



# PDDM<sup>Q&As</sup>

Professional Diploma in Digital Marketing

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### QUESTION 1

You understand that segmentation in email marketing is important. Which one of the following is a key benefit of segmentation? Exhibit:



- A. It allows you to personalize your message based on specific target audience characteristics.
- B. It allows you to communicate directly with only those subscribers you are interested in.
- C. It allows you to cross-sell to a range of different target groups.
- D. It allows you to integrate your online marketing campaign with your email marketing campaign.

Correct Answer: A

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### QUESTION 2

You are carrying out offsite optimization on your website. Which one of the following would be part of the exercise? Choose one of the following:

- A. Inbound links
- B. Directory registration
- C. Domain name registration
- D. Canonicalization

Correct Answer: A

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### QUESTION 3

DRAG DROP



Match the device with its KEY characteristic using the drag and drop boxes below:

Select and Place:

<u>Device</u>		<u>Key characteristic</u>
Mobile Phone		Portability
Desktop		Versatility
Laptop		Immediacy
Tablet		Security

Correct Answer:

<u>Device</u>		<u>Key characteristic</u>
	Laptop	Portability
	Tablet	Versatility
	Mobile Phone	Immediacy
	Desktop	Security

#### QUESTION 4

What are the two complementary component aspects to Search Engine Marketing (SEM)? Choose one from the following:



- A. SEO and PPC
- B. PPC and CPA
- C. CPA and SEO
- D. CTR and PPC

Correct Answer: A

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#### QUESTION 5

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

Correct Answer: AE

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