

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. **Analytics software**
- c. CRM software
- d. Social media management

4. If you have a fully integrated digital marketing strategy, you can _____, which means being in control of your organization's own destiny.

- a. **Scale**
- b. Grow
- c. Expand
- d. Diversify

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

- a. Marketing that results in a profit for the business
- b. Marketing that results in a profit for the business
- c. **Marketing that results in a profit for the business**
- d. Marketing that results in a profit for the business

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

- a. **Analytics**
- b. Social media

Expert Session 2 Quiz Answers

O García



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Table of Contents Expert Session 2 Quiz Answers

1. Understanding the eBook Expert Session 2 Quiz Answers
 - The Rise of Digital Reading Expert Session 2 Quiz Answers
 - Advantages of eBooks Over Traditional Books
2. Identifying Expert Session 2 Quiz Answers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Expert Session 2 Quiz Answers
 - User-Friendly Interface
4. Exploring eBook Recommendations from Expert Session 2 Quiz Answers
 - Personalized Recommendations
 - Expert Session 2 Quiz Answers User Reviews and Ratings
 - Expert Session 2 Quiz Answers and Bestseller Lists
5. Accessing Expert Session 2 Quiz Answers Free and Paid eBooks
 - Expert Session 2 Quiz Answers Public Domain eBooks
 - Expert Session 2 Quiz Answers eBook Subscription Services
 - Expert Session 2 Quiz Answers Budget-Friendly Options

6. Navigating Expert Session 2 Quiz Answers eBook Formats
 - ePub, PDF, MOBI, and More
 - Expert Session 2 Quiz Answers Compatibility with Devices
 - Expert Session 2 Quiz Answers Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Expert Session 2 Quiz Answers
 - Highlighting and Note-Taking Expert Session 2 Quiz Answers
 - Interactive Elements Expert Session 2 Quiz Answers
8. Staying Engaged with Expert Session 2 Quiz Answers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Expert Session 2 Quiz Answers
9. Balancing eBooks and Physical Books Expert Session 2 Quiz Answers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Expert Session 2 Quiz Answers
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Expert Session 2 Quiz Answers
 - Setting Reading Goals Expert Session 2 Quiz Answers
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Expert Session 2 Quiz Answers
 - Fact-Checking eBook Content of Expert Session 2 Quiz Answers
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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