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QUESTION 1

Complete the sentence by selecting one from the following. A great mobile App is built around a specific . Choose one of the following:

- A. Need
- B. Want
- C. Characteristic
- D. Update

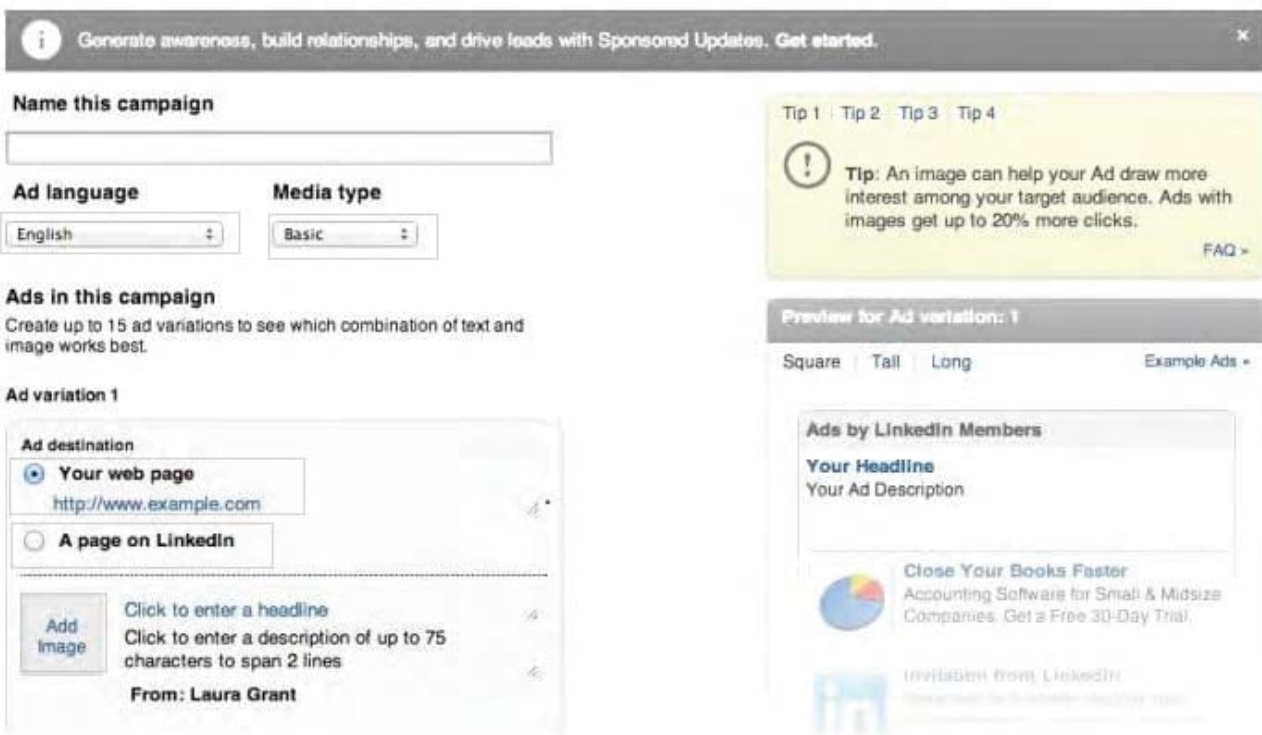
Correct Answer: A

QUESTION 2

HOTSPOT

Click in the LinkedIn screen shown in order to begin adding a photo to your LinkedIn ad:

Hot Area:



Correct Answer:

The screenshot displays the Facebook Ad Manager interface. At the top, a banner reads: "Generate awareness, build relationships, and drive leads with Sponsored Updates. Get started." Below this, the "Name this campaign" section has a text input field. The "Ad language" is set to "English" and "Media type" is set to "Basic". The "Ads in this campaign" section states: "Create up to 15 ad variations to see which combination of text and image works best." Under "Ad variation 1", the "Ad destination" is "Your web page" with the URL "http://www.example.com". There are fields for "Click to enter a headline", "Click to enter a description of up to 75 characters to span 2 lines", and "From: Laura Grant". To the right, a "Tip" box says: "Tip: An image can help your Ad draw more interest among your target audience. Ads with images get up to 20% more clicks." Below the tip is a "Preview for Ad variation: 1" section with tabs for "Square", "Tall", and "Long". The preview shows an ad titled "Close Your Books Faster" with a pie chart image and text: "Accounting Software for Small & Midsize Companies. Get a Free 30-Day Trial." Below the preview is an "Invitation from LinkedIn" with the LinkedIn logo.

QUESTION 3

HOTSPOT

Where would you click in the screen shown to begin switching between a business page you manage and your personal account on Facebook?

Hot Area:



Correct Answer:



QUESTION 4

HOTSPOT

Click in the relevant area of the LinkedIn screen below to begin to select the relevant job titles or roles of the ideal target

audience for your LinkedIn Ad Campaign:

Hot Area:

LinkedIn Campaign Manager

Laura Grant (Indiv) · LinkedIn Home · Contact LinkedIn · Help

1 2 3 4

Who's the audience for this campaign?

Location: Please specify at least one location

Companies: All, By name, By category (industry, company size), Enter the companies you'd like to exclude

Job Title: All, **By title**, By category (job function, seniority), Enter job titles you'd like to exclude

Audience
259,000,000 LinkedIn Members

Correct Answer:

LinkedIn Campaign Manager

Laura Grant (Indiv) · LinkedIn Home · Contact LinkedIn · Help

1 2 3 4

Who's the audience for this campaign?

Location: Please specify at least one location

Companies: All, By name, By category (industry, company size), Enter the companies you'd like to exclude

Job Title: All, **By title**, By category (job function, seniority), Enter job titles you'd like to exclude

Audience
259,000,000 LinkedIn Members

QUESTION 5

Which marketing domain do technologies such as Bluetooth, QR codes and Near-Field Communications (NFC) combine to make up? Choose one of the following:

- A. Proximity marketing
- B. SMS Marketing
- C. Text marketing
- D. Display Marketing

Correct Answer: A

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