

IHS Continuing Education Test

- 1: **What are some of the benefits of marketing planning?**
 - A: Greater organization and consistency
 - B: Reduced stress
 - C: Ability to negotiate lower future ad costs
 - D: All of the above
- 2: **What considerations need to be made before creating a marketing plan?**
 - A: Practice SWOT analysis
 - B: Competitor analysis
 - C: Consumer make-up
 - D: All of the above
- 3: **What percentage of annual revenues should a developing practice invest into a marketing budget?**
 - A: 50-60%
 - B: 20-30%
 - C: 10-15%
 - D: None of the above
- 4: **Coordinating the messaging and offers for an event across multiple mediums allows you:**
 - A: To reach people with your message multiple times
 - B: To send out a lot of tweets
 - C: To get the city clerk involved
 - D: None of the above
- 5: **What is typically the best performing medium for generating quality response rates?**
 - A: Facebook
 - B: Direct mail
 - C: Google ads
 - D: Print ads
- 6: **Tracking campaign results allows the owner to _____ for future marketing planning?**
 - A: Create posters
 - B: Plan Facebook contests
 - C: Evaluate the best performing mediums and offers
 - D: None of the above
- 7: **How can you build your own "fortress" for your practice?**
 - A: Get started in online mediums today and build strong connections
 - B: Spend half your budget on banner and keyword ads
 - C: Join MySpace
 - D: Use only print mediums
- 8: **Manage website content on a consistent basis to:**
 - A: Align content with frequent consumer searches
 - B: Promote product offerings
 - C: Keep content fresh
 - D: All of the above
- 9: **What is the most important driver of success with a marketing plan?**
 - A: Having a Facebook Page
 - B: Committing to the plan
 - C: Tweeting consistently
 - D: Hosting lots of events
- 10: **Why is it important to source someone else to help carry out a marketing plan?**
 - A: To ensure the plan gets full attention throughout the year
 - B: It's good for the economy
 - C: Only state-certified marketers should carry out a marketing plan
 - D: All of the above

For continuing education credit, complete this test and send the answer section at the bottom of the page, with fee, to:

**International Hearing Society
16880 Middlebelt Rd., Ste. 4
Livonia, MI 48154**

- After your test has been graded and you have passed with 70% or better, you will receive an IHS certificate of completion.
- All questions regarding the examination must be in writing and directed to IHS.
- Credit: IHS designates this professional development activity for one (1) continuing education credit.
- Fees: \$29.00 IHS member, \$59.00 non-member (Payment in U.S. funds only)
- In order to receive any **bonus materials** associated with this webinar, you must submit a completed CE quiz *with* payment, and successfully pass. **No exceptions.**

EVOLVING TODAY'S MARKETING PLAN WEBINAR

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ANSWER SECTION

(Circle the correct response from the test questions above.)

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|--------------------------------------------------------|---------------------------------------------------------|
| 1. <u> A </u> <u> B </u> <u> C </u> <u> D </u> | 6. <u> A </u> <u> B </u> <u> C </u> <u> D </u> |
| 2. <u> A </u> <u> B </u> <u> C </u> <u> D </u> | 7. <u> A </u> <u> B </u> <u> C </u> <u> D </u> |
| 3. <u> A </u> <u> B </u> <u> C </u> <u> D </u> | 8. <u> A </u> <u> B </u> <u> C </u> <u> D </u> |
| 4. <u> A </u> <u> B </u> <u> C </u> <u> D </u> | 9. <u> A </u> <u> B </u> <u> C </u> <u> D </u> |
| 5. <u> A </u> <u> B </u> <u> C </u> <u> D </u> | 10. <u> A </u> <u> B </u> <u> C </u> <u> D </u> |