

Congratulations! You passed!
Grade received 90%
To pass 80% or higher
Go to next item

1. Fill in the blank: When considering a company's paid social media costs, a digital marketer also needs to think about the costs of _____. 1 / 1 point

- ☐ using free marketing sites
- ☐ conducting weekly meetings
- ☒ creating content
- ☐ paying for investors

✓ Correct
A digital marketer needs to think about how they will create content. For example, content creation needs photography, graphic design, video development, and copywriting. A digital marketer needs to consider these costs when setting their paid social media advertising budget.

2. What does a paid social media budget generally include? Select all that apply. 0.75 / 1 point

✓ Ad spend

✓ Correct
A paid social media budget generally includes ad spend, tools, and management costs. This reflects how much a company spends on advertisements and the tools needed to launch, manage, and optimize a campaign. It also includes the investment in management tasks like strategy, publishing, and social listening.

✓ Customer service payroll

✗ This should not be selected
A paid social media budget generally includes ad spend, tools, and management costs. This reflects how much a company spends on advertisements and the tools needed to launch, manage, and optimize a campaign. It also includes the investment in management tasks like strategy, publishing, and social listening. A typical paid social media budget does not include payroll costs for customer service employees.

✓ Management

✓ Correct
A paid social media budget generally includes ad spend, tools, and management costs. This reflects how much a company spends on advertisements and the tools needed to launch, manage, and optimize a campaign. It also includes the investment in management tasks like strategy, publishing, and social listening.

✓ Tools

✓ Correct

A paid social media budget generally includes ad spend, tools, and management costs. This reflects how much a company spends on advertisements and the tools needed to launch, manage, and optimize a campaign. It also includes the investment in management tasks like strategy, publishing, and social listening.

3. What does a digital marketer need to consider when selecting a bidding strategy? 0.75 / 1 point
Select all that apply.

☒ Market research

☒ Correct
A company's bidding strategy will depend on the goals of their ad campaign, their advertising budget, and market research.

☒ Competition analysis

☐ This should not be selected
A company's bidding strategy will depend on the goals of their ad campaign, their advertising budget, and market research. Competition analysis is not considered when selecting a bidding strategy.

☒ Advertising budget

☒ Correct
A company's bidding strategy will depend on the goals of their ad campaign, their advertising budget, and market research.

☒ Ad campaign goals

☒ Correct
A company's bidding strategy will depend on the goals of their ad campaign, their advertising budget, and market research.

4. What is the cost-per-click (CPC) bidding strategy? 1 / 1 point

- ☒ The amount a company pays when someone clicks on their ad.
- ☐ The amount a company pays when someone completes a desired action.
- ☐ The amount a company pays for every referral or repeat purchase.
- ☐ The amount a company pays for every 1,000 impressions an ad receives.

☒ Correct
The cost-per-click (CPC) bidding strategy is the amount a company pays when someone clicks on their ad.

5. What is the bidding strategy called when a company has to pay every time a person signs up for a newsletter, watches a video, requests a callback, or makes an actual purchase?

1 / 1 point

- ☐ Cost-per-social platform (CPS)
- ☐ Cost-per-click (CPC)
- ☒ Cost-per-action (CPA)
- ☐ Cost-per-thousand impressions (CMP)

✓ Correct
For the cost-per-action (CPA) bidding strategy, a company must pay anytime a person completes a desired action. Examples of desired actions include signing up for a newsletter, watching a video, requesting a callback, or making an actual purchase.