

## EXPERT SESSION QUIZ

Title: **Digital Marketing in a Pandemic**

Name: **Alex Oliveira**

1. Google gets over \_\_\_\_ percent of searches on the internet.
  - a. 35
  - b. 45
  - c. 55
  - d. 65
  
2. Which website can you use to see what people are searching for during a pandemic?
  - a. ads.google.com
  - b. Searches.google.com
  - c. trends.google.com
  - d. queries.google.com
  
3. What is the first marketing action Alex suggests a company performs?
  - a. Schedule social posts
  - b. Send emails
  - c. Create website pop-ups
  - d. Perform SEO
  
4. What part of the customer journey involves pulling in customers?
  - a. Outbound
  - b. Inbound
  - c. Impulse
  
5. What feature on your website does Alex recommend you take advantage of to help customers during a pandemic?
  - a. Better content
  - b. Chat
  - c. Form updates
  - d. Security
  
6. In the context of digital marketing, what does the acronym "NAP" stand for?
  - a. Notice All Problems
  - b. No Ads Please
  - c. Name, Address, and Phone Number
  - d. Number and Price

7. According to Alex, what are the three things you should focus on with your customers during a pandemic? (Select all that apply.)

- a. Service
- b. Elevated Experience
- c. Price haggling
- d. Engagement

8. True or False: Alex suggests focusing on current customers' needs first before focusing on potential customers during a pandemic.

- a. True
- b. False

9. Which social platform is best for telling a story visually?

- a. Instagram
- b. Facebook
- c. Pinterest
- d. Twitter

10. To connect with customers and potential customers, Alex suggests creating a(n) \_\_\_\_\_ on Facebook.

- a. Ad
- b. Group
- c. Video
- d. Poll