

Diploma in Digital Marketing - Assignment 1



Report Summary

Name	: Alan Solarsh (165.255.168.149)
Your Score	: 95 out of 100 (95%)
Correct Answers	: 19 Question
Incorrect Answers	: 1 Question
Unanswered	: 0 Question
Passing Grade (%)	: 50%
Time Taken	: 5 mins 6 secs
Your Result	: Pass
Email	: alansolarsh@gmail.com

Your Answers

Correct

Q1) What does W.H.C.P mean?Â

- A. Where, hit, Capital, Profit
- B. Why, How, Can, Proof
- C. Who, How, Cost, Profit(Your Answer)(Correct)

Explanation:W.H.C.P is a focus we should all remember as digital marketers.

Correct

Q2) When you're selling a product or service the most important point to consider is?

- A. That you have stock of the product
- B. That there is microscopic competition
- C. That you add value and have a clear USP(Your Answer)(Correct)

Explanation:USP stands for the unique selling point. An aspect of what you do that sets you apart from your competitors.

Correct

Q3) When do you want to build a strategy around lead generation?Â

- A. You should build a website and wait for the customer to come.
- B. Get as many likes on Facebook as you can.
- C. Develop partnerships, advertise and create unique content.(Your Answer)(Correct)
- D. Connect to all your friends and family and build your lead flow through them

Correct

Q4) Â Revenue shared is when

- A. You subtract the revenue you spent on advertising
- B. You calculate the revenue you generated after your CPL
- C. You and a partner share the revenue from a sale(Your Answer)(Correct)

Correct

Q5) Can a blog help you to generate high-quality leads?

- A. Yes(Your Answer)(Correct)
- B. No

Explanation:When a customer is reading your content on a particular subject, this shows that they are interested in the product or service.

Correct

Q6) What does A.R.P.L mean?

- A. All Reward Profit Lost
- B. Average Revenue Profit Lost
- C. Average Revenue Per Lead(Your Answer)(Correct)

Correct

Q7) Is it better to advertise on Facebook than Google ads?

- A. True
- B. False(Your Answer)(Correct)

Explanation:It depends on your target audience.The best way to find out is through testing both.

Correct

Q8) Select the most important thing to know about your customer...

- A. Having a general idea of who they are
- B. What generation they are from
- C. Knowing about them in detail; their ages, gender and geography, amongst other things.(Your Answer)(Correct)

Correct

Q9) Is Facebook a great platform to build up data and profile your buyer?

- A. Yes(Your Answer)(Correct)
- B. No

Explanation:When you run an ad on Facebook you can look at Facebook insights to see the age, sex and location of your audience.

Correct

Q10) What does C.P.L stand for?

- A. Cost Per Location
- B. Create Profitable Leads
- C. Cost Per Lead(Your Answer)(Correct)
- D. Categorise Placement Load

Correct

Q11) The terms 'leads' and 'buyers' talk about the same person.

- A. True
- B. False(Your Answer)(Correct)

Explanation:When you generate a lead flow, usually only a percentage of those leads will convert into buying customers.

Correct

Q12) When you are learning about your buyer, you should look at your data to find out

- A. Who your customer's friends are
- B. Where your customer work
- C. Examine your buyer, per product and lead source(Your Answer)(Correct)

Correct

Q13) Is a USP ?

- A. Unit Sales Point
- B. Unique Service Price
- C. Unique Selling Point(Your Answer)(Correct)
- D. Unit Selling Price

Correct

Q14) When we speak of 'Profiling the Customer', what we mean is:

- A. Getting the customer to create content for us
- B. Making sure the customer follows you
- C. Dividing your customers into different groups based on their behaviour(Your Answer)(Correct)

Correct

Q15) When you're looking at your target audience you need to ask yourself.....

- A. How do my customers like to make purchases?
- B. What content does my customer look at on Facebook?
- C. What problem can my product solve, and who are the people it solves a problem for?(Your Answer)(Correct)

Correct

Q16) Â You canÂ use your own network when you want to carry out market research and learnÂ about your customer.

- A. True(Your Answer)(Correct)
- B. False

Explanation:You most like have a large network of LinkedIn or other social media platforms, friends and professionals. Everyone wants to help, you'd be surprised.

Correct

Q17) Â Competitor analyses play a vital role in research and help us to learn more about our target audience.Â Â Â

- A. False
- B. True(Your Answer)(Correct)

Explanation:You can look at the competition to learn what your competitors are doing right, and do it better.

Correct

Q18) Â Unit economics is defined asÂ Â Â Â

- A. The amount of revenue you made per year
- B. The change in the currency annually
- C. Revenue for a business model expressed on a per unit basis(Your Answer)(Correct)

Incorrect

Q19) You make '100 000 in sales, from 1 000 leads. What is your average revenue per lead?

- A. 100(missed)
- B. 10
- C. 1000(Your Answer)(Incorrect)
- D. 200

Explanation:ARPL = Total sales / Total leads

Correct

Q20) When your business goals and the customer goals overlap, we call this:

- A. Percentage Profit Margin
- B. ROI
- C. Shared Value(Your Answer)(Correct)
- D. Market Share