

NIREM Institute of Real Estate Management

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Certificate in Digital Marketing of Real Estate

Syllabus

The Recognition of Prior Learning Programs assesses your existing knowledge and experience in your area; therefore questions based on practical aspect of digital marketing with reference to real estate are asked. If you have fair amount of knowledge in digital marketing, you should be able to answer these questions. The question would be asked from the following areas:

- The Online Opportunity
- Planning Online Business Strategy
- Search Engines- Planning & Activities, Search Ads, Search Campaigns
- Social Media
- Mobile
- Content Marketing
- E-mail Marketing
- Web Ads, Display Advertising
- Videos
- Web Analytics

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Sample Questions

1. Online presence offers which of the following key benefits to a business?
- A. Your business is visible to people when they search for a business like yours.
 - B. You can sell directly to customers using social media.
 - C. You can offer promotional discounts to new customers
 - D. You can update users by sending e-mails.

Ans. (A)

2. Which tool helps you measure the success of your website?
- A. Key word planner
 - B. Ad Gallery
 - C. Ad Preview Tool
 - D. Analytics

Ans. (D)

3. Seth's website has been up and running for a while, but he isn't sure how effective it's been at drawing in new customers.
How can Google Search Console help Seth with this?
- A. It can help show whether he's using proper keywords in his content
 - B. It can recommend better page titles for Seth to use
 - C. Both the Above
 - D. None of the above

Ans. (C)

4. Which of these is an important factor in the paid search auction system?
- A. How famous your brand name is
 - B. How cool your logo is
 - C. How long your business has been around
 - D. How relevant your ads are

Ans. (D)

5. When it comes to search ads, which of the following could dictate how an ad will perform against a competitor?
- A. Social media following
 - B. Bid value
 - C. Domain authority
 - D. Average number of visitors to the company's website

Ans. (B)

6. What should your search ad have in order to promote more clicks?
- A. A call to action
 - B. A catchy headline
 - C. A close-up photo
 - D. A social media link

Ans. (A)

7. Fill in the blank: Businesses should focus on social media platforms with _____.
- A. The biggest reputation
 - B. The most expected engagement
 - C. A relevant audience
 - D. The most users

Ans. (C)

8. A robust social media plan includes which of the following?
- A. A list of content that mimics competitor content
 - B. All of your online business goals
 - C. A long-term schedule identifying when to post content
 - D. A list of friends who can post on the accounts

Ans. (C)

9. What is the first step of display retargeting?
- A. Sourcing keywords
 - B. Defining your audience
 - C. Writing content
 - D. Setting a call to action

Ans. (B)

10. What's the first step in the search engine optimisation process for your website?
- A. Off-site optimization
 - B. Keyword research
 - C. Writing fresh content
 - D. Setting an ad budget

Ans. (B)