

Video Marketing Practice Test Questions and Answers

1. What is the optimal length for most social media video ads?

- A) 15-30 seconds
- B) 1-2 minutes
- C) 3-5 minutes
- D) 10+ minutes

2. Which metric is most important for measuring video engagement?

- A) Total views
- B) Watch time and completion rate
- C) Number of shares
- D) Video file size

3. What should appear in the first 3 seconds of a marketing video?

- A) Company logo only
- B) Detailed product specifications
- C) Hook or compelling opening
- D) Contact information

4. Which video format typically performs best on mobile devices?

- A) Horizontal (16:9)
- B) Square (1:1)
- C) Vertical (9:16)
- D) Circular format

Answers: 1-A 2-B 3-C 4-C

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