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Grade received 90%
To pass 80% or higher
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1. What does a digital marketer need to determine *first* in order to develop a strategy for a paid social media campaign? 1 / 1 point

- ☐ The platform
- ☐ The budget
- ☒ The objective
- ☐ The products

☒ Correct
A digital marketer needs to first determine the objective. Then, they build the paid social media campaign around the objective.

2. Fill in the blank: A paid social media campaign should focus on reaching one of a company's _____ on social media. 1 / 1 point

- ☐ best influencers
- ☐ competitors
- ☐ remarketed ads
- ☒ customer personas

☒ Correct
A paid social media campaign should focus on reaching one of a company's customer personas on social media. This will help to narrow down a company's target audience so they can allocate the budget more effectively.

3. What steps should a digital marketer take to develop a strategy for a paid social media campaign? Select all that apply. 0.75 / 1 point

☒ Research their competitors

☒ This should not be selected
To develop a strategy for a paid social media campaign, a digital marketer needs to define the campaign length, set a campaign budget, and develop and upload creatives.

☒ Define the campaign length

☒ Correct
To develop a strategy for a paid social media campaign, a digital marketer needs to define the campaign length, set a campaign budget, and develop and upload creatives.

☒ Develop and upload creatives

- ☒ Correct
To develop a strategy for a paid social media campaign, a digital marketer needs to define the campaign length, set a campaign budget, and develop and upload creatives.

☒ Set a campaign budget

- ☒ Correct
To develop a strategy for a paid social media campaign, a digital marketer needs to define the campaign length, set a campaign budget, and develop and upload creatives.

4. Consider the following scenario:

1 / 1 point

A digital marketer is working on remarketing. To get started, they upload their list of email contacts to the platform of their choice. Their intended audience will then start seeing their company's ads as they browse through that platform.
What type of remarketing does this describe?

- ☐ hashtag-based
☒ list-based
☐ pixel-based
☐ tagged-based

- ☒ Correct
To start list-based remarketing, a digital marketer will upload their list of email contacts to the platform of their choice. Their intended audience will then start seeing their company's ads as they browse through that platform.

5. What are best practices for remarketing on social media? Select all that apply.

0.75 / 1 point

☒ Limit the frequency of ads

- ☒ Correct
A digital marketer can remarket to an advertising audience by personalizing ads, limiting the frequency of ads, and untagging visitors who have made a purchase.

☒ Target customers before they know the brand

- ☒ This should not be selected
A digital marketer can remarket to an advertising audience by personalizing ads, limiting the frequency of ads, and untagging visitors who have made a purchase. A digital marketer cannot target and remarket to customers who are unaware of the brand. Instead, a digital marketer would remarket to people who have purchased from their company in the past.

☒ Personalize the ads

- ☒ Correct

A digital marketer can remarket to an advertising audience by personalizing ads, limiting the frequency of ads, and untagging visitors who have made a purchase.

☒ Untag visitors who have made a purchase



Correct

A digital marketer can remarket to an advertising audience by personalizing ads, limiting the frequency of ads, and untagging visitors who have made a purchase.