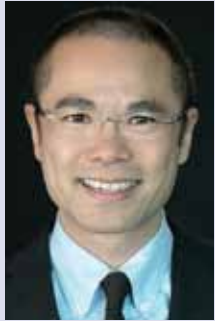


by **Welton Hong**

## ICCFA Magazine spotlight



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He is the author of “Making Your Phone Ring with Internet Marketing for Funeral Homes.”

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► **Ring Ring Marketing** offers a comprehensive suite of marketing services, from broad techniques such as reputation management, pay-per-click advertising, local search optimization, email marketing and website content generation, to more surgical tools such as geotargeting, remarketing and social media marketing.

### More from this author about this topic

on the **RIGHT TRACK**»

► Hong will speak about “The three online marketing fundamentals you must master” at the ICCFA Convention in Charlotte, North Carolina, April 2-6, 2019.

[iccfa.com/events](http://iccfa.com/events)

## MARKETING & TECHNOLOGY

How much do you know about marketing your business over the internet? Take this fun quiz to find out. You might be surprised by some of the answers.

# Test your online marketing IQ

**W**ith online marketing becoming such a critical aspect of promoting a death-care business, I wanted to find a fun way to point out some important facts and statistics about the industry.

Try out this quiz and see how well you do. It’s a little tricky, so if you can correctly answer 20 of the 25 questions, consider that an A: Great job! If you get 15 of the 25, we’ll call that a B.

If your final score is under 15 ... well, I’d recommend you study up, because knowing these facts can greatly help your business in this digital age.

You’ll also find more information about each of these questions in the answer key. Good luck!

1. What percentage of mobile search traffic is driven specifically by Google (as opposed to Yahoo, Bing or other search engines)?

- A) 50 percent
- B) 28 percent
- C) 77 percent
- D) 96 percent

2. Which was the first social media website to reach over 1 billion unique accounts?

- A) Facebook
- B) Twitter
- C) Instagram
- D) Google Plus

3. What percentage of American consumers now say they trust online reviews as much as personal recommendations?

- A) 15 percent
- B) 80 percent
- C) 45 percent
- D) 100 percent

4. By 2021, according to comprehensive surveys, how much of an overall marketing budget will be dedicated specifically to digital marketing, as opposed to traditional channels?

- A) 30 percent
- B) 90 percent
- C) 50 percent
- D) 75 percent

5. Which of these is *not* a good way to respond to a negative (but generally fair) review?

- A) Leave a public comment thoughtfully addressing the reviewer’s concerns.
- B) Publicly criticize the reviewer for being nitpicky.
- C) Reach out privately to the reviewer, asking if there’s anything you can do to address the issue.
- D) Sincerely apologize to the reviewer.

6. The number of voice queries—searches on mobile devices created specifically by speaking rather than typing the search—increased how much from 2008 to 2017?

- A) 250 percent
- B) 80 percent
- C) 1,500 percent
- D) 3,400 percent

7. You now see 15 percent fewer \_\_\_\_\_ on a Google search results page than you did just a couple of years ago.

- A) Paid ads
- B) Organic (unpaid) search results
- C) Display ads
- D) Cat videos

8. What percentage of total clicks do the *top five* results on a Google search results page receive?

- A) 30 percent
- B) 55 percent
- C) 75 percent
- D) 15 percent

9. How quickly do users now expect a web page to load?

- A) In less than two seconds
- B) In less than five seconds
- C) In less than seven seconds
- D) Sometime in the next 15 minutes or so

► to page 52

►from page 50

10. When considering results on the first page of a Google search, how many words does the content in the average result comprise?

- A) About 425 words
- B) About 1,500 words
- C) About 200 words
- D) About 1,000 words

11. How many Americans check their smartphone before getting out of bed?

- A) About one-third
- B) About three-quarters
- C) About two-thirds
- D) About half

12. Google says the accuracy of its \_\_\_\_\_ is now over 92 percent.

- A) Local search relevance
- B) Online reviews quality
- C) Voice recognition
- D) Answers for online trivia

13. About half of all consumers start mobile research of business services by \_\_\_\_\_.

- A) Using a search engine
- B) Going straight to a recommended business website
- C) Checking social media
- D) Calling a friend for advice

14. How many users said they wouldn't recommend a business with a poorly designed mobile site?

- A) 36 percent
- B) 14 percent
- C) 88 percent
- D) 57 percent

15. When considering all clicks on mobile paid search ads, how many are

driven by Google?

- A) 95 percent
- B) 50 percent
- C) 35 percent
- D) 100 percent

16. Of every 100 people who follow your business on Facebook, how many typically see your organic posts (not paid/not boosted)?

