

# AMERICAN MARKETING ASSOCIATION PROFESSIONAL CERTIFIED MARKETER (PCM) CONTENT MARKETING PRACTICE EXAM (SAMPLE) STUDY GUIDE



## SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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THE FULL VERSION STUDY GUIDE

<https://ama-pcmcontentmarketing.examzify.com>



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# Table of Contents

|                             |    |
|-----------------------------|----|
| Copyright .....             | 1  |
| Table of Contents .....     | 2  |
| Introduction .....          | 3  |
| How to Use This Guide ..... | 4  |
| Questions .....             | 5  |
| Answers .....               | 8  |
| Explanations .....          | 10 |
| Next Steps .....            | 16 |

SAMPLE

# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

## 1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

## 2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

## 3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

## 4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

## 5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

## 6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

## Questions

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- 1. Which of the following is a significant benefit of content marketing?**
  - A. Building brand awareness
  - B. Owning your own attention
  - C. Reaching more buyers at a lower cost
  - D. All of these answers
- 2. What kind of links should you avoid adding to the Links section on your YouTube channel About page?**
  - A. Facebook
  - B. Google+
  - C. your website URL
  - D. Twitter
- 3. What supports the day-to-day work of individuals involved in content creation?**
  - A. Scenarios
  - B. Templates
  - C. Workflows
  - D. Content
- 4. Why is CoSchedule popular for building an editorial calendar?**
  - A. Specially designed with many advanced features
  - B. Free to use
  - C. Open-source and expandable
  - D. Simple to install and use
- 5. Which of the following is not a reason why people share information?**
  - A. They find it entertaining
  - B. It gives them social status
  - C. It helps them achieve personal goals
  - D. None of these

- 6. What is an additional monetization option in addition to the YouTube Partner Program?**
- A. sponsorships
  - B. Google AdWords
  - C. direct selling
  - D. membership
- 7. You can automatically filter out some YouTube comments by adjusting your \_\_\_\_ settings.**
- A. blacklist
  - B. interaction
  - C. community
  - D. spam
- 8. When looking at YouTube analytics, what does "audience retention" show?**
- A. what percentage of your videos viewers are watching
  - B. how many videos each subscriber watches on average
  - C. how many subscribers you've gained
  - D. how many viewers are viewing multiple videos on your channel
- 9. In which situation is it acceptable to have a video marked as "unlisted"?**
- A. For market research purposes
  - B. When it is part of a public playlist
  - C. For sharing privately with selected viewers
  - D. To maximize public viewing
- 10. The best analytics metric to evaluate the effectiveness of webpage copywriting is \_\_\_\_.**
- A. Average time on page
  - B. Pageviews
  - C. Pages per session
  - D. Landing page conversion rate

## **Answers**

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1. D
2. B
3. C
4. A
5. A
6. A
7. A
8. A
9. C
10. D

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## **Explanations**

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## 1. Which of the following is a significant benefit of content marketing?

- A. Building brand awareness
- B. Owning your own attention
- C. Reaching more buyers at a lower cost
- D. All of these answers**

*The significant benefit of content marketing encompasses all the aspects mentioned in the options. Building brand awareness is a fundamental advantage of content marketing, as it allows businesses to create and distribute valuable content that resonates with their target audience. This, in turn, helps to establish recognition and trust within the marketplace. Owning your own attention reflects how content marketing enables brands to cultivate a loyal audience over time. By providing informative, entertaining, or engaging content, companies can encourage users to seek out their material, leading to greater control over their engagement and interaction with the brand. Reaching more buyers at a lower cost showcases the efficiency of content marketing as a strategy. Compared to traditional advertising methods, content marketing can often reach a broader audience without requiring a substantial budget. High-quality content tends to have a longer shelf life, generating organic traffic through sharing and SEO efforts, further maximizing reach at reduced costs. By acknowledging that content marketing offers all these benefits collectively, it becomes clear why "all of these answers" is the most comprehensive response. Each benefit complements the others, leading to a robust marketing strategy that successfully enhances a brand's presence and effectiveness in the market.*

