



Expert Session Quiz

Expert: Owen Fuller

Title: How to do Inbound Marketing the Right Way

1. What type of marketing is inbound marketing?
 - A. Business to Business (B2B)
 - B. Business to Consumer (B2C)
 - C. Business to Manufacturer (B2M)
 - D. Person to Person (P2P)

2. What are the 4 steps of the inbound marketing process, and in what order?
 - A. Attract>Convert>Close>Delight
 - B. Strangers >Visitors>Leads>Customers
 - C. Attract>Convert>Delight>Close
 - D. Strangers>Visitors>Customers>Promoters

3. Describe the difference between Rent vs. Own.

4. Name 3 of the 8 areas you should know when documenting your buyers persona.

5. Which of these are not a part of the website checklist?
 - A. Easy to use
 - B. Loads quickly
 - C. SEO optimized
 - D. Each page is visually focused

6. Name 3 ways to attract visitors to your website via inbound marketing?

7. Which of these is not a way to convert visitors in to leads?
 - A. Free handouts
 - B. Offers and CTA's
 - C. Landing pages

D. Email marketing

8. Describe your favorite "pro tip" given from the speaker.
9. What were one of the questions asked during the Q&A?
10. What question would you ask the presenter?