

All selected answers were correct.

Submission View

You've just had Robert's interview successfully.

Which of the following is a form of digital marketing? Select all that apply.

☒ website optimization

☒ social media content

☒ mobile application content

☒ content marketing (blogs, etc.)

☒ Search engine

Answer question 1 correctly

Potential customers have an expectation of ethical conduct from a company.

☒ website optimization

☒ Email

☒ Sales

Answer question 2 correctly

Which of the following are considered "traditional marketing methods"? Select all that apply.

☒ website optimization

☒ Radio advertising

☒ Print advertising

☒ TV advertising

☒ Direct mail

Answer question 3 correctly

Which of the following is a crisis management strategy? Select all that apply.

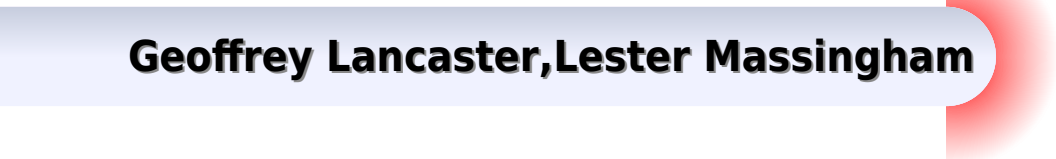
☒ website optimization

☒ Social media content creation and updates for the reputation of the company

☒ Social responses to a controversy

Marketing Essentials Chapter 33 Terms And Questions

Geoffrey Lancaster, Lester Massingham



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