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1. What is true of quantitative data? Select all that apply.

1 / 1 point

☒ It can be compared on a numeric scale.

☒ Correct

☐ It describes qualities.

☐ It describes characteristics.

☒ It can be counted.

☒ Correct

2. Imagine that a company launches a social media campaign for their newest product. What process can help them learn how well their audience is receiving the campaign?

1 / 1 point

☐ Social media marketing

☐ Customer engagement

☐ Marketing funnel design

☒ Social media analytics

☒ Correct

3. A marketer uses analytics tools to count the total number of followers gained on each social media platform over a set period of time. What benefit of social media analytics does this describe?

1 / 1 point

☐ The ability to increase your budget

☐ The ability to learn from your competitors

☐ The ability to create better content

☒ The ability to measure your social media ROI

☒ Correct

4. Each social media goal has related metrics that help you do what?

1 / 1 point

- ☐ Determine where a customer is in the marketing funnel
- ☐ Determine the goal's return on investment
- ☒ Measure progress towards that goal
- ☐ Measure the impact of paid media


☒ Correct

5. At the conversion stage of the marketing funnel, a business decides to measure how many customers are referrals. What does this mean?

0 / 1 point

- ☐ They will track how much money each customer spent on the business that year.
- ☒ They will track how likely customers are to recommend the business to friends and family.
- ☐ They will track how many customer testimonials they receive on social media.
- ☐ They will track how many people came to their website from other social media platforms.

☒ Incorrect

Please review [the video on social media metrics](#) .

6. Imagine that a marketer wants to make their brand seem more authentic. To do that, they decide to customize content based on customer personas. What can they do to put this strategy into practice?

1 / 1 point

- ☐ Prioritize sharing one type of content on multiple social media platforms
- ☒ Create content tailored to a local audience by referencing local issues, interests, or locations
- ☐ Deliver general content to a wide audience, so customers frequently experience branded content
- ☐ Reference historic social media trends by sharing marketing content from previous campaigns

☒ Correct

7. What is a social media key performance indicator (KPI) used to assess?

1 / 1 point

- ☐ Whether a marketer is tracking the most relevant social media metrics
- ☐ Whether a social media campaign has had a sufficient return on investment
- ☒ Whether a social media marketing strategy is effective
- ☐ Whether a social media campaign's goals are relevant

☒ Correct

8. Consider the following scenario:

1 / 1 point

Imagine that a marketer is preparing a social media report. They consider who will read the report and align the report to the needs of that group. The marketer includes information that the group wants to know and adjusts the level of detailed data on specific items accordingly. What social media reporting practice does this describe?

- ☐ Delivering the report with the right frequency
- ☐ Emphasizing campaign highlights
- ☐ Reporting on key performance indicators
- ☒ Tailoring the report to the audience

☒ Correct

9. As a marketer, you create a social media report that is easy to understand and allows your audience to connect to the story the data is telling. How do you achieve this?

1 / 1 point

- ☐ By including relevant and irrelevant information
- ☒ By providing context
- ☐ By highlighting figures
- ☐ By excluding graphs and charts

☒ Correct

10. When you deliver a social media report, you should remember to guide your audience. What does this mean?

0 / 1 point

- ☒ Prepare ahead of time to help you identify answers to the types of questions your audience might have
- ☐ Clarify what you've noticed about the data, and move between sections by using phrases like "as I mentioned before"
- ☐ Briefly pause between each slide and speak in slow, easy-to-understand sentences, and ask frequent questions
- ☐ Speak fast and be prepared to share only important points should an unexpected event occur

☒ Incorrect

Please review [the video on social media report presentations](#)^[↗].