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1. Fill in the blank: _____ involves displaying paid ads or sponsored marketing messages on social media platforms to target a specific audience.

1 / 1 point

- ☒ Paid social media
- ☐ Organic social media
- ☐ User-based social media
- ☐ Borrowed social media

☒ Correct

2. Fill in the blank: Targeting relevant customers, increasing remarketing capabilities, and reaching an audience quickly are all benefits of _____.

0 / 1 point

☒ owned social media

☒ This should not be selected
[the video on the benefits of paid social media](#).

☐ borrowed social media

☒ organic social media

☒ This should not be selected
Please review [the video on the benefits of paid social media](#).

☒ paid social media

☒ Correct

3. As a marketer, you regularly nurture your connections with customers through communication and relationship-building. Which type of social media helps you achieve this?

1 / 1 point

- ☐ Paid social media
- ☐ Business-based social media
- ☐ Multi-platform social media
- ☒ Organic social media

☒ Correct

4. What types of marketing goals can paid social media help a company achieve? Select all that apply. 1 / 1 point

☒ Targeting specific audiences

☒ Correct

☐ Nurturing customer relationships

☒ Driving conversions

☒ Correct

☒ Raising brand awareness

☒ Correct

5. What does a digital marketer *first* need to determine before developing a strategy for a paid social media campaign? 1 / 1 point

☐ Products

☐ Workforce

☒ Objective

☐ Cost

☒ Correct

6. A marketer is deciding which social media platforms to use for a new campaign. Which of the following should they consider? Select all that apply. 1 / 1 point

☒ What platform does the company have an established audience on

☒ Correct

☐ What platform offers the most competition for the company

☒ What platform is the company familiar with

☒ Correct

☐ What platform has the company never used

7. What does a digital marketer need to consider when developing a strategy for a paid social media campaign? Select all that apply. 1 / 1 point

☒ What platform should they use

☒ Correct

☒ What is the campaign objective

☒ Correct

☐ What will be the organic reach

☒ Who is the target audience

☒ Correct

8. How does a company do list-based remarketing?

1 / 1 point

- ☐ Place cookies on every platform a customer visits
- ☐ Post content specific to their brand on multiple platforms
- ☐ Create a list of competitor's ads to block on their platform
- ☒ Upload their list of email contacts to the platform of their choice

☒ Correct

9. What are the components of a paid social media advertising budget? Select all that apply.

1 / 1 point

☒ Tools

☒ Correct

☐ Payroll

☒ Content creation

☒ Correct

☒ Ad spend

☒ Correct

10. What are Cost-per-click (CPC), Cost-per-action (CPA), and Cost-per-thousand impressions (CPM) examples of?

0 / 1 point

- ☐ Common social media goals
- ☐ Common remarketing strategies

- ☐ Common bidding strategies
- ☒ Common advertising metrics

⊗ Incorrect

Please review [the video on the cost of advertising on social media](#)[↗].