

# Digital Marketing IQ Assessment

## Understand your Digital Marketing Literacy



Rating	Skills Legend
1	Very little experience or knowledge
2	Have performed some work within this area
3	Extremely skilled and proficient

## SEO, Social, Display, and Influencers, oh my!

Digital Marketing can seem like learning a new language and it may be overwhelming at times. However, knowing the basics can have a huge impact on your confidence and marketing endeavors.

Uncover your digital strengths and areas of opportunity with gShift's Digital Marketing IQ Assessment.

It's simple. Go through the list below and rank your knowledge in the areas listed on a scale of 1 to 3. A 3 indicates a strong and thorough understanding with 1 being very little knowledge or experience.

**Tip: This is a great exercise to do with your entire team. The entire assessment takes 2 minutes and you never know what hidden strengths or expertise you might find.**

gShift University is designed to provide the training and skills, both theoretical and applied, required to succeed in digital marketing.

To find out more please contact:  
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Name	
Keyword Theory	
Keyword Application	
Competitive Analysis	
Content Marketing	
Content Engagement	
Influencer Marketing	
Social Media	
Campaign Planning & Development	
Conversion Optimization & Measurement	
Client Reporting	
<b>TOTAL</b>	

Scoring:

10-15 Beginner knowledge

15-25 You're on your way

25-30 Digital superstar