

DIGITAL MARKETING CONCEPTS (594)

—OPEN EVENT—

REGIONAL – 2019

DO NOT WRITE ON TEST BOOKLET

TOTAL POINTS _____ (*100 points*)

Failure to adhere to any of the following rules will result in disqualification:

- 1. Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.**
- 2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.**
- 3. Electronic devices will be monitored according to ACT standards.**

No more than sixty (60) minutes testing time

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MULTIPLE CHOICE

Identify the letter of the choice that best completes the statement or answers the question.

1. _____ is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.
 - a. Social Media Marketing
 - b. Digital Marketing
 - c. Strategic Planning Marketing
 - d. Mobile Display Marketing

2. Which of the following technologies and services *could* be used in a digital marketing campaign?
 - a. Instagram
 - b. Facebook
 - c. Twitter
 - d. All of the above

3. Effective use of digital marketing can result in relatively lowered costs in which of the following areas?
 - a. External service costs
 - b. Advertising costs
 - c. Processing costs
 - d. All of the above

4. _____ is an Internet advertising model used to direct traffic to websites in which an advertiser pays a publisher when the ad is clicked.
 - a. Pay-per-hover
 - b. Pay-per-click
 - c. Pay-per-follow
 - d. Pay-per-traffic

5. _____ is the method of increasing traffic to a website by enhancing its rank on a search engine.
 - a. Search engine optimization
 - b. Internet traffic optimization
 - c. Traffic increase optimization
 - d. Website optimization

6. _____ are labels that allow people to discover content that is related to a certain topic.
 - a. Metatags
 - b. Tweets
 - c. Hashtags
 - d. Tags

7. The first social media platform to use or adopt the use of hashtags was _____.
 - a. Facebook
 - b. Instagram
 - c. Twitter
 - d. Snapchat

8. Which of the following platforms was designed to connect business professionals?
 - a. Twitter
 - b. Instagram
 - c. LinkedIn
 - d. Google+

9. Which of the following are forms of social media?
 - a. Blogs and microblogs
 - b. Collaborative projects, wikis, and online magazines
 - c. Content communities, YouTube, Vimeo, and Snapchat
 - d. All of the above

10. _____ is the area of digital marketing that concentrates on content for mobile devices when working on social media marketing.
 - a. Cellular social marketing
 - b. Mobile social marketing
 - c. Wireless social marketing
 - d. Device social marketing

11. The social media platform best known for its micro-blogging capabilities is _____.
 - a. Instagram
 - b. Snapchat
 - c. LinkedIn
 - d. Twitter

12. A form of social media marketing that is an interactive process of publishing content and establishing online reader subscriptions.
 - a. Blogging
 - b. Sharing
 - c. Journaling
 - d. Publishing

13. What are key points when increasing social media engagement?
 - a. Timing of the post
 - b. Addressing a target audience
 - c. Being genuine and sincere
 - d. All of the above

14. _____ is the group of potential customers you want to reach.
 - a. Target audience
 - b. Potential audience
 - c. Crowd sourced audience
 - d. Social engaged audience

15. Which of the following is a way to directly track your social media engagement?
 - a. Use a URL shortening service with click rates.
 - b. Employ a marketing agency to produce brochures.
 - c. Build a website with multiple sources of information.
 - d. Sell banner ads.

16. Which of the following is a strategy for a consistent increase in social engagement?
 - a. Share a status
 - b. Post a photo
 - c. Diversify content
 - d. All of the above

17. _____ will cause an accidental decrease in social engagement across social media platforms.
 - a. Using memes
 - b. Fully automating social media posts
 - c. Occasionally using artificial intelligence to respond to posts
 - d. Limiting the fence of a geofilter to a specific location

18. A _____ is a humorous image, video, piece of text, etc., that is copied (often with slight variations) and spread rapidly by Internet users.
 - a. GIF
 - b. Meme
 - c. Geofilter
 - d. Snapcode

19. _____ is a small image that represents your page or profile.
 - a. Profile photo
 - b. Thumbnail photo
 - c. Status photo
 - d. Cover photo

20. A _____ photo is a larger image, and is displayed across the top part of the user profile or page.
 - a. Profile photo
 - b. Thumbnail photo
 - c. Status photo
 - d. Cover photo

