|  |
| --- |
| **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. | |