



Poll Questions

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Question 1: What's not a best practice to maintain a strong online presence?

- a) Ensure your website is user-friendly and responsive
- b) Customer insights and feedback is not important when refining strategies
- c) Build and nurture a qualified email database for targeted campaigns
- d) Optimize your website for search engines to improve visibility

Question 2: How can CRM utilization contribute to enhanced customer engagement?

- a) By avoiding direct communication with customers
- b) By streamlining customer interactions
- c) By having automated reportings
- d) By expanding the reach

Question 3: What's not included in inbound marketing techniques?

- a) Content creation
- b) Search engine optimization
- c) Mass mailings
- d) Social media marketing

Question 4: What is the primary focus of establishing a strong online presence?

- a) Streamlining customer interactions
- b) Maximizing online reach and engagement
- c) Receiving customer reviews
- d) Having social media platforms

Question 5: E-commerce can contribute to business growth by expanding market reach.

- a) True
- b) False



Answers

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Answers

Question 1: b) Customer insights and feedback is not important when refining strategies

Question 2: b) By streamlining customer interactions

Question 3: c) Mass mailings

Question 4: b) Maximizing online reach and engagement

Question 5: a) True