

EXERCISE 10: BUSINESS CASE AND ANSWERS

After completing your Digital Marketing Course
 create a business plan

1. What is the first step in creating your business plan?

- a. Define your business goals
- b. Define your target market
- c. **Write your business plan and a budget**
- d. Find funding and resources

2. How can digital marketing help you to reach your target market of customers?

- a. Email
- b. **Search**

3. What is a digital marketing tool that is used to track user behavior?

- a. Email marketing software
- b. **Google Analytics**
- c. Facebook advertising
- d. None of the above

4. If you have a fully integrated digital marketing strategy, you can _____ your reach, boost sales, and increase your engagement and retention.

- a. **Reduce**
- b. **Improve**
- c. **Decrease**
- d. **Limit**

5. According to business plan, what is effective marketing?

- a. Marketing that focuses on promoting an idea
- b. Marketing activities that are not all related
- c. **Marketing activities that are all related**
- d. Marketing that focuses on promoting an idea

6. What is a digital marketing strategy?

- a. **Plan**
- b. **Map**

Expert Session 2 Quiz Answers

Marcel A. Müller



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