
Module 17, Lesson 1 Quiz: Conquering the Content Game

1. Reasons you need a **Customer Focused Content Strategy** include all but:
 - a. Setting goals helps measure success
 - b. Creating a schedule helps maintain accountability
 - c. **Creating a content calendar causes burnout**
 - d. Choosing customer focused topics and channels creates a positive customer journey
2. All can be examples of long form content except:
 - a. Whitepapers
 - b. Ebooks
 - c. Case Studies
 - d. **Captions**
3. To get the most out of your content creation:
 - a. Create longer pieces last
 - b. **Repurpose content into different formats**
 - c. Create evergreen content one at a time
 - d. Don't leave space for last minute content
4. A best practice for a successful podcast is:
 - a. Skimp on audio equipment
 - b. Choose topics you're not very passionate about
 - c. **Optimize your audio content**
 - d. Never include guests