

Module 17, Lesson 2 Quiz:
Content Strategy Planning

1. Examples of content channels include:
 - a. Website
 - b. Social
 - c. Email
 - d. **All of the above**

2. Some of the most important KPIs to track with regard to content marketing include:
 - a. Search engine rank
 - b. Session duration
 - c. Social media analytics
 - d. **All of the above**

3. If you are unsure of what types of content your audience wants, be sure not to ask them and just try different things.
 - a. True
 - b. **False**

4. When building your editorial calendar, you should include:
 - a. Content Themes
 - b. Content Topics
 - c. Content Keywords
 - d. **All of the above**