



## **SoulShift - Educational Q&A Platform**

### **General Questions**

Practice Questions



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**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.*



