content Jamie Is Part Of The Content Marketing Team For Fitstuff, A Sports Shop. The Content He's Producing Needs To Appeal To New Customers, As Well As Groups Extra Value To Existing Customers. Which Of The Following Content Would Appeal Best To Both Audiences? (A) List of the top 10 sports equipment outlets/shops (B) A competition inviting customers to submit photos of themselves wearing Fitstuff gear, with store gift vouchers up for grabs as prizes (C) 10% discount vouchers for all new customers (D) A blog about the company's recycling scheme for old trainers Module 16 Lesson 4 Writing For Online Audiences Josh, An Interior Designer, Has Decided To Create Blog Posts And Share Them On Social Media To Promote His New Business. He's Made A List Of All Of The Things He Should Remember When Writing - However, Not All Points On His List Are Correct. Can You Help Him Identify The Points That Are Correct On This List? (A) Focus on your target audience (B) Only write about the products or services you offer (C) Be consistent in your writing style and tone of voice (D) Add the hook to the end of your blog post (E) The longer the post, the better Module 16 Lesson 5 Help Your Content Be Seen Lydia Is A Business Student Working For A Hotel's Marketing Department For The Summer. She's Responsible For Creating And Promoting Content Across The Hotel's Online Channels. What Should She Do, And In Which Order? She should do things in the following order: (1) Consider all the channels available (2) Decide what content to create, and when,

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