

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

1. Fill in the blank: Paid social media is an effective way to increase \_\_\_\_\_. It allows a digital marketer to place ads in a prominent position in their audience's feeds.

1 / 1 point

- ☐ print marketing
- ☐ influencer endorsement
- ☐ product inventory
- ☒ brand awareness



Correct

Paid social media is an effective way to increase brand awareness. It allows a digital marketer to place ads in a prominent position in their audience's feeds. This helps to get the audience's attention, even if they do not search for or follow the brand.

2. What are the benefits of paid social media? Select all that apply.

0.75 / 1 point



Reach an audience quickly



Correct

Placing paid ads on social media can reach a company's audience quickly, as well as target a company's most relevant customers. Using paid social media can also increase a company's remarketing capabilities.



Target relevant customers



Correct

Placing paid ads on social media can reach a company's audience quickly, as well as target a company's most relevant customers. Using paid social media can also increase a company's remarketing capabilities.



Improve customer service



This should not be selected

Placing paid ads on social media can reach a company's audience quickly, as well as target a company's most relevant customers. Using paid social media can also increase a company's remarketing capabilities. Paid social media does not impact the quality of customer service a company provides.



Increase remarketing capabilities



Correct

Placing paid ads on social media can reach a company's audience quickly, as well as target a company's most relevant customers. Using paid social media can also increase a company's remarketing capabilities.

3. Unlike organic social media, paid social media is best at achieving which types of goals? Select all that apply. 0.75 / 1 point

☒ Building connections with competitors

☒ This should not be selected  
Paid social media is best for raising brand awareness, targeting specific audiences, and driving conversions. Building connections with competitors is not a goal of paid social media.

☒ Raising brand awareness

☒ Correct  
Paid social media is best for raising brand awareness, targeting specific audiences, and driving conversions.

☒ Targeting specific audiences

☒ Correct  
Paid social media is best for raising brand awareness, targeting specific audiences, and driving conversions.

☒ Driving conversions

☒ Correct  
Paid social media is best for raising brand awareness, targeting specific audiences, and driving conversions.

4. How can a company use paid social media to achieve their goal of reaching specific audiences? 1 / 1 point

- ☐ By remarketing ads on each social media platform
- ☒ By targeting ads to lookalike audiences
- ☐ By redirecting their competition's audience
- ☐ By using funds to boost top performing organic content

☒ Correct  
A company can use paid social media to reach a specific audience by targeting ads to lookalike audiences. This includes people with similar demographics and behaviors to a company's existing customers who have not yet been introduced to the brand.

5. How can a company use paid social media to increase conversions? 1 / 1 point

- ☐ By expanding their budget
- ☐ By selling more products
- ☒ By optimizing ads with A/B testing
- ☐ By targeting an elite audience



Correct

With paid social media, a company can use A/B testing to optimize their ads.  
This will increase conversions.