

Book Ebook Marketing Practice Test Questions and Answers

1. What is the most effective strategy for building an author platform before book launch?

- A) Wait until the book is published to start marketing
- B) Build an email list and engage with readers through content marketing
- C) Focus only on social media followers
- D) Rely solely on traditional advertising

2. Which factor is most important for ebook discoverability on Amazon?

- A) Book cover design only
- B) Keywords in title and description
- C) Author's previous sales history
- D) Book length

3. What is the optimal pricing strategy for a new indie ebook release?

- A) Always price as high as possible
- B) Research comparable titles and consider launch promotions
- C) Always price at \$0.99
- D) Match the exact price of bestsellers

4. Which marketing channel typically provides the highest ROI for book promotion?

- A) Expensive Facebook ads
- B) Email marketing to engaged subscribers
- C) Radio interviews
- D) Newspaper advertisements

Answers: 1-B 2-B 3-B 4-B

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