

DUMPS ARENA

Professional Diploma in Digital Marketing

DMI PDDM

Version Demo

Total Demo Questions: 10

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QUESTION NO: 1

Digital Marketing campaigns are often based on a process sequence from Launch to Review to Adjustment and finally to Re-Launch. What is this process known as?

- A. Iteration
- B. Perfection
- C. Reflection
- D. Refinement

ANSWER: A

QUESTION NO: 2

What kind of coding script executes to make Google Analytics work? Choose one of the following:

- A. Javascript
- B. HTML script
- C. VBA script
- D. Pearl script

ANSWER: A

QUESTION NO: 3

In digital display you have heard about split testing. What does this mean? Choose one of the following: Exhibit:



- A. Testing ads with different content.
- B. Testing ads through uncontrolled experiments.
- C. Testing ads in print advertising.
- D. Testing ads generally for response rates.

ANSWER: A

QUESTION NO: 4

Select two steps from the Digital Marketing Institute's Digital Marketing Plan from the options shown below:

- A. Situation Analysis
- B. Brand
- C. Research
- D. Standards
- E. Information Gathering

ANSWER: A E

QUESTION NO: 5

Your CEO has asked you to set out some concrete business objectives for the upcoming social media marketing campaign. Choose TWO such objectives from the list below:

- A. Leads
- B. Revenue
- C. Click-Through-Rate
- D. Social mentions
- E. Reputation

ANSWER: A B

QUESTION NO: 6

Which one of the following is not considered as a goal within Google Analytics? Choose one of the following: Exhibit:



- A. Traffic alert
- B. Brochure request
- C. File download
- D. Completed purchase

ANSWER: A

QUESTION NO: 7 - (DRAG DROP)

DRAG DROP

Match the Key Performance Indicator (KPI) for the latest email marketing campaign on the left with the insight it provides on the right as below:

Select and Place:

KPI		Insight
Conversion		Insights on response rates relative to the objectives set
Traffic		Insights on effectiveness of new visit generation
Click-through Rate		Insight about the quality of audience segmentation
Open Rate		Insight about the quality of the email subscriber list

ANSWER:

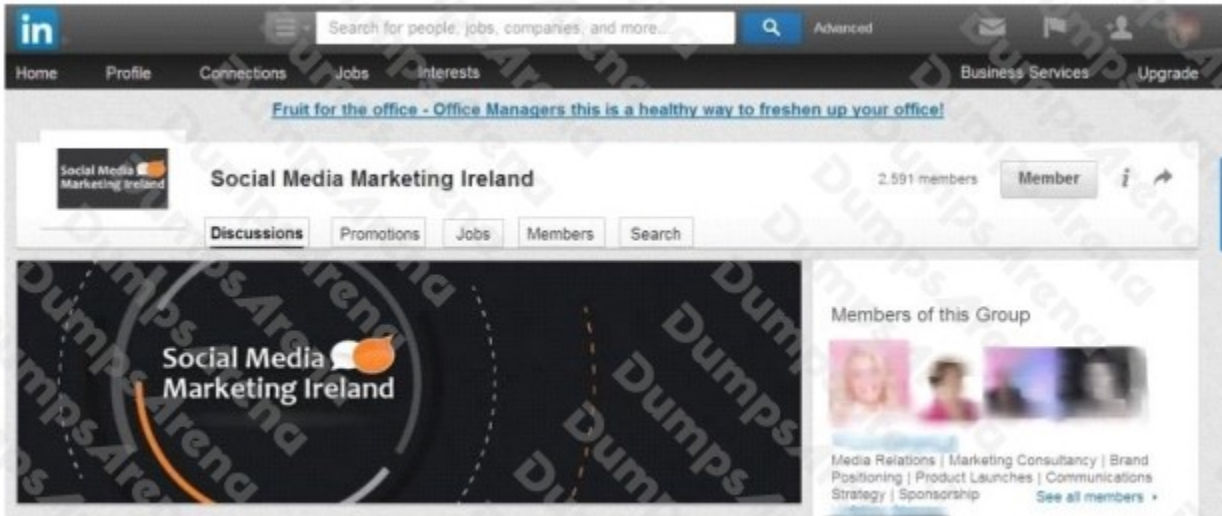
KPI		Insight
	Click-through Rate	Insights on response rates relative to the objectives set
	Traffic	Insights on effectiveness of new visit generation
	Open Rate	Insight about the quality of audience segmentation
	Conversion	Insight about the quality of the email subscriber list

QUESTION NO: 8 - (HOTSPOT)

