

7

TYPES OF QUIZZES

FOR YOUR MARKETING



1. CLASSIC KNOWLEDGE QUIZ

People love to test themselves - whether it's to evaluate their knowledge, benchmark their skills, or just for a bit of entertainment. That's why the classic knowledge quiz works.

2. PERSONALITY TEST

Plug personal traits to a specific result. Quizzes like "Which Game of Thrones character are you?" indicate the personality test's mass appeal. Pop-culture aside, marketers can use it to create engaging, share-worthy social content.

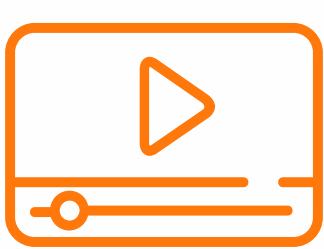


3. EDUCATIONAL QUIZ

Challenge your audience, but also educate them with insightful feedback after each question with an educational quiz.

4. VIDEO QUIZ

The user watches a video and answers questions along the way - it's a great type of quiz for tutorials and other educational forms of content.



5. "WHAT HAPPENS NEXT" QUIZ

A fun experience where the video stops and asks the user to guess what happens next.

6. QUIZ CONTEST

This is a great quiz for marketing to boost opt-in newsletter rates and generate leads by offering prizes or giveaways to those who take the quiz.



7. SHOPPING QUIZ

A quiz-based product recommender engine to help your audience discover which of your products or solutions best match their needs, pains, or preferences.

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