

ECDL / ICDL Digital Marketing

Sample Part-Test

The following is a sample part-test for ECDL / ICDL Digital Marketing. This sample part-test contains 18 questions giving a total of 18 marks.

The actual ECDL / ICDL Digital Marketing certification test contains 36 questions giving a total of 36 marks. The candidate has passed the test if he/she scores 27 out of 36 marks. The pass mark for the module is 75%. The duration of the actual ECDL / ICDL Digital Marketing certification test is 45 minutes.

Although the ECDL / ICDL Digital Marketing sample part-test is not a certification test it does give an indication about the scope and approach adopted within the actual ECDL / ICDL Digital Marketing certification test. All test items within the actual ECDL / ICDL Digital Marketing certification tests are based on ECDL / ICDL Digital Marketing Syllabus Version 1.0. For further information about the coverage of Skill Sets and Knowledge Areas in the ECDL / ICDL Digital Marketing tests please refer to ECDL / ICDL Digital Marketing Syllabus Version 1.0 which is available for download at the appropriate section of the Programmes page of www.ecdl.org

Module Goals

ECDL / ICDL Digital Marketing sets out essential concepts and skills relating to the fundamentals of digital marketing.

Successful candidates will be able to:

- Understand key concepts of digital marketing, including advantages, limitations and planning.
- Understand various web presence options and how to select appropriate keywords for search engine optimisation.
- Recognise different social media platforms, and set up and use common platforms.
- Understand how effective social media management assists in promotion and lead generation.
- Use a social media management service to schedule posts and set up notifications.
- Understand various options for online marketing and advertising, including search engine, e-mail and mobile marketing.
- Understand and use analytics services to monitor and improve campaigns.

Sample Part-Test 1

This is a sample part-test.

The following is the sample part-test for ECDL / ICDL Digital Marketing. This test consists of 18 questions with 1 mark available for each question. The total marks available are 18 marks.

- 1 Which one of the following best describes the term digital marketing? **[1 mark]**
- a. Marketing to consumers using a range of online channels.
 - b. Gaining website visibility from unpaid efforts on search engines.
 - c. Marketing to consumers through a television advertising campaign.
 - d. Gaining brand exposure through a marketing campaign on radio.
- 2 You are describing the advantages of digital marketing to your business partner. Which one of the following is an advantage of using digital marketing over traditional marketing techniques? **[1 mark]**
- a. It can be implemented without planning or management.
 - b. It is suitable for all types of products and services.
 - c. It is always viewed positively by online customers.
 - d. It allows direct interaction with customers.
- 3 Which one of the following types of content would you typically use to drive online traffic and enhance engagement? **[1 mark]**
- a. Catalogs.
 - b. Academic report cards.
 - c. Infographics.
 - d. Roadside Billboards.
- 4 Which one of the following is one of the first steps to take when creating your online presence? **[1 mark]**
- a. Promote your website using an advertising campaign.
 - b. Register an account with an online advertising network.
 - c. Register with a website hosting service.
 - d. Advertise on a social media platform.

Continued...

Sample Part-Test 1 (Contd.)

- 5 Where would you click in the image below to access a page that lists all of the webpages on the website? **[1 mark]**

