



Professional Diploma in Digital Marketing

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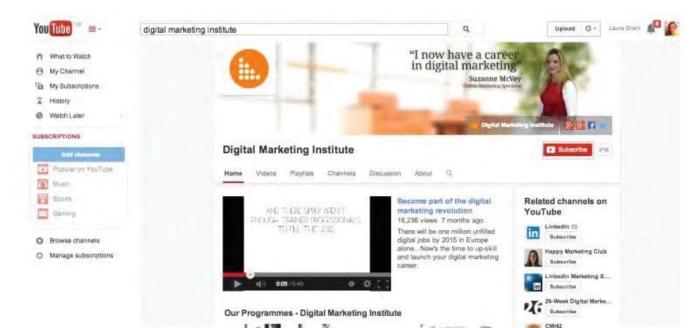


## **QUESTION 1**

#### HOTSPOT

Click in the screen below to sign up for the Digital Marketing Institute YouTube Channel:

Hot Area:



## Correct Answer:





# **QUESTION 2**

# HOTSPOT

You have just set up a new Twitter account. Where would you click next in the screen shown to add your profile photo?

Hot Area:

		Profile This information app	sears on your public profile, search results, and beyond.
	deaths	Now adit your photos a	and bio right from your profile.
Tag Digital Ma oTagDigitalMarke	rkeun	Photo	Change phote -
Account	>		This photo is your identity on Twitter and appears with your Tweets.
Security and privacy	>		
Password	>	Header	Change header
Mobile	>		Recommended dimensions of 1500x500
Email notifications	>		Next hidp? Learn more
Web notifications	>		
Profile	>	Name	Tag Digital Marketin
Design	>		Enter your neil name, so people you know can recognize you.
Apps	>	Location	
Widgets	>		Where in the world are you?
		Website	http://

## Correct Answer:

		Profile This information appears on your public profile, search results, and beyond.				
Tag Digital Marketin		Now edit your photos and bio right from your profile.		*		
GTagDigital Marke	arkeun	Photo	Change photo -			
Account	>		This photo is your identity on Twitter and Tweets.	арреная жал уюн-		
Security and privacy	>		TWORE.			
Password	>	Header	Change header			
Mobile	>		Recommended dimensions of 1500×500 Maximum file size of 5MB			
Email notifications	>		Need help? Learn more			
Web notifications	>					
Profile	>	Name	Tag Digital Marketin			
Design	>		Enter your neel name, so people you know can recognize y	you.		
Appa	>	Location				
Widgets	>		Where in the world are you?			
		Website	http://			
© 2014 Twitter About Help Term Cookles Advinto Brand Blog St Jobs Advertise Businesses Media	atus Apps		Have a normepage or a blog? Put the address norm			



#### **QUESTION 3**

Which of the following will NOT adversely affect your link building efforts? Choose one of the following:

- A. Refreshing content
- B. Keyword stuffing
- C. Broken links
- D. Duplicate content

Correct Answer: A

# **QUESTION 4**

What does retargeting mean? Choose one of the following: Exhibit:

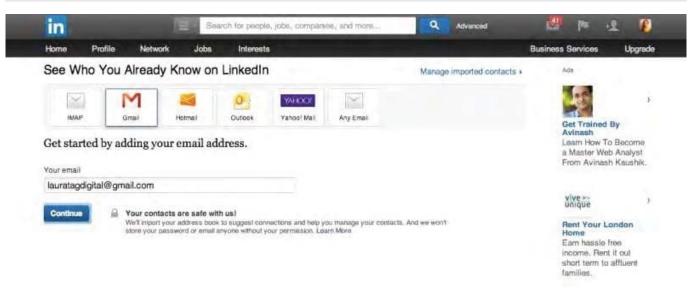


- A. The ad follows the user
- B. The ad leads the user
- C. The user follows the ad
- D. The user leads the ad
- Correct Answer: A

#### **QUESTION 5**

What is going on in the screen shown below? Choose one of the following: Exhibit:





- A. LinkedIn is inviting you to import contacts from your address book
- B. LinkedIn is inviting you to download email addresses from your webmail.
- C. LinkedIn is inviting you to export email addresses from your Outlook address book.
- D. LinkedIn is inviting you to import email addresses from your Twitter account.
- Correct Answer: A

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