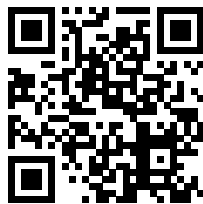




SoulShift - Educational Q&A Platform

General Questions

Practice Questions



Q1. Which tool is commonly used for A/B testing in digital marketing?

- A. Google Ads
- B. Mailchimp
- C. Optimizely
- D. Hootsuite

Solution: Optimizely is a popular tool used for A/B testing in digital marketing, allowing marketers to test different versions of web pages or emails.

Q2. Which type of content is best for nurturing leads in a content marketing strategy?

- A. Blog posts
- B. Ebooks
- C. Webinars
- D. All of the above

Solution: All of the above types of content can effectively nurture leads by providing valuable information and engaging potential customers.



