

HubSpot Content Marketing Certification Exam



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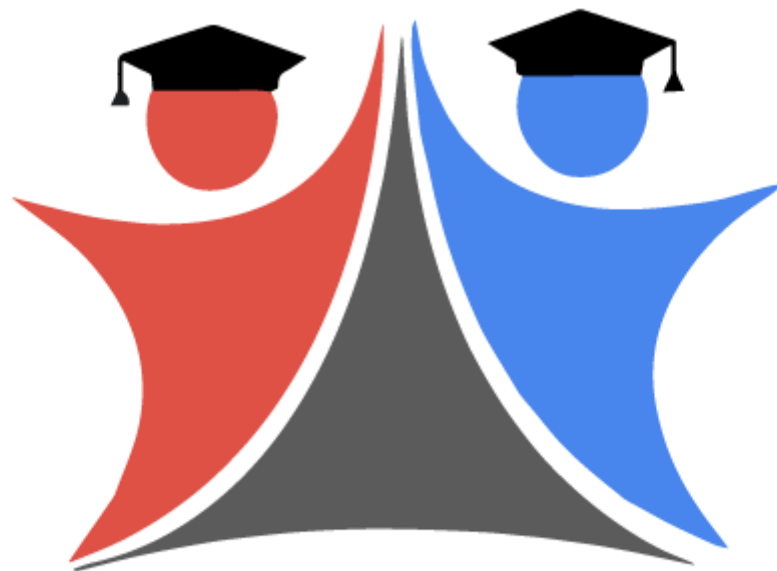
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HubSpot Content Marketing Certification Exam

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Questions, suggestions, something we should know?

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How to use this document

There are two ways how you can use this document:

- 1) Use your PDF reader to search for questions and answers
- 2) Search the questions and answers by hand

We strongly recommend method one. As each PDF reader is different, we cannot tell you exactly where the search function of your reader is located. However, it can usually be accessed by pressing CTRL+F on your keyboard (press and hold CTRL then press F).

Searching the questions by hand is of course possible too. To make this as easy and comfortable as possible for you, this document follows the same structure as the HubSpot Content Marketing Exam. First questions will be from the “Understanding Content Marketing” chapter, followed by “The Power of Storytelling” and so on.

Within the chapters, we sorted the questions alphabetically, so you should be able to find them quick and easy.

All HubSpot exam questions are multiple choice. For your reference, we provide all answers for each question. **The correct answer is bolded and the font is slightly bigger.**

Questions during the exam are randomized. You will not get all of the questions listed here. HubSpot also frequently adds new questions. Because of that, we regularly update our documents. There is still a chance though, that this document misses a few questions which have been added recently. Please don't worry about that. Since we only sell 100% correct answers (unlike other sellers), you will pass the test even if a few questions are missing.



Understanding Content Marketing

All of the following are content marketing practices EXCEPT:

- Email copy
- Blogging
- Social media posts

Technical SEO

True or false? Content marketing is a relatively new practice that became popular in the 1950's with the boom of advertising firms.

- True
- False**

What are the four stages of the Inbound Methodology?

- Find, Engage, Convert, and Nurture
- Awareness, Consideration, Decision, and Delight
- Identify, Connect, Explore, and Advise
- Attract, Convert, Close, and Delight**

Which best describes the content marketing and inbound marketing relationship?

- A great content marketer doesn't need to do inbound marketing.
- Both are valuable and take a lot of time and work. It's best to focus your time on one or the other.

Success relies on both as each serves a different function.

If you do both then you'll be competing with yourself.

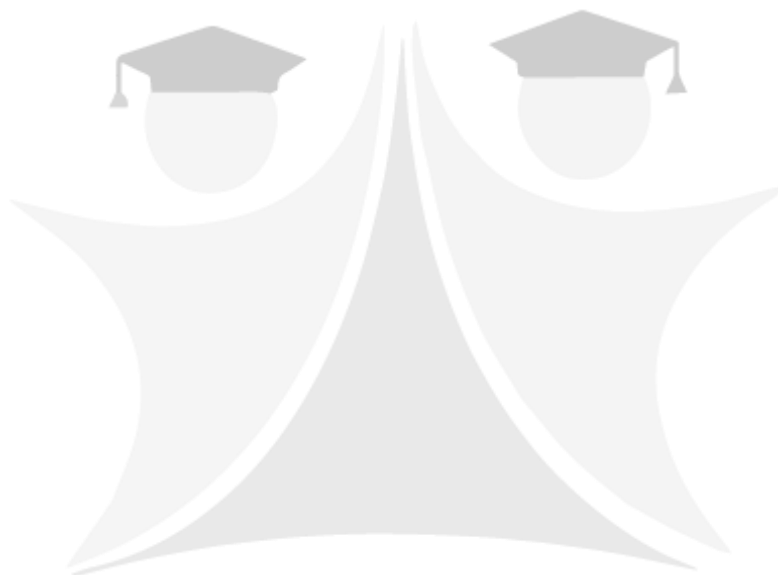


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