



Up-to-date Questions and Answers from authentic resources to improve knowledge and pass the exam at very first attempt. ----- Guaranteed.



PDDM Dumps
PDDM Braindumps
PDDM Real Questions
PDDM Practice Test
PDDM Actual Questions



DMI

PDDM

Professional Diploma in Digital Marketing



<https://killexams.com/pass4sure/exam-detail/PDDM>

QUESTION: 95

Which one of the following would be considered as a traditional marketing channel?

- A. Billboard Advertising
- B. Email marketing
- C. Social media marketing
- D. Mobile marketing

Answer: A

QUESTION: 96

Digital Marketing campaigns are often based on a process sequence from Launch to Review to Adjustment and finally to Re-Launch. What is this process known as?

- A. Iteration
- B. Perfection
- C. Reflection
- D. Refinement

Answer: A

QUESTION: 97

Traditional marketing is sometimes characterized as a broadcast approach. What does this mean? Choose one of the following:

Exhibit:



- A. One-to-Many
- B. Message driven
- C. Interruption model
- D. One-to-One

Answer: A

QUESTION: 98

Digital marketing channels often _____ consumers from schedules and constraints associated with standard broadcasting channels. Fill in the blank to complete the sentence by choosing one of the following:

Exhibit:



- A. Liberate
- B. Constrain
- C. Separate
- D. Exclude

Answer: A

QUESTION: 99

"Digital Marketing heralds a new departure for marketing today. To really engage with consumers in the online world you need to be _____ and _____ " Choose one of the following to fill in the blanks and complete the sentence:

- A. Open and transparent
- B. Strategic and calculating
- C. Radical and original
- D. Transparent and apologetic

Answer: A

QUESTION: 100

Emergent digital technologies have been characterized as disruptive. What does this mean? Choose the correct explanation of the following:
Exhibit:



- A. Shift in power to the consumer
- B. Strengthening of power for the business
- C. Share of power between consumer and business
- D. Share of power between consumers only

Answer: A

QUESTION: 101

Which digital marketing tactic develops engagement with the target audience across a range of different networks, forums and devices? Choose the appropriate digital marketing tactic from the Digital Marketing Institute Framework using the numbered options given.

Exhibit:

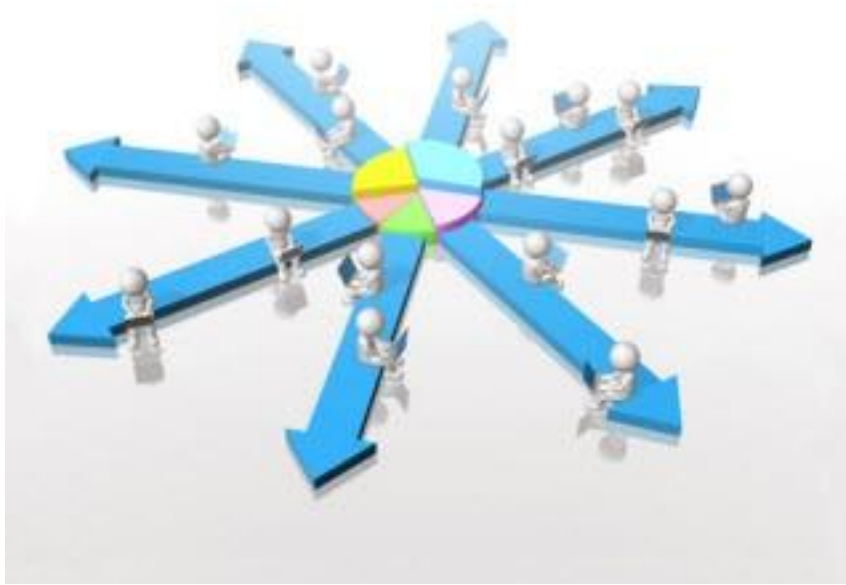


- A. 1
- B. 2
- C. 4
- D. 3

Answer: A

QUESTION: 102

It has been said that effective digital marketing is concerned with market reality, and not just market research because every user action online is . Fill in the blank to complete the sentence by choosing one of the following:
Exhibit:



