|  |
| --- |
| **True / False** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. A social media marketing plan does not require monitoring or adjustment during its implementation.​

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2. The most popular uses for social media are brand awareness and building brand preference.​

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3. Some of a brand's most passionate advocates can start off as disgruntled customers.​

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4. ​It is very important for brands looking to engage in social media to focus on broadcasting and promoting their message on these channels at every opportunity.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 5. A social media marketing strategy is something that should be developed to support a brand's overall marketing plan.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 6. Increasing search engine rankings and site traffic are two important goals for brands that social media marketing cannot help achieve.​

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

 |

|  |
| --- |
| **Multiple Choice** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 7. Which of the following **is not** part of the social media marketing planning cycle?​

|  |  |  |
| --- | --- | --- |
|   | a.  | ​Setting goals |
|   | b.  | ​Tuning |
|   | c.  | ​Driving traffic |
|   | d.  | ​Implementing |
|   | e.  | ​Monitoring |

|  |  |
| --- | --- |
| *ANSWER:* | c |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 8. Why is it important to listen to conversations about a brand?​

|  |  |  |
| --- | --- | --- |
|   | a.  | ​To see how many people buy your products. |
|   | b.  | ​It helps a company evaluate its advertising strategy. |
|   | c.  | ​It makes your customers think you care about what they say. |
|   | d.  | ​Listening can help a company identify those keywords people use for its products. |
|   | e.  | ​Comments can help a company understand how it is perceived and where opportunities may lie. |

|  |  |
| --- | --- |
| *ANSWER:* | e |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 9. Social media marketing goals must be flexible because​:

|  |  |  |
| --- | --- | --- |
|   | a.  | ​a brand cannot be sure its goals will be achieved. |
|   | b.  | ​new developments sometimes occur while using social media. |
|   | c.  | ​a particular social network might disappear. |
|   | d.  | ​consumers are fickle, so it is difficult to forecast their behavior. |
|   | e.  | ​brand management might not support certain social media marketing goals. |

|  |  |
| --- | --- |
| *ANSWER:* | b |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10. All of the following are key objectives of SMM EXCEPT: ​

|  |  |  |
| --- | --- | --- |
|   | a.  | ​customer service. |
|   | b.  | ​brand awareness. |
|   | c.  | ​brand development. |
|   | d.  | ​brand preference. |
|   | e.  | ​new customer leads. |

|  |  |
| --- | --- |
| *ANSWER:* | c |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 11. In addition to the primary SMM objectives, other secondary objectives include all of these EXCEPT:​

|  |  |  |
| --- | --- | --- |
|   | a.  | ​achieving a desired brand positioning. |
|   | b.  | ​supporting public relations and advertising campaigns. |
|   | c.  | ​expanding brand loyalty. |
|   | d.  | ​being prepared to handle reputation management in a crisis. |
|   | e.  | producing new product ideas. |

|  |  |
| --- | --- |
| *ANSWER:* | c |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 12. ​What can be learned from listening includes all of these EXCEPT:

|  |  |  |
| --- | --- | --- |
|   | a.  | ​how people feel about a company, product, service, person or issue. |
|   | b.  | ​which media platforms appear to be the most viable in order to achieve SMM goals. |
|   | c.  | ​how competitors are using social media platforms. |
|   | d.  | ​all of these are correct. |
|   | e.  | ​none of these is correct. |

|  |  |
| --- | --- |
| *ANSWER:* | d |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 13. ​A "call to action" can be defined as:

|  |  |  |
| --- | --- | --- |
|   | a.  | ​brand building.  |
|   | b.  | ​lead generation and/or sales. |
|   | c.  | ​the objectives of a social media campaign. |
|   | d.  | ​the process of measuring a social media campaign. |
|   | e.  | ​the action you want someone to take at each stage of your marketing campaign. |

|  |  |
| --- | --- |
| *ANSWER:* | e |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 14. When developing social media strategies, it is important that companies​:

|  |  |  |
| --- | --- | --- |
|   | a.  | ​look to what their competitors are doing. |
|   | b.  | ​ensure they include Facebook, because it is one of the most popular social networks. |
|   | c.  | ​include the 8 C's. |
|   | d.  | ​make sure to adapt them to their individual strengths, weaknesses, opportunities, and threats. |
|   | e.  | ​define the call to action first. |

|  |  |
| --- | --- |
| *ANSWER:* | d |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 15. Which of the following is not considered a social media marketing goal?​

|  |  |  |
| --- | --- | --- |
|   | a.  | ​Increasing customer satisfaction (customer service) |
|   | b.  | ​Driving recommendations from friends and family |
|   | c.  | ​Generating new leads |
|   | d.  | ​Crisis communication and online reputation management |
|   | e.  | Increasing the number of Facebook fans and Twitter followers​ |

|  |  |
| --- | --- |
| *ANSWER:* | e |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 16. Which of the 8 C's refer to understanding the etiquette, nuances and spoken or unspoken rules of a particular social media platform?​

|  |  |  |
| --- | --- | --- |
|   | a.  | ​Convert |
|   | b.  | ​Categorize |
|   | c.  | ​Collaborate |
|   | d.  | Comprehend​ |
|   | e.  | ​Contribute |

|  |  |
| --- | --- |
| *ANSWER:* | d |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 17. ​The leading purchase influencer in four different countries is:

|  |  |  |
| --- | --- | --- |
|   | a.  | ​Twitter feeds. |
|   | b.  | ​word of mouth. |
|   | c.  | ​traditional advertising. |
|   | d.  | ​blogs. |
|   | e.  | ​social media posts from friends and family. |

|  |  |
| --- | --- |
| *ANSWER:* | b |

 |

|  |
| --- |
| **Subjective Short Answer** |

|  |  |  |
| --- | --- | --- |
| 18. What is the primary reason why social media marketing efforts fail?​

|  |  |
| --- | --- |
| *ANSWER:* | Poor planning​ |

 |

|  |  |  |
| --- | --- | --- |
| 19. Why is it important for a company to identify social media marketing goals?​

|  |  |
| --- | --- |
| *ANSWER:* | ​To identify what will be accomplished through social media and to set guidelines and expectations. |

 |