



## Intern Marketing Quiz – Module 2

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Score: \_\_\_\_\_

**Based on Module 2 video and written guide: “The Marketing Plan”**

*Passing score: 80% or better - results to be placed in the employee personnel file.*

*Students who score below 80% must re-watch the training and retake the test.*

**1. What are the three things that every effective marketing message must do?**

- A. Create brand awareness, social followers, and logo design
- B. Build awareness, show value, and motivate action
- C. Drive traffic, boost morale, and convert to sale
- D. Create attention, entertainment, and pricing info

**2. What is the very first step in planning any marketing campaign?**

- A. Writing the email or social post
- B. Choosing which platform to use
- C. Creating a message with pictures
- D. Defining the list—who you’re talking to

**3. Why is it important to start with “The List”?**

- A. So we can make the email look fancy
- B. So we don’t get blocked by spam filters
- C. Because you must know your audience before crafting your message
- D. So we can decide which hashtags to use

**4. Which group of people is MOST likely to buy again from Super Lawn Trucks?**

- A. Past and current customers
- B. People who liked our Instagram post
- C. Trade show vendors
- D. People who’ve never heard of us

**5. What’s the biggest mistake businesses make when planning a marketing campaign?**

- A. Choosing the wrong emoji
- B. Starting with the delivery method instead of the list
- C. Talking about their pricing too soon
- D. Not using enough graphics

**6. What's the proper order of steps in the Super Lawn Trucks marketing plan?**

- A. Message → List → Delivery
- B. Delivery → List → Message
- C. List → Message → Delivery
- D. Message → Design → Clicks

**7. What does the story of the 2016 lead who just bought 3 trucks prove?**

- A. Sales always happen quickly
- B. Marketing needs a strong logo
- C. Long-term, consistent communication builds trust
- D. People buy when they find us on social media

**8. According to Module 2, how long is the average time between first contact and first purchase?**

- A. 3 weeks
- B. 3 months
- C. 3 years
- D. 30 days

**9. What is one example of a "Delivery System" from the lesson?**

- A. Researching competitors
- B. Attending a college class
- C. Sending a postcard to a customer
- D. Making a Facebook ad go viral

**10. Why does Super Lawn Trucks stay in constant communication with customers and prospects?**

- A. Because most sales happen after multiple touches
- B. To remind customers to mow their lawns
- C. To advertise our competitor's services
- D. Because social media changes every day

Bonus: Please tell us the most interesting thing you have learned while working at SLT.

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