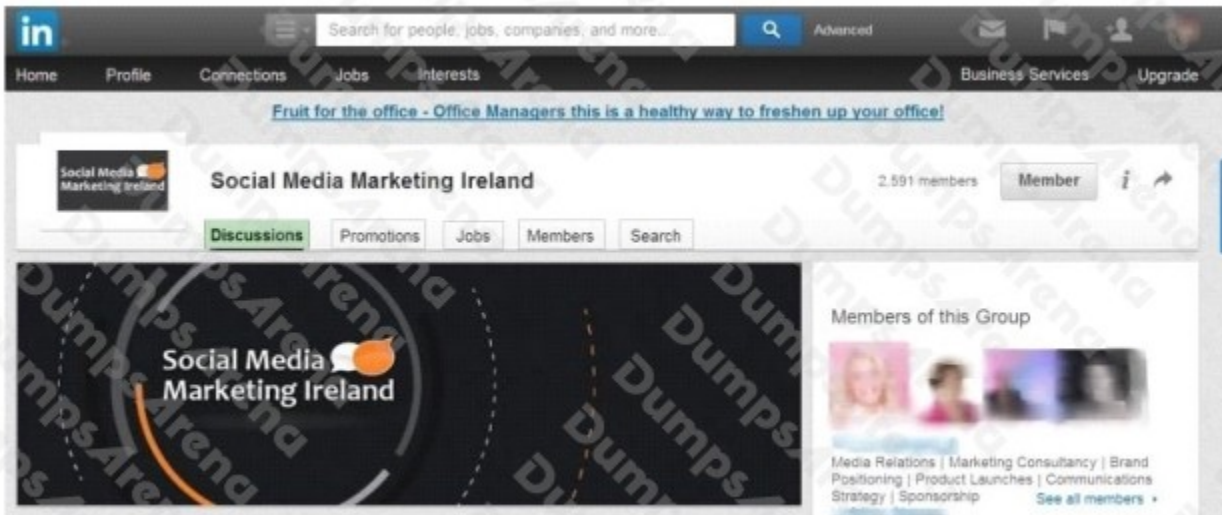
HOTSPOT

Click in the screen shown to begin posting a promotion to a LinkedIn Group

Hot Area:



ANSWER:



QUESTION NO: 9

What factors do email filters screen incoming email messages on? Choose TWO of the following:

- A. Certain phrases and punctuation
- B. Certain images and attachments
- C. Certain symbols and colors
- D. Text imbalance and images

E. Attachments and font colors

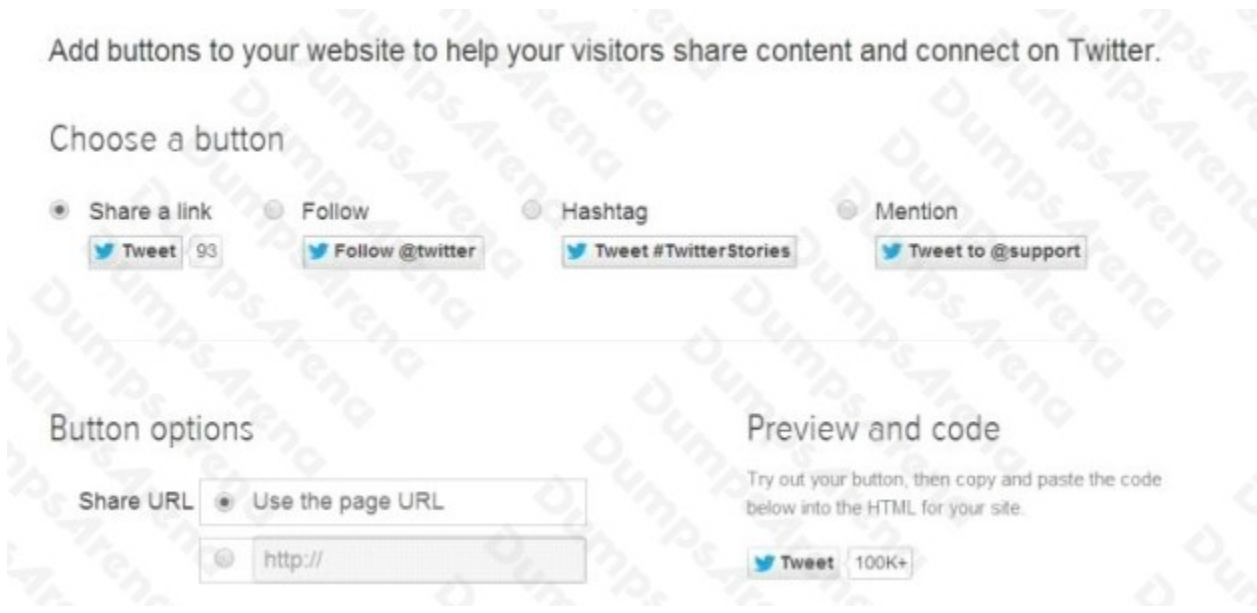
ANSWER: A B

QUESTION NO: 10 - (HOTSPOT)

HOTSPOT

Where would you click in the screen shown to select a Twitter button for your website, which would allow visitors to share content on a specific topic?

Hot Area:



ANSWER:

Add buttons to your website to help your visitors share content and connect on Twitter.

Choose a button

- Share a link
 - Tweet 93
- Follow
 - Follow @twitter
- Hashtag
 - Tweet #TwitterStories
- Mention
 - Tweet to @support

Button options

Share URL Use the page URL

Custom URL

Preview and code

Try out your button, then copy and paste the code below into the HTML for your site.

