

Try again once you are ready
Grade received 71.67%
To pass 80% or higher
Try again

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

- ☐ Smart bidding
- ☐ Print advertising
- ☒ Social media marketing
- ☐ Google Ad purchasing

✓ Correct
Social media marketing is the process of creating content for different social media platforms in order to drive engagement and promote a business or product. Social media marketing enables a company to connect with their customers, so they better understand the company's brand.

2. What are the benefits of social media marketing? Select all that apply. 0.75 / 1 point

✓ Improves brand awareness

✓ Correct
Social media marketing improves brand awareness, drives traffic to a company's website, and builds stronger relationships with existing customers.

✓ Targets the competition's customer base

✗ This should not be selected
Social media marketing improves brand awareness, drives traffic to a company's website, and builds stronger relationships with existing customers. It does not target the competition's customer base.

✓ Drives traffic to a company's website

✓ Correct
Social media marketing improves brand awareness, drives traffic to a company's website, and builds stronger relationships with existing customers.

✓ Builds stronger relationships with existing customers

✓ Correct
Social media marketing improves brand awareness, drives traffic to a company's website, and builds stronger relationships with existing customers.

3. What are the *five* core pillars of social media marketing? Select five.

0.8333333333333334 / 1 point

☒ Strategy



Correct

The five core pillars of social media marketing are: strategy, planning and publishing, listening and engagement, analytics and reports, and paid social media. These pillars can help guide an effective social media marketing campaign.



Planning and publishing



Correct

The five core pillars of social media marketing are: strategy, planning and publishing, listening and engagement, analytics and reports, and paid social media. These pillars can help guide an effective social media marketing campaign.



Paid social media



Correct

The five core pillars of social media marketing are: strategy, planning and publishing, listening and engagement, analytics and reports, and paid social media. These pillars can help guide an effective social media marketing campaign.



Analytics and reports



Correct

The five core pillars of social media marketing are: strategy, planning and publishing, listening and engagement, analytics and reports, and paid social media. These pillars can help guide an effective social media marketing campaign.



Educating and promoting



This should not be selected

The five core pillars of social media marketing are: strategy, planning and publishing, listening and engagement, analytics and reports, and paid social media. Educating and promoting is not a core pillar.



Listening and engagement



Correct

The five core pillars of social media marketing are: strategy, planning and publishing, listening and engagement, analytics and reports, and paid social media. These pillars can help guide an effective social media marketing campaign.

4. Which of the following statements about earned media are true? Select all that apply.

0.5 / 1 point



It does *not* require a paid promotion.



Correct

Earned media is a personal or public promotion of a brand or product. All earned media is organic, which means that it does not require a paid promotion.

- ☒ It is any form of digital promotion a brand pays to put online.
- ☐ This should not be selected
Earned media is a personal or public promotion of a brand or product. All earned media is organic, which means that it does not require a paid promotion. Paid media is any form of digital promotion a brand pays to put online.
- ☒ It is all the digital content a brand fully controls.
- ☐ This should not be selected
Earned media is a personal or public promotion of a brand or product. All earned media is organic, which means that it does not require a paid promotion. Owned media is all of the digital content that a brand fully controls.
- ☒ It is a personal or public promotion of a brand or product.
- ☒ Correct
Earned media is a personal or public promotion of a brand or product. It is marketing generated by a brand's customers. All earned media is organic, which means that it does not require a paid promotion.

5. Which are examples of owned social media? Select all that apply.

0.5 / 1 point

- ☒ User-generated content
- ☐ This should not be selected
Blog sites and community forums are examples of owned social media. User-generated content is an example of earned media.
- ☒ Blog sites
- ☒ Correct
Blog sites and community forums are examples of owned social media.
- ☒ Community forums
- ☒ Correct
Blog sites and community forums are examples of owned social media.
- ☒ Video ads
- ☐ This should not be selected
Blog sites and community forums are examples of owned social media. Video ads are an example of paid social media.