- A) More than 80
- B) More than 40
- C) Fewer than 25
- D) Fewer than 10

17. Using \_\_\_\_\_ on landing pages will increase conversions by 86 percent.

- A) Your business logo
- B) Videos
- C) Spanish translations
- D) Pictures of puppies

18. How many Yelp reviews are either four stars or five stars?

- A) About one-quarter
- B) About half
- C) About two-thirds
- D) About three-quarters

19. Videos as short as \_\_\_\_\_ of your facility and staff can massively increase conversions on your funeral home website.

- A) Thirty seconds
- B) One minute
- C) Five minutes
- D) Ten minutes

20. Which of these social media interactions on your platform eventually results in more traffic for your website?

- A) Likes
- B) Shares
- C) Comments
- D) All of the above

21. About 70 percent of companies have incorporated \_\_\_\_\_ into their overall marketing strategy.

- A) Facebook ads
- B) YouTube videos
- C) Mobile marketing
- D) Mobile homes

22. Consumers typically spend \_\_\_\_\_ more than the average on a business that has stellar reviews.

- A) 30 percent
- B) 10 percent
- C) 5 percent
- D) 25 percent

23. The three most critical letters to power website conversions are:

- A) CTR
- B) CTA
- C) PPC
- D) OMG

24. In a comprehensive survey, 42 percent of consumers said they wouldn't contract with a business that had an overall review rating of less than:

- A) Five stars
- B) Four stars
- C) Three stars
- D) Two stars

25. How many Americans now commonly access their email accounts on a mobile device?

- A) 10 percent
- B) 40 percent
- C) 60 percent
- D) 80 percent

## Answer key to online marketing quiz

1. **D:** Google drives a whopping 96 percent of mobile search traffic. Yahoo's share is only 2 percent, Bing only 1 percent.

2. **A:** Facebook was the first to 1 billion users and had now has over 2.2 billion users worldwide.

3. **B:** Four out of five surveyed consumers say they trust online reviews just as much as personal recommendations.

4. **D:** Digital marketing rapidly continues to increase its share of overall marketing budgets and likely will eclipse

75 percent in a few years.

5. **B:** Never take a review personally; be understanding and never critical, especially on publicly viewable areas of the platform.

6. **D:** Voice queries increased 3,600 percent from 2008 to 2017. Voice is now one of the most popular ways to do searches.

7. **B:** The search results page has fewer organic listings now, which is why ranking highly is even more important—along with adding some pay-per-click ads for better

exposure.

8. **C:** The top five results get 75 percent of the clicks—that's why it's so important to be ranked highly against your local competitors.

9. **A:** If a web page takes longer than two seconds to load, the visitor might "bounce out" and go elsewhere. We live in an instant gratification world, especially when it comes to tech.

10. **B:** It's about 1,500 words. Google rewards rich, detailed content, so if you want to be ranked on the first page, don't

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## MARKETING & TECHNOLOGY

be afraid to get into the nitty-gritty.

11. **D:** It was just under 50 percent according to a 2017 analysis, and given rising trends in mobile device use, it's likely a little over half by now.

12. **C:** Google keeps improving its ability to understand voice queries.

13. **A:** Ranking well in your local market is also a huge help on mobile, which is how many people are now searching.

14. **D:** It's critical today to ensure you have a well-designed mobile site, because modern consumers expect a smooth experience on mobile devices.

15. **A:** That's not quite 100 percent, but it's awfully close: Google crushes everyone else when it comes to mobile paid ads.

16. **D:** In fact, the latest studies indicate that as few as 2 percent or 3 percent of organic posts are seen by your followers. To reach your audience on Facebook, you need to boost posts or look into paid advertising.

17. **B:** Video is rapidly becoming a massive conversion generator.

18. **C:** It might seem like a lot of Yelp reviews are negative, but in reality, 68 percent are positive. In fact, almost half (48 percent) are five stars.

19. **B:** Videos only need to be one minute to greatly increase conversions. In fact, you don't want them to be too long, because people are used to short videos these days. Better to have several short videos than one or two long ones.

20. **D:** All these interaction types can lead to more website traffic. If you're promoting your business on social media, focus on content people want to interact with.

21. **C:** Mobile marketing is one of the biggest current trends, and its influence continues to grow.

22. **A:** Excellent reviews can make a big difference for your bottom line.

23. **B:** Putting a clear call to action (CTA) on every page of your website helps ensure an excellent conversion rate.

24. **C:** If your business has a lower overall rating than three stars, you're losing out on more than 40 percent of potential clientele.

25. **D:** Eight of 10 commonly use email on a smartphone or tablet—one reason why it's important to focus on the mobile experience. 