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## What is quiz marketing?

Posted by cpacan - 2008/12/03 00:09

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I have followed the evolution of the internet since middle-nineties and have watched and and worked with marketing ever since.

I have noticed that quizzes are frequently used in marketing campaigns, as online quiz and trivia are getting more and more popular.

I have developed a set of quiz related marketing tools for professional use. This toolbox is being developed further into the concept of "Quiz marketing".

Questions and ideas can be exchanged in this forum.

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## Re:What is quiz marketing?

Posted by quizwhiz - 2008/12/15 22:39

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I am interested in learning more about Quiz marketing... please give some examples.

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## Re:What is quiz marketing?

Posted by Jenk - 2008/12/22 12:52

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Yeah, I could use some more info about the concept as well. Do you have more than just quizzes in this marketing toolbox?

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## Re:What is quiz marketing?

Posted by cpacan - 2008/12/27 03:12

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I do have more than just the quizzes - I also have some advices on how to make them, where to put them and finally the place and competencies to create and host them:-)

There will be a white paper about quiz marketing for download soon.

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## Re:What is quiz marketing?

Posted by davidecardella - 2009/05/24 15:13

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I don't know exactly what "Quiz marketing" is, but I'm trying to figure it out.

If quizzes are made in order to put on test candidates for a job, a nice idea could be add a preparation test (tutorial) done to teach useful things before the real competency test:

Example-

Topic: web development

Q: what is HTML?

A:  
If wrong, will appear a little explanation and a link to study and learn about topic.

What do you think about it?

Bye,  
Davide.

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