



## Content Manager quiz

### Module 1: Digital Marketing

1. Complete the definition of e-commerce by ticking the relevant boxes (tick all correct answers)

- a) Electronic commerce refers to commercial transactions
- b) That are conducted electronically
- c) And includes buying
- d) And includes buying and selling
- e) Of digital goods
- f) Of digital goods and services
- g) Of goods and services including digital goods and services

2. There are different possibilities to conduct e-commerce and to create value online. Please indicate the appropriate e-commerce mode for the examples below (tick all correct answers)

	Business-to- Customer (B2C)	Customer-to- Customer (C2C)	Customer-to- Business (C2B)
Private book-reselling			
Classified ads service			
Online market places			
Online shops			
Review portals			
Customer photography competition			



### 3. What does ROI stand for?

- a) Return on Investment = (Gain from Investment - Cost of Investment)/Cost of Investment
- b) Return on Investment = Cost of Investment/Gain from Investment
- c) Return on Investment = Gain from Investment - Cost of Investment

### 4. Please indicate which feature from the list below belongs to Digital Marketing and which one belongs to traditional Marketing (tick all correct answers)

	Traditional Marketing	Digital Marketing
Aiming at improvement of the organisation's business performance		
Mutual interaction between customer and business		
Customer orientation		
Using well-established communication channels with broad impact		
Sponateous and quick communication		
Strategic thinking		
Improving online reputation		

## Module 2: Analytical Skills

### 1. What is a "buyer persona"?

- The buyer persona is the best and most loyal customer of a business shopping frequently.



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- The buyer persona represents the target audience of the business having in common a set of similar characteristics based on demographic, behavioural and geographic information.
- The buyer persona refers to the customer account in e-commerce.

## 2. What is meant by the term "customer journey"?

- a) Customer journey refers to the process of purchase, starting at the first buying impulse or interest in the product until a possible conversion in the after sales phase.
- b) Customer journey is the process of analysing the customer needs for future product development.
- c) Customer journey relates to the distribution channels of a product and the distance a customer has to travel for being able to buy the product.

## 3. Data collection is the key to a proper needs analysis. How can customer data be collected? Several statements are correct (tick all correct answers)

- a) Search the Internet for customer data.
- b) Search own databases for relevant information.
- c) Refine customer database by survey, account login tracking (e.g. cookies).
- d) Buy information and data from external agencies.

## Module 3: Problem Management

### 1. Why is a complete problem definition so important in the problem management process? Please consider that several statements might be correct.

- a) A complete problem definition helps to develop a standardised solution to it.
- b) People never perceive the same thing so it is important to get a complete understanding of what went wrong and the consequences this had.
- c) Since people always perceive the same thing, a standardised solution can be applied.
- d) Without a clear statement, the solution of the problem will not be appropriate.



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**2. The “five whys” are a useful tool in problem management, as they:**

- a) ...help to find the real root cause of a problem
- b) ...help to develop a solution to the problems
- c) ...help to understand the customer expectations
- d) ...help to improve online reputation of the organisation.

**3. Why are documentation standards relevant in problem management? (tick all correct answers)**

- a) Documentation standards look more professional and make a better impression.
- b) They help to create efficient documents and build up a knowledge base for supporting future problem management.
- c) Documentation standards are an EU quality requirement.

## **Module 4: Digital Marketing Tools**

**1. What is Viral Marketing? Please tick the right definition**

- a) Viral Marketing spreads information about the business to a groups of persons beyond the target market, e.g. by videos in social media.
- b) Viral Marketing involves working with bloggers and influential people in your industry to attract more customers.
- c) Viral Marketing are campaigns / special offers published by newsletters to address recent customers and relate to customer actions.

**2. What is Content Marketing? Please tick the right definition.**

- a) Content Marketing involves working with bloggers and influential people in your industry to attract more customers.
- b) Content Marketing is a combination of SEO, SEA and PR and involves the integration of a blog into the company’s website.
- c) Content Marketing are campaigns / special offers published by newsletters to address recent customers and relate to customer actions.



### 3. What is meant by the term "brand ambassador"?

- a) Customers who review your products in your review portal.
- b) Bloggers who review your products.
- c) Consultants who promote your product on a political level.

### 4. What social media channel suits best for the following purposes?

Please tick all correct answers.

Facebook   Twitter   LinkedIn   Instagram

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Provide stakeholders with short messages about recent developments.

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Attract possible trainees and employees

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Distribute audiovisual material beyond target audience

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Connect with stakeholders individually

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## Module 5: Content Generation

### 1. What are the advantages of content marketing? (thick all correct answers)

- a) Content Marketing increases the traffic on the website.
- b) Content Marketing improves the online reputation of an organisation on the Internet.
- c) Content Marketing attracts new potential customers.

### 2. What is meant by the rule of thirds?

- a) The ROI of marketing measures has to be at least one third to be profitable.



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- b) The rule of thirds refers to the distribution of marketing activities on different channels (e.g. one third social media, one third print media, one third website)
- c) The rule of thirds refers to the structure of the content (1/3 promotion of products and services, 1/3 industry news and stories, 1/3 interaction with others or user generated content)

### 3. What is meant by the 80/20 rule?

- a) 80% of marketing budget should be spend for digital marketing and 20% on traditional marketing
- b) 80% of your content on social media should be promotional (e.g. links to your shop and product depictions) whereas 20% should be relevant to the business but entertaining.
- c) 20% of your content on social media should be promotional (e.g. links to your shop and product depictions) whereas 80% should be relevant to the business but entertaining.