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1. Fill in the blank: ____ is the process of creating content for different social media platforms in order to drive engagement and promote a business or product. 1 / 1 point

- ☐ Virtual social marketing
- ☒ Social media marketing
- ☐ Digital media development
- ☐ Interactive online analysis

☒ Correct

2. A marketer aims to tailor their marketing strategy to a specific audience. How might social media help them achieve this goal? 1 / 1 point

- ☐ It directs an audience to a business's website to increase purchases.
- ☒ It offers valuable insights about an audience's likes, dislikes, and interests.
- ☐ It offers valuable insights about a business's competitors.
- ☐ It allows businesses to share product features and updates with audiences.

☒ Correct

3. Why would a business research what its competitors are doing on social media? 1 / 1 point

- ☐ To narrow their audience to the exact customer they want to target
- ☐ To reach competitors' customers based on their interests and hobbies
- ☐ To educate customers on the products they should not purchase from its competitors
- ☒ To identify competitors' strengths and weaknesses and adapt their own strategy

☒ Correct

4. Fill in the blank: The first core pillar of social media marketing is _____. 1 / 1 point

- ☐ paid social media
- ☒ strategy
- ☐ planning and publishing

☐ listening and engagement

☒ Correct

5. When planning and publishing social media content, it is important to do which of the following? Select all that apply.

0.75 / 1 point

☒ Have a consistent presence

☒ Correct

☒ Consider timing and frequency

☒ Correct

☒ Schedule posts in advance

☒ Correct

☒ Learn what content resonates best with the audience

☒ This should not be selected

Please review [the video on the five core pillars of social media marketing](#).^[↗]

6. Which of the following are outcomes of the core pillar of listening and engagement? Select all that apply.

0.75 / 1 point

☒ Recognize the performance of the social media campaign

☒ This should not be selected

Please review [the video on the five core pillars of social media marketing](#).^[↗]

☐ Increase customers' positive experience with a competitor's brand

☒ Learn about what content resonates best with the audience

☒ Correct

☒ Understand what people think about the brand

☒ Correct

7. Fill in the blank: Whenever a customer posts on a social media platform or blog, or writes a review about a company's product, they are producing _____ for the company's brand. 1 / 1 point

- ☐ owned media
- ☐ promotional media
- ☒ earned media
- ☐ paid media

☒ Correct

8. Which is the most common form of owned social media? 1 / 1 point

- ☐ Live stream videos
- ☒ Websites
- ☐ Product reviews
- ☐ Memes

☒ Correct

9. What is a benefit of paid media? 1 / 1 point

- ☐ It incentivizes customers to promote a brand on social media.
- ☐ It allows a brand to rely on marketing generated by customers.
- ☒ It allows a brand to reach customers who are not actively searching for it.
- ☐ It increases the user-generated content customers post on social media.

☒ Correct

10. Consider the following scenario: 1 / 1 point

Potential customers are searching for more information to help them decide whether or not to make a purchase. They may be looking for reviews or comparing the company's offerings to other competitors.

What action should the company take to set their brand apart from the competition?

- ☐ Nurture relationships with potential customers, so the company can remain in their minds
- ☐ Capture product sales of potential customers who fit the target audience
- ☒ Provide potential customers with more detailed information about the brand
- ☐ Develop social media content that relates to the purchases potential customers have already made

✓ Correct