**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_F\_\_\_\_ | Advertisements on one of the major tv networks like NBC will reach over 70% of today’s consumers. |
| 2. | \_\_\_T\_\_\_\_ | It is important for organizations to develop creative, quality content that will increase levels of consumer engagement. |
| 3. | \_\_\_T\_\_\_\_ | PPC (pay per click) is the most common form of paid search. |
| 4. | **\_\_\_**T**\_\_\_\_** | SEO is the process of building and maintaining a business or brand’s website so that it maximizes discovery and recommendations provided by search engines. |
| 5. | \_\_\_F\_\_\_\_ | The popularity of podcasts is declining in America with fewer businesses and brands leveraging the medium. |

## MATCHING (10 terms)

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

a. Augmented Reality b. Gamification c. Digital marketing d. Viral

e. Content Marketing f. Retargeting g. Push Notification h. Cryptocurrency

i. NFTs j. User-Generated Content

\_\_j\_\_\_ 1. Encompasses the millions of consumer-generated comments, opinions, and personal experiences posted in publicly available online sources on a wide range of issues, topics, products, and brands.

\_\_b\_\_\_ 2. A marketing strategy that encourages consumer engagement with brands through gameplay or similar activities.

\_\_a\_\_\_ 3. The practice of taking the same graphics used on television screens or computer displays and integrating them into real-world environments.

\_\_d\_\_\_ 4. This content occurs when a piece of content is so engaging that it gets passed along without the support of any marketing or promotional campaign.

\_\_c\_\_\_ 5. Can be described as actively promoting products and services using digital distribution channels as an alternative to the more traditional mediums such as television, print and radio.

\_\_f\_\_\_ 6. An advertising strategy that involves putting a brand’s ads in front of people who previously browsed its products or services without making a purchase.

\_\_g\_\_\_ 7. Refers to the practice of communicating information about products and services by sending messages to a consumer’s mobile device or desktop.

\_\_i\_\_\_ 8. Non-fungible token or digital asset that is bought or sold online.

\_\_h\_\_\_ 9. An electronic payment system where transactions are verified and recorded on a blockchain.

\_\_e\_\_\_10. A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and drive profitable customer action.

## SHORT ANSWER (2 questions)

1. What makes digital marketing effective?

* Targeted
* Measurable
* Cost efficient
* Flexible and dynamic
* Encourages consumer engagement
* Drives sales

2. Identify three forms of digital marketing and explain why a marketing professional might choose each as a way to reach consumers.

Student answers will vary