21. Which of the following is a goal of social media optimization?
- Generating traffic and raising awareness
 - Generating additional phone calls
 - Creating a sense of emergency to interact with a company
 - Posting the precise address of the company on social media channels
22. _____ is described as the usage of social media accounts for the purpose of promotion through increasing awareness of the brand or product.
- Search engine optimization
 - Social media optimization
 - Status updates optimization
 - Automated response optimization
23. Which type of content gets the most engagement and the most shares on social media channels?
- Text status updates
 - Video posts
 - Images and photos
 - Audio clips
24. The idea behind Internet users creating content and *not* advertising agencies is known as _____.
- Product reviews
 - Online comments
 - Likes and shares
 - Earned media
25. _____ is a professional business-related networking site that allows companies to create professional profiles for themselves as well as their business to network and meet others.
- Facebook
 - Google+
 - LinkedIn
 - Twitter
26. _____ is a social media network based on the idea of connecting people with friends, family members, community groups, and businesses. Each registered user gets their own personal profile that shows their posts and content.
- Facebook
 - Google+
 - LinkedIn
 - Twitter

27. _____ is a photo and video-sharing social networking service that allows users to upload photos and videos, which can be edited with various filters and organized with tags and location information.
- Instagram
 - Facebook
 - Snapchat
 - Twitter
28. _____ is a popular messaging and picture exchanging application developed to allow users to message back and forth and to send photographs that are only available from 1-10 seconds.
- Instagram
 - Facebook
 - Snapchat
 - Twitter
29. Reaching _____ percent of your entire audience on social media is considered good *without* paying for advertisement.
- 5
 - 10
 - 15
 - 25
30. One of the most important concepts to remember when setting up a business on social media is _____.
- the business should always include their address on social media
 - the business should define who they are
 - the business should include a profile picture of the physical store front
 - the business should always sell their products on the platforms
31. Which of the following platforms is *most* popular with a female target audience?
- Google+
 - Instagram
 - Twitter
 - Pinterest
32. How many characters does a digital marketer have to work with on the Twitter platform?
- 120
 - 140
 - 200
 - 260

33. When a digital marketer sends messages to an individual who did *not* request the message, it is deemed as sending _____.
- flame
 - spam
 - scams
 - trolls
34. Which one of the following questions is the most important question to ask when setting up a cover photo?
- Where should I place my company logo?
 - What time of day should the picture be taken?
 - What image best represents my brand?
 - What image best shows off the company's storefront?
35. What service will help a digital marketer track the traffic from social media to a company's website?
- Google Analytics
 - Google Insights
 - Google AdWords
 - Google+ SEO
36. What service will help a digital marketer learn more about the traffic on a Facebook page?
- Facebook AdWords
 - Facebook Insights
 - Facebook Pages
 - Facebook Profiles
37. Which of the following would be the *best* social media platform for a professional photographer to make a presence?
- Facebook
 - Flickr
 - Twitter
 - Instagram
38. Which of the following would be the *best* social media platform for a company to give a VIP behind-the-scenes look at the innerworkings of a business?
- Instagram
 - Snapchat
 - Facebook
 - Periscope

39. Facebook _____ is a function that allows people to record and post live video streams to Facebook via its mobile app or via your desktop webcam.
- Video
 - Animation
 - Live
 - Profiles
40. _____ is a score used to determine how influential your social activities are.
- Klout score
 - Social score
 - Competition score
 - Active score
41. Using a combination of the “@” and a username together is known as a _____ on many popular social media platforms.
- Mention
 - Direct message
 - Retweet
 - Share
42. When a Twitter profile displays a blue check mark on the company’s profile, this means _____.
- a business is actively seeking followers
 - the business is historically known for following up with followers
 - the business has been in business more than 5 years
 - the business is officially verified and the account is authentic
43. _____ refers to creating content that is supposed to attract and engage the audience.
- Multimedia marketing
 - Content marketing
 - Suggestive marketing
 - Audience marketing
44. _____ marketing establishes communication with prospective clients or advertisers via direct electronic mail.
- Social profile
 - Electronic
 - Email
 - Spam

45. _____ is a free video conferencing feature designed around social media that a marketer could use to reach and interact with potential new customers and foster professional connections.
- YouTube
 - Google+ Community
 - Google Hangouts
 - Zoom Meetings
46. A website that users can access from any mobile device *without* impairing the user experience is known as being _____.
- mobile optimized
 - mobile friendly
 - mobile ready
 - mobile viewable
47. _____ is a computer program used by search engines to look for clues or signals, which enables them to deliver relevant search results to the users.
- Search algorithm
 - Search insights
 - Search metrics
 - Search results
48. Someone who subscribes to a social media account by clicking on like, follow, or the subscribe button is known as a _____.
- liker
 - friend
 - subscriber
 - follower
49. The efficiency of social media ads increases with advanced options to _____.
- add more text
 - target your audience
 - create ads in two minutes
 - monitor the performance of the ads
50. Calculating social media ROI helps you _____.
- measure the success of SMM strategy
 - measure the success of SEM strategy
 - define goals
 - use social media for branding