

Podcast Marketing Practice Test Questions and Answers

1. What is a Podcast?

- A) A way to share your expertise with a target audience that can be released on many platforms.
- B) A program that helps you format your text so it is easy to read.
- C) A type of optimization that should be done to these show notes.
- D) A powerful tool in digital marketing that can make a significant impact on your business.

2. What is podcast marketing?

- A) The act of marketing products by creating and distributing audio content
- B) Creating and distributing unique audio content.
- C) The act of marketing yourself, the products you sell, or your services by creating and distributing unique audio content.
- D) The act of marketing a podcast.

3. How can you promote your podcast?

- A) By inviting guests with big audiences
- B) By not investing any time in promoting it
- C) By not inviting guests with big audiences
- D) By only inviting guests when you first start

4. What are the four Ps of marketing?

- A) Policy, price, promotion, and placement
- B) Planning, production, promotion, and distribution
- C) Product, price, place, and promotion
- D) Product, price, placement, and promotion

Answers: 1-D 2-C 3-A 4-C

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