



Description: 20 demand generation questions covering 4 major categories: Conversion Rate Optimization (CRO), Search, Content, and Social.

Split into 3 or 4 teams. These questions are designed to help you think about what you can be doing differently in 2019 or improve what you are already doing. The answer key is below.

- 1. How many businesses are satisfied with their conversion rates?**
- 2. True or false - Using videos on landing pages will increase conversions.**
- 3. As the number of images in an email increases, the clickthrough rate of the email tends to increase or decrease?**
- 4. Google drives _____ of mobile search traffic.**
 - a. 56%
 - b. 76%
 - c. 96%
- 5. The average Google first page result contains how many words?**
 - a. 890 words
 - b. 1,890 words
 - c. 2,890 words
- 6. True or False - Video content is 50 times more likely to drive organic search results than plain text.**
- 7. Organic SEO is about _____ times better than paid search ads.**
 - a. 1
 - b. 2
 - c. 3
 - d. 5



8. True or False - Less than a quarter of searches on Google mobile app are voice searches.
9. What type of marketing can get you three times more leads than paid search advertising?
10. On average, how many pieces of content does the average buyer look at before engaging with a sales rep?
11. B2B buyers want content with more or less input from industry thought leaders?
12. What percentage of marketers plan to add podcasting to their marketing efforts in the next 12 months?
 - a. 17%
 - b. 24%
 - c. 78%
13. Only 15% of enterprises are using AI as of today. Over the next year, will this number will:
 - a. Double
 - b. Triple
 - c. Stay the same?
14. CEOs on LinkedIn have an average of how many connections?
 - a. 330 connections
 - b. 630 connections
 - c. 930 connections
15. As of June 2018, Facebook has over _____ active users.
 - a. 1 million monthly

- b. 1 billion monthly
 - c. 2 billion monthly
- 16. True or False - Instagram mobile ad revenue is expected to hit nearly \$3.5 billion this year. (Statista, 2018)**
- 17. What is the name of the new app/feature that Instagram launched in 2018 which allows creators to upload one-hour long videos?**
- 18. In the past two years, content consumption on what social platform has increased by 21%? (HubSpot, 2016)**
- 19. Tweets with videos get over _____ as many retweets as tweets with photos.**
- a. 2x
 - b. 4x
 - c. 6x
- 20. Senior executives navigate to a site after viewing a related YouTube video.**
- a. Most of the time
 - b. Sometimes
 - c. Hardly ever

Answer Key

1. **How many businesses are satisfied with their conversion rates.**

Only about 22% of businesses are satisfied with their conversion rates

2. **True or false - Using videos on landing pages will increase conversions.**

True. Considering 90% of searchers haven't made their mind up about a brand before starting their search, videos are a strong addition to most landing pages.

3. **As the number of images in an email increases, the clickthrough rate of the email tends to increase or decrease.**

As the number of images in an email increases, the clickthrough rate of the email tends to decrease. (HubSpot, 2014) (Source: <https://www.hubspot.com/marketing-statistics>)

4. **Google drives _____ of mobile search traffic.**

- a. 56%
- b. 76%
- c. **96% - (Jody Nimetz Co., 2018)**

5. **The average Google first page result contains how many words?**

- a. 890 words
- b. **1,890 words - (Backlinko, 2016)**
- c. 2,890 words

6. **True or False - Video content is 50 times more likely to drive organic search results than plain text.**

True (Omnicores, 2018)

7. **Organic SEO is about _____ times better than paid search ads.**

- a. 1
- b. 2
- c. 3
- d. **5 - 5.66 times better than paid search ads. (New Media Campaigns, 2018)**

8. True or False - Less than a quarter of searches on Google mobile app are voice searches

True, 20% of search queries on Google's mobile app and on Android devices are voice searches. (Search Engine Land, 2016)

9. What type of marketing can get you three times more leads than paid search advertising?

Content marketing gets three times more leads than paid search advertising. (Content Marketing Institute, 2017)

10. On average how many pieces of content does the average buyer look at before engaging with a sales rep?

47% of buyers viewed 3-5 pieces of content before engaging with a sales rep. (Demand Gen Report, 2016)

11. B2B buyers want content with more or less input from industry thought leaders.

96% of B2B buyers want content with more input from industry thought leaders. (Demand Gen Report, 2016)

12. What percentage of marketers plan to add podcasting to their marketing efforts in the next 12 months

- a. 17% - of marketers plan to add podcasting to their marketing efforts in the next 12 months. (HubSpot, 2018)
- b. 24%
- c. 78%

13. Only 15% of enterprises are using AI as of today. Over the next year, will this number double, triple or stay the same?

- a. Double - By 31% over the next year. (Adobe, 2018)
- b. Triple
- c. Stay the same?

14. CEOs on LinkedIn have an average of how many connections?

- a. 330 connections
- b. 630 connections
- c. 930 connections - (LinkedIn, 2017)

15. As of June 2018, Facebook has over _____ active users.

- a. 1 million monthly
- b. 1 billion monthly
- c. **2 billion monthly - As of June 2018, Facebook had 1.47 billion daily active users and 2.23 billion monthly active users. (Facebook, 2018)**

16. True or False - Instagram mobile ad revenue is expected to hit nearly \$3.5 billion this year. (Statista, 2018)

False - Instagram mobile ad revenue is expected to hit nearly \$7 billion this year.
(Statista, 2018)

17. What is the name of the new app/feature that Instagram launched in 2018 which allows creators to upload one-hour long videos?

Instagram launched IGTV app in 2018 which allows creators to upload one-hour long videos. (TechCrunch, 2018)

18. In the past two years, content consumption on what social platform has increased by 21%? (HubSpot, 2016)

In the past two years, content consumption on LinkedIn has increased by 21%.
(HubSpot, 2016)

19. Tweets with videos get over _____ as many retweets as tweets with photos.

- a. 2x
- b. 4x
- c. **6x - Tweets with videos get over six times as many retweets as tweets with photos. (Wochit, 2018)**

20. Senior executives navigate to a site after viewing a related YouTube video.

- a. **Most of the time - 65% of senior executives navigate to a site after viewing a related YouTube video. (Single Grain, 2018)**
- b. Sometimes
- c. Hardly ever