## 2. What kind of links should you avoid adding to the Links section on your YouTube channel About page?

- A. Facebook
- B. Google+**
- C. your website URL
- D. Twitter

*Adding links to your YouTube channel's About page can enhance your brand presence and drive traffic to your other platforms. However, it is essential to consider relevance and usage of the platforms when deciding on which links to include. Google+ was officially shut down for consumers in April 2019 due to a lack of user engagement and privacy concerns, making it obsolete as a social platform. Consequently, including a Google+ link on your YouTube About page would not serve any purpose since users would not be able to access or engage with any content from there. In contrast, other links like a Facebook page, Twitter account, or your website URL remain valuable for audience engagement and connection. Each of these platforms offers an opportunity to enhance your brand's reach and interaction with your audience, as they are actively used and allow for ongoing communication. Therefore, avoiding a link to Google+ is prudent because it offers no value to your channel's audience, as the platform no longer exists.*

### 3. What supports the day-to-day work of individuals involved in content creation?

- A. Scenarios
- B. Templates
- C. Workflows
- D. Content

*The day-to-day work of individuals involved in content creation is best supported by workflows. Workflows provide a structured approach to managing the various stages of content creation, from ideation and drafting to editing and publication. They help ensure that tasks are organized logically and efficiently, making it easier for teams to collaborate and track progress. By defining clear processes, workflows facilitate communication among team members, allow for the monitoring of deadlines, and help maintain consistency in the quality of content being produced. While templates can assist in creating uniformity in content design and scenarios can guide content creators in decision-making, workflows are fundamental for the overall management and execution of content creation tasks. They create an environment that fosters productivity and helps mitigate misunderstandings or overlaps in responsibilities, which are common challenges in creative teams.*

### 4. Why is CoSchedule popular for building an editorial calendar?

- A. Specially designed with many advanced features
- B. Free to use
- C. Open-source and expandable
- D. Simple to install and use

*CoSchedule's popularity for building an editorial calendar primarily stems from its advanced features tailored specifically for content marketers and teams. This platform is designed to optimize the planning, scheduling, and collaboration involved in content creation and distribution. It integrates various elements like social media automation, project management tools, analytics, and customizable workflows, making it a comprehensive solution for marketers looking to streamline their processes. The advanced features enable users to manage multiple projects effectively, visualize their content timelines, and ensure team members are aligned. These capabilities help alleviate the challenges often faced in content operations, such as meeting deadlines and maintaining consistent messaging across different channels. The focus on these specialized tools makes CoSchedule an appealing choice for marketers who need more than just a basic calendar setup. While other options may sound appealing, such as being free, open-source, or simple to install, they do not capture the essence of why CoSchedule stands out in the market. Its effectiveness lies in the depth of its features and how they cater to the specific demands of content marketing.*

**5. Which of the following is not a reason why people share information?**

- A. They find it entertaining**
- B. It gives them social status
- C. It helps them achieve personal goals
- D. None of these

*The option indicating that entertainment is not a reason why people share information is not the right choice. When analyzing the motivations behind why individuals share content, it's critical to understand that entertainment is indeed a significant factor. People often share entertaining content because it resonates with them and allows them to connect with others through humor, enjoyment, or engaging storytelling. Considering why people share information, they do so not just for personal reasons but also to cultivate connections in their social networks. Sharing entertaining content can enhance relationships, provide joy to others, and foster a sense of community. It acts as a way to bond with peers through shared experiences and feelings of enjoyment. On the other hand, the other options reflect valid reasons individuals engage in sharing information. Sharing content that boosts social status or aids in achieving personal goals taps into deeper psychological and social needs. These motivations contribute to why people curate and disseminate information, and entertaining content fits well within this framework as a way to engage emotionally with their audience.*

**6. What is an additional monetization option in addition to the YouTube Partner Program?**

- A. sponsorships**
- B. Google AdWords
- C. direct selling
- D. membership

*Sponsorships represent a significant monetization option beyond the traditional YouTube Partner Program. This involves forming partnerships with brands or companies that see value in having their products or services featured within your content. Sponsorships can take various forms, such as product placements where the creator promotes a product during a video, or dedicated segments that focus on a sponsor's offerings. This approach not only provides creators with an alternative revenue stream but also enhances their content by integrating relevant products that might be of interest to their audience. Sponsorship deals can often provide substantial income, particularly for creators with a strong and engaged following, as brands look to tap into existing audiences rather than creating new ones. Other monetization options, like Google AdWords, primarily focus on advertising rather than partnership, while direct selling and membership models may also be effective but depend heavily on the creator's business model and strategy. By leveraging sponsorships along with the YouTube Partner Program, creators can diversify their income and engage more closely with brands that resonate with their audience.*

