



# Escape2



## Training Course

How to Develop a Successful High Quality Rural Tourism Strategy(HQRTS)

**Module 8: Digitalisation and Being Commercially Available Online**

**Assessment: Multiple-choice quiz**

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## MODULE 8 | Digitalisation and Being Commercially Available Online

### Multiple-choice quiz

01	Digital marketing means...	<p>a. <b>The marketing of products or services using digital channels to reach consumers.</b></p> <p>b. To promote ICT brands.</p> <p>c. Press release.</p>
02	Which activity is NOT part of the preparation of a media campaign?	<p>a. <b>target group analysis</b></p> <p>b. selection of affinity sites</p> <p>c. <b>evaluation of campaign results</b></p>
03	What could you do to increase the number of users who subscribe to your newsletter (multiple answer)?	<p>a. <b>minimizes the amount of information you request in the newsletter sign-up form</b></p> <p>b. place the form for signing up to the newsletter in as many places as possible within the web</p> <p>c. <b>offered to users an additional benefit for signing up for the newsletter</b></p>
04	eCommerce means...	<p>a. finding information on the Internet and the next purchase in a brick-and-mortar store</p> <p>b. <b>purchase via e-shop or on the Internet</b></p> <p>c. purchase in a brick-and-mortar store</p>
05	Social media strategy should be fun 😊	<p>a. <b>it is true</b></p> <p>b. it is false</p>

06	How do we mark the period in which users themselves generated content and thus established themselves as media on the web?	<ul style="list-style-type: none"> <li>a. Web 1.0</li> <li>b. <b>Web 2.0</b></li> <li>c. Post-fact period</li> </ul>
07	Virtual reality means...	<ul style="list-style-type: none"> <li>a. A legendary computer game</li> <li>b. <b>An environment modeled by digital technologies simulating reality</b></li> <li>c. The opposite of the real world</li> </ul>
08	In the <b>Accurate targeting of digital marketing</b> DOES NOT belong	<ul style="list-style-type: none"> <li>a. the advantage is particularly noticeable when advertised on Google search or Google display network</li> <li>b. <b>measure and target on customers by age, gender, country, language, interests, behavior, etc. cuisine</b></li> <li>c. the user already knows that the item wants and just looks for where they are</li> </ul>
09	Interactivity of digital marketing means?	<ul style="list-style-type: none"> <li>a. <b>online marketing directly refers to where the service/product is available</b></li> <li>b. online game in virtual reality</li> <li>c. web portal, where client can click on the brand campaign which is interesting for him</li> </ul>
10	The social media strategy contains (multiple choice):	<ul style="list-style-type: none"> <li>a. <b>Entertain Me</b></li> <li>b. <b>Inform Me</b></li> <li>c. Sell to Me</li> <li>d. <b>Provide Utility</b></li> <li>e. Engage Me</li> </ul>
11	Before you start with creating your own website you should NOT:	<ul style="list-style-type: none"> <li>a. Define the purpose and goals of your site</li> <li>b. Define your target audience</li> <li>c. Define the design and functionality</li> <li>d. <b>Design the e-shop</b></li> <li>e. <b>Learn to code</b></li> </ul>
12	CMS means...	<ul style="list-style-type: none"> <li>a. Communication marketing system</li> <li>b. <b>Content management system</b></li> <li>c. Copyright Marketing Strategy</li> </ul>
13	... of internet users use for browsing the internet a smartphone	<ul style="list-style-type: none"> <li>a. <b>66%</b></li> <li>b. 43%</li> <li>c. 57%</li> <li>d. 78%</li> </ul>

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Four elements how to increase traffic to your website...

a. Visits from search engines, Email marketing, Advertising/external websites, Social media

b. amount of the downloads from your website, the Email marketing, Advertising/external websites, Social media

c. digital marketing strategy, good SEO strategy, Tik Tok account

# Project Partners

