



E-Marketer training 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 the buying;
- d) and includes the 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			
Online market places			
Online market places			
Online shops			
Review portals			
Customer photography Competition			

3. What does ROI stand for?

- a) $\text{Return on Investment} = (\text{Gain from Investment} - \text{Cost of Investment}) / \text{Cost of Investment}$;
- b) $\text{Return on Investment} = \text{Cost of Investment} / \text{Gain from Investment}$;
- c) $\text{Return on Investment} = \text{Gain from Investment} - \text{Cost of Investment}$;

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



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	Traditional Marketing	Digital Marketing
Aiming at improvement of the organization'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		
Improve the online reputation		

5. The list indicates several marketing objectives. Choose appropriate marketing tactics by ticking boxes.

	Di-splay/banner advertising	Email marketing	Search engine advertising	Brand ambassadors / customer reviews	Viral campaign	Website and online shop
Authentic product promotion						
Increase online visibility						
Targeted customer communication						
Increase online visibility beyond the traditional target market						

Module 2: Business Strategy

1. The strategic process includes several steps. Please bring the following in the right order by indicating which step is first, second, etc. (tick only one answer in each row).

	First step	Second step	Third step	Fourth step



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	First step	Second step	Third step	Fourth step
Analyses				
Strategic controlling				
Strategic development				
Strategy implementation				

2. Business strategies need to be implemented. Please indicate which of the following elements belongs to which level? Strategic or operative? *

	Strategic level	Operative level
Essential decisions		
Short-term orientation		
Comprehensive solutions		
Particular solutions		
Long-term orientation		
Situative decisions		

3. Which elements constitute a PEST Analysis? (tick all correct answers).

- a) political factors;
- b) socio-cultural factors;
- c) historical factors;
- d) technological factors;
- e) philosophical factors;
- f) fashion factors;
- g) economic factors.

4. Which elements constitute a SWOT Analysis? (tick all correct answers).

- a) strengths;
- b) threats;
- c) opportunities;
- d) trends;
- e) weaknesses;
- f) competitors.

5. Please indicate which Motto refers to which behavioural option in strategic management? (tick one answer in a row).

	Peaceful behaviour	Cooperative behaviour	Aggressive behaviour	Conflict behaviour



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	Peaceful behaviour	Cooperative behaviour	Aggressive behaviour	Conflict behaviour
"Together we are strong!"				
"We opt for our benefits only, let's see how far we can go!"				
"The market is open to everyone"				
"Offence is the best defence"				

6. What elements would you include in a business strategy and action plan? (tick one answer in a row).

	Yes	No
Description of the business background		
Description of envisaged goals		
List of milestones		
Analysis of the current business situation		
Detailed action plan		

7. What elements would you integrate in the detailed action plan of an e-Marketer? (tick one answer in a row).

	Yes	No
Communication channel		
Person in charge		
Amount of investment		
Due date		
Task description		
Number of users		
Goal		
Return on investment		

Module 3: Relationship and Risk Management

1. Who belongs to the group of stakeholders? (tick all correct answers).

- a) suppliers;
- b) customers and consumers;
- c) competitors;
- d) employees;



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- e) business and other media.

2. What does the term "internal market" refer to? (tick all correct answers).

- a) employees are regarded as customers and suppliers;
- b) employees are regarded as strong brand ambassadors;
- c) local trade is regarded as most important market for e-commerce.

3. The crisis management process includes several steps. Please bring the following in the right order by indicating which step is first, second, etc. (tick all correct answers).

	First step	Second step	Third step	Fourth step	Fifth step	Sixth step
Notifications and assignments						
Verify and assess crisis						
Communication and management						
Assess the communication crisis level						
Develop and provide messages						
Monitor and provide feedback						

Module 4: Analytical Skills

1. What is a "buyer persona"? *

- a) the buyer persona is the best and most loyal customer of a business shopping frequently;
- b) 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;
- c) 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;



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- 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? (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 5: Digital Marketing Tools

1. 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.

2. What is e-mail marketing? *

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

3. What is meant by the term "brand ambassador"? (tick all correct answers).

- 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.

What social media channel suits best for the following purposes? (tick all correct answers).

Facebook LinkedIn Instagram Twitter

Provide stakeholders with short messages about recent developments.



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[Facebook](#) [LinkedIn](#) [Instagram](#) [Twitter](#)

Distribute audiovisual material beyond target audience

Attract possible trainees and employees

Connect with stakeholders individually