**7. You can automatically filter out some YouTube comments by adjusting your \_\_\_\_ settings.**

- A. blacklist**
- B. interaction
- C. community
- D. spam

*The ability to automatically filter out some YouTube comments can be efficiently managed through the blacklist settings. The blacklist is a feature that allows creators to specify particular words, phrases, or even usernames that they do not want to appear in the comments section of their videos. By adding these terms to the blacklist, any comments containing them will be automatically held for review or outright blocked, depending on the creator's preferences. This tool is essential for maintaining a positive and safe community by minimizing harmful or inappropriate dialogue among viewers. Other options, while relevant to managing comments, do not specifically address the function of filtering out comments based on pre-determined criteria. Interaction settings primarily focus on how creators engage with their audience rather than filtering comments. Community settings involve managing the broader aspects of community engagement and rules but do not provide the same exact filtering capability as the blacklist. Spam settings pertain to comments that are suspected to be spammy in nature, but they do not allow for personalized filtering of specific words or phrases as the blacklist does.*

**8. When looking at YouTube analytics, what does "audience retention" show?**

- A. what percentage of your videos viewers are watching**
- B. how many videos each subscriber watches on average
- C. how many subscribers you've gained
- D. how many viewers are viewing multiple videos on your channel

*Audience retention refers to the metric that shows what percentage of your videos viewers are watching. This figure is crucial for content creators and marketers as it helps to understand how engaging and compelling the content is for the audience. A high audience retention rate indicates that viewers are staying engaged throughout the video, while a low retention rate may suggest that the content is not resonating well with them or that key parts of the video are causing viewers to drop off. This metric can inform various content strategies, such as adjusting the length of videos, improving storytelling techniques, or enhancing the quality of visuals and audio. By analyzing which segments of a video retain viewers' attention and which do not, creators can make data-driven decisions to enhance their content and improve overall viewer engagement. The other options provide different metrics that, while related to viewer behavior, do not specifically indicate how much of each video is being watched by the audience. For instance, the average number of videos watched per subscriber focuses on subscriber engagement rather than individual video performance, and gaining subscribers is a measure of channel growth rather than direct audience interaction with specific content. Viewer behavior across multiple videos speaks to overall channel performance but doesn't provide insights into individual video retention.*

**9. In which situation is it acceptable to have a video marked as "unlisted"?**

- A. For market research purposes
- B. When it is part of a public playlist
- C. For sharing privately with selected viewers**
- D. To maximize public viewing

*Using the "unlisted" setting for a video is particularly appropriate when you want to share it privately with selected viewers. This allows individuals to watch the video without it being publicly available to everyone on the platform. Only people who have the direct link to the video can access it, which ensures that the content remains exclusive and controlled. This can be useful for sensitive content, test screenings, or personalized communications where you want to maintain a certain level of privacy while still facilitating targeted sharing. The other options do not align with the intended use of an unlisted video setting. For instance, marking a video as unlisted would not be suitable for market research purposes, as this typically requires broader access and interaction. Similarly, when a video is part of a public playlist, it contradicts the purpose of being unlisted, as the video would still be accessible through the playlist to anyone. Lastly, aiming to maximize public viewing inherently contradicts the essence of being unlisted since it is meant for restricted access rather than public exposure.*

**10. The best analytics metric to evaluate the effectiveness of webpage copywriting is \_\_\_\_\_.**

- A. Average time on page
- B. Pageviews
- C. Pages per session
- D. Landing page conversion rate**

*The landing page conversion rate is a crucial metric for evaluating the effectiveness of webpage copywriting because it directly measures how well the content persuades visitors to take a desired action, such as signing up for a newsletter, making a purchase, or filling out a contact form. This metric reflects the alignment of the copy with audience intent, clarity of messaging, and overall persuasiveness, which are all essential components of successful copywriting. While average time on page can indicate user engagement with the content, it does not necessarily correlate with effectiveness. A visitor might spend time reading the copy but still leave without taking action, suggesting that the copy might not be compelling enough. Pageviews count the number of times a page is viewed but don't assess the performance of the copy itself. Pages per session can indicate navigational behavior but do not provide direct insights into the quality or effectiveness of the copywriting. Therefore, the landing page conversion rate stands out as the best measure of how effectively the copy leads to tangible business outcomes, making it the most relevant metric in this context.*

## Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).

Or visit your dedicated course page for more study tools and resources:

<https://ama-pcmcontentmarketing.examzify.com>

We wish you the very best on your exam journey. You've got this!

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