SECTION 13 QUIZ

Your Marketing Strategy

Answer first, then check the key on the last page. The same questions are in the Udemy quiz and in the agenda.

1. What is the most important page of the marketing strategy?

A. The strategy statement
B. The table of contents
C. The cover
D. The appendix

2. Where should the long tables go?

A. In an appendix
B. In the summary
C. On the first page
D. Nowhere; delete them

3. "Improve the community" is...

A. An indicator
B. A decision
C. A wish
D. A strategy

4. What should the one-page summary end with?

A. The first decision you ask for today
B. The list of all events
C. A thank-you
D. The full budget

5. Your community score went down when you re-scored the diagnostic. What does it mean?

A. You made a mistake at the start
B. You now see the organization more clearly
C. The strategy failed
D. The community left

6. What is the first thing to do in the first week?

A. Present the one-page summary and ask for the first decision
B. Change the crest
C. Launch every campaign at once
D. Hire five people

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ANSWER KEY

1. A — Everything that follows must be consistent with it.
2. A — Keep in the chapters only what someone needs to understand and decide.
3. C — "Grow the database from 1,200 to 6,000 by May, owned by the data person" is a decision.
4. A — Statement, starting numbers, objectives, three moves, what you need, and the first decision.
5. B — Lower scores often mean knowledge; higher scores mean you have already started to change things.
6. A — Then start one fix without money and put the calendar where the team sees it.