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QUESTION: 95

Which one of the following would be considered as a traditional marketing channel?

- A. Billboard Advertising
- B. Email marketing
- C. Social media marketing
- D. Mobile marketing

Answer: A

QUESTION: 96

Digital Marketing campaigns are often based on a process sequence from Launch to Review to Adjustment and finally to Re-Launch. What is this process known as?

- A. Iteration
- B. Perfection
- C. Reflection
- D. Refinement

Answer: A

QUESTION: 97

Traditional marketing is sometimes characterized as a broadcast approach. What does this mean? Choose one of the following:

Exhibit:



- A. One-to-Many
- B. Message driven
- C. Interruption model
- D. One-to-One

Answer: A

QUESTION: 98

Digital marketing channels often _____ consumers from schedules and constraints associated with standard broadcasting channels. Fill in the blank to complete the sentence by choosing one of the following:

Exhibit:



- A. Liberate
- B. Constrain
- C. Separate
- D. Exclude

Answer: A

QUESTION: 99

"Digital Marketing heralds a new departure for marketing today. To really engage with consumers in the online world you need to be _____ and _____ " Choose one of the following to fill in the blanks and complete the sentence:

- A. Open and transparent
- B. Strategic and calculating
- C. Radical and original
- D. Transparent and apologetic

Answer: A

QUESTION: 100

Emergent digital technologies have been characterized as disruptive. What does this mean? Choose the correct explanation of the following:
Exhibit:



- A. Shift in power to the consumer
- B. Strengthening of power for the business
- C. Share of power between consumer and business
- D. Share of power between consumers only

Answer: A

QUESTION: 101

Which digital marketing tactic develops engagement with the target audience across a range of different networks, forums and devices? Choose the appropriate digital marketing tactic from the Digital Marketing Institute Framework using the numbered options given.

Exhibit:



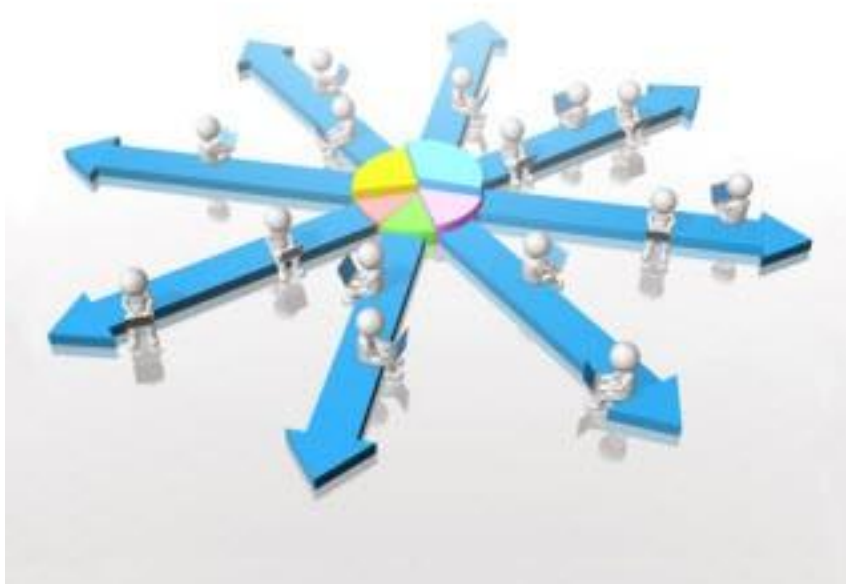
- A. 1
- B. 2
- C. 4
- D. 3

Answer: A

QUESTION: 102

It has been said that effective digital marketing is concerned with market reality, and not just market research because every user action online is . Fill in the blank to complete the sentence by choosing one of the following:

Exhibit:



- A. Traceable
- B. Verifiable
- C. Explicable
- D. Auditable

Answer: A

QUESTION: 103

Which one of the following is NOT considered as a primary digital marketing channel?
Choose one of the following:

- A. Direct mail shots
- B. Social media marketing
- C. Mobile marketing
- D. Search Engine Optimization

Answer: A

Section 6: Sec Six (104 to 109)

Details:Topic 10, Strategy and Planning

QUESTION: 104

Your CEO has asked you to set out some concrete business objectives for the upcoming

social media marketing campaign. Choose TWO such objectives from the list below:

- A. Leads
- B. Revenue
- C. Click-Through-Rate
- D. Social mentions
- E. Reputation

Answer: A, B

QUESTION: 105

Recently there has been significant mentions about one of your products on Twitter. Which tool will help you measure and manage this? Choose one of the following Exhibit:



- A. Twitalyzer
- B. Google Media Planner
- C. TweetPic
- D. Google AdWords Keyword Planner

Answer: A

QUESTION: 106

Select two steps from the Digital Marketing Institute's Digital Marketing Plan from the

options shown below:

- A. Situation Analysis
- B. Brand
- C. Research
- D. Standards
- E. Information Gathering

Answer: A, E

QUESTION: 107

DRAG DROP

You want to adopt an appropriate communication style and tone. Match the style of communication with the target group below:

Target group		Style
Retiree		Serious + Formal
Young Person		Funky + Contemporary
Business Person		Well mannered + Polite
Middle Aged		Practical + Direct

Answer:

Target group		Style
Retiree	Business Person	Serious + Formal
Young Person	Young Person	Funky + Contemporary
Business Person	Middle Aged	Well mannered + Polite
Middle Aged	Retiree	Practical + Direct

QUESTION: 108

You wish to measure the effectiveness of your Digital Marketing Plan. Which tool will help? Choose one of the following:

- A. Google Analytics
- B. Google Alerts
- C. Google AdWords Keyword Planner
- D. Google Webmaster Tools

Answer: A

QUESTION: 109

You have been attempting to build an audience persona and have taken into account factors such as: age, gender, social background. What is the general term used to describe this? Choose one of the following:

- A. Demographics
- B. Infographics
- C. Pictographics
- D. Profile Graphics

Answer: A

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