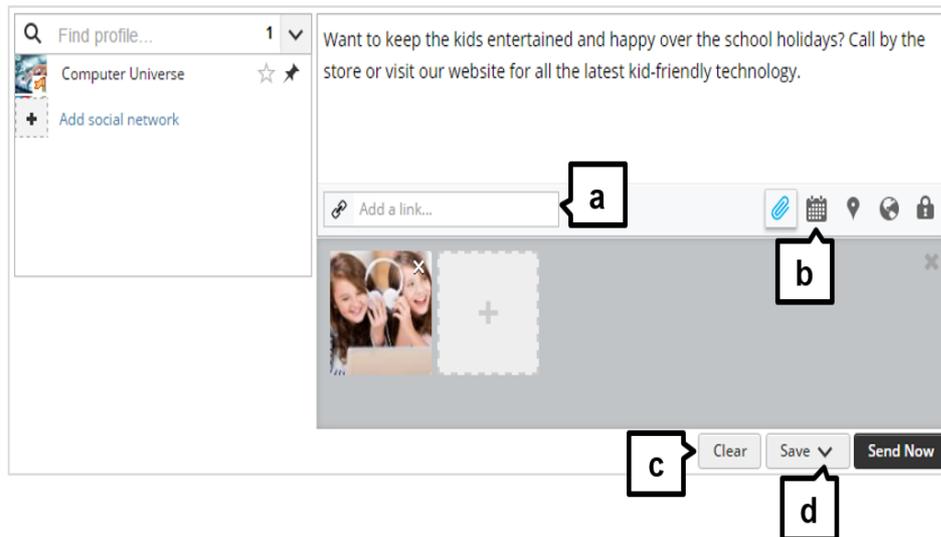


- a. Option a.
- b. Option b.
- c. Option c.
- d. Option d.
- 6 Which one of the following is a way of promoting a website? **[1 mark]**
- a. Submitting the website to relevant online directories.
- b. Registering with a website hosting service.
- c. Setting up an analytics account.
- d. Building a website using a content management tool.
- 7 You are planning a new social media marketing campaign for a wedding photography business. Which one of the following social media platforms is the most suitable for sharing photographs? **[1 mark]**
- a. LinkedIn.
- b. Instagram.
- c. Facebook.
- d. Twitter.
- 8 Which one of the following best describes the term tag when used on social media sites? **[1 mark]**
- a. A way to express agreement on a post, picture or video.
- b. A brief description of a webpage contained in the HTML code.
- c. A word or phrase preceded by a hash sign to identify messages on a specific topic.
- d. A way to identify someone in a post, picture or video.

Continued...

Sample Part-Test 1 (Contd.)

9 Where would you click in the image below to schedule the draft post? **[1 mark]**



- a. Option a.
- b. Option b.
- c. Option c.
- d. Option d.

10 A customer has posted a complaint on social media that raises valid concerns about a service your business has provided. Which one of the following outlines best practice when dealing with complaints on social media? **[1 mark]**

- a. Post a response criticising the customer for making a complaint.
- b. Address the complaint in a timely manner online and offline if necessary.
- c. Delete the comment from social media and ignore the valid concerns.
- d. Never respond to complaints made by customers online.

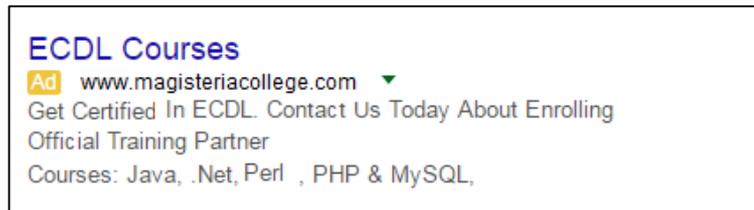
11 Which one of the following is an example of an online advertising platform? **[1 mark]**

- a. MailChimp.
- b. Joomla.
- c. Hootsuite.
- d. Google Display Network.

Continued...

Sample Part-Test 1 (Contd.)

- 12 Which one of the following type of advertisement is shown in the image below? [1 mark]



- a. Banner advertisement.
- b. Video advertisement.
- c. Pop-up advertisement.
- d. Text advertisement.
- 13 Which one of the following best describes the term opt-out? [1 mark]
- a. Opening e-mails received via e-mail marketing campaigns.
- b. Deleting e-mails received via e-mail marketing campaigns.
- c. Removing yourself from a digital mailing list.
- d. Joining an e-mail mailing list to receive marketing communications.
- 14 Which one of the following best describes the term unique visitors? [1 mark]
- a. The number of unique visitors who become customers divided by the total number of unique visitors, expressed as a percentage.
- b. The number of website visitors over a specified timeframe, regardless of the number of visits they make.
- c. The number of visitors that click a link on another site and land on your website.
- d. The number of visitors who leave a website without interacting divided by the total number of visitors.
- 15 Which one of the following terms is used to describe the process of analysing visitor behaviour to a social media account? [1 mark]
- a. Impressions.
- b. Mentions.
- c. Notifications.
- d. Insights.

Continued...

Sample Part-Test 1 (Contd.)

- 16 You are working as a Digital Marketing Executive for **Healthy Options**, a Smoothie and Juice Bar. Complete the digital marketing tasks below for the company.
- Open the web browsing application.
- Go to the following web page address:
http://www.ecdl.org/marketingsample
- You wish to edit your social media business profile.
- Activate the **Social Media** hyperlink.
- Edit the following profile fields only:
- Category: **Retail and Consumer Merchandise**
- Name: **Healthy Options**
- Click **Submit**. **[1 mark]**
- 17 Navigate to the test home page and activate the **E-mail Marketing** hyperlink.
- You wish create a new e-mail marketing campaign to provide information on Cheap and Speedy flight destinations.
- Create a campaign:
- Mailing List: **Healthy Living**
- Campaign Name: **Start Today**
- Personalise the "To" Field: **Checked**
- Track clicks: **Checked**
- Template: **Classic**
- Picture: **healthy header.jpg** (from your Candidate Drive)
- Subject: **Get Healthy Today**
- Accept the default for all other settings.
- Click **Create**. **[1 mark]**

Continued...

Sample Part-Test 1 (Contd.)

- 18 Navigate to the test home page and activate the **Advertising** hyperlink.
- You wish to schedule an analytics report e-mail for the Healthy Options advertising account.
- Schedule the following analytics report e-mail:
- Recipient: **jakub@healthyoptionsfranchise.com**
- Frequency: **Monthly**
- Day of Week: **Monday**
- Accept the default for all other settings.
- Click **Schedule Report**.
- Save and close all open files and close any open applications.

[1 mark]**This is the end of the test.****If you have time, check the work you have done.**