- A. Traceable
- B. Verifiable
- C. Explicable
- D. Auditable

Answer: A

QUESTION: 103

Which one of the following is NOT considered as a primary digital marketing channel?
Choose one of the following:

- A. Direct mail shots
- B. Social media marketing
- C. Mobile marketing
- D. Search Engine Optimization

Answer: A

Section 6: Sec Six (104 to 109)

Details:Topic 10, Strategy and Planning

QUESTION: 104

Your CEO has asked you to set out some concrete business objectives for the upcoming

social media marketing campaign. Choose TWO such objectives from the list below:

- A. Leads
- B. Revenue
- C. Click-Through-Rate
- D. Social mentions
- E. Reputation

Answer: A, B

QUESTION: 105

Recently there has been significant mentions about one of your products on Twitter. Which tool will help you measure and manage this? Choose one of the following Exhibit:



- A. Twitalyzer
- B. Google Media Planner
- C. TweetPic
- D. Google AdWords Keyword Planner

Answer: A

QUESTION: 106

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

Answer: A, E

QUESTION: 107

DRAG DROP

You want to adopt an appropriate communication style and tone. Match the style of communication with the target group below:

Target group		Style
Retiree		Serious + Formal
Young Person		Funky + Contemporary
Business Person		Well mannered + Polite
Middle Aged		Practical + Direct

Answer:

Target group		Style
Retiree	Business Person	Serious + Formal
Young Person	Young Person	Funky + Contemporary
Business Person	Middle Aged	Well mannered + Polite
Middle Aged	Retiree	Practical + Direct

QUESTION: 108

You wish to measure the effectiveness of your Digital Marketing Plan. Which tool will help? Choose one of the following:

- A. Google Analytics
- B. Google Alerts
- C. Google AdWords Keyword Planner
- D. Google Webmaster Tools

Answer: A

QUESTION: 109

You have been attempting to build an audience persona and have taken into account factors such as: age, gender, social background. What is the general term used to describe this? Choose one of the following:

- A. Demographics
- B. Infographics
- C. Pictographics
- D. Profile Graphics

Answer: A



SAMPLE QUESTIONS

*These questions are for demo purpose only. **Full version** is up to date and contains actual questions and answers.*

Killexams.com is an online platform that offers a wide range of services related to certification exam preparation. The platform provides actual questions, exam dumps, and practice tests to help individuals prepare for various certification exams with confidence. Here are some key features and services offered by Killexams.com:

Actual Exam Questions: *Killexams.com provides actual exam questions that are experienced in test centers. These questions are updated regularly to ensure they are up-to-date and relevant to the latest exam syllabus. By studying these actual questions, candidates can familiarize themselves with the content and format of the real exam.*

Exam Dumps: *Killexams.com offers exam dumps in PDF format. These dumps contain a comprehensive collection of questions and answers that cover the exam topics. By using these dumps, candidates can enhance their knowledge and improve their chances of success in the certification exam.*

Practice Tests: *Killexams.com provides practice tests through their desktop VCE exam simulator and online test engine. These practice tests simulate the real exam environment and help candidates assess their readiness for the actual exam. The practice tests cover a wide range of questions and enable candidates to identify their strengths and weaknesses.*

Guaranteed Success: *Killexams.com offers a success guarantee with their exam dumps. They claim that by using their materials, candidates will pass their exams on the first attempt or they will refund the purchase price. This guarantee provides assurance and confidence to individuals preparing for certification exams.*

Updated Content: *Killexams.com regularly updates its question bank and exam dumps to ensure that they are current and reflect the latest changes in the exam syllabus. This helps candidates stay up-to-date with the exam content and increases their chances of success.*

Technical Support: *Killexams.com provides free 24x7 technical support to assist candidates with any queries or issues they may encounter while using their services. Their certified experts are available to provide guidance and help candidates throughout their exam preparation journey.*

For More exams visit <https://killexams.com/vendors-exam-list>
Kill your exam at First Attempt....Guaranteed!