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1. A brand wants to increase its website traffic and gain customer insights. What kind of goals are these? 1 / 1 point

- ☐ E-commerce marketing goals
- ☐ Virtual marketing goals
- ☐ Print marketing goals
- ☒ Social media marketing goals

☒ Correct

2. What questions help to identify a target audience's needs? Select all that apply. 1 / 1 point

- ☐ How often do customers shop online?
- ☒ What issues do customers have that our products or services could help solve?

☒ Correct

- ☒ What problems are customers struggling with?

☒ Correct

- ☐ What do customers do in their free time?

3. When trying to determine the right social media platform, *why* should a company think about their goals? 1 / 1 point

- ☒ Different social media platforms offer different advantages, so a company should choose the one that is better equipped to help them achieve their goals.
- ☐ A company should set different, individualized goals for every social media platform.
- ☐ Every business goal can be reached with social media, so the company should invest in a platform that matches what they are trying to achieve.
- ☐ Various platforms have targeted, hidden fees, so a company should examine their budget goals to choose the most cost-effective option.

☒ Correct

4. A marketer posts viral videos and jokes for audiences to enjoy. This is an example of which type of content? 1 / 1 point
- ☐ Educational content
 - ☐ Inspirational content
 - ☒ Entertaining content
 - ☐ Promotional content
- ☒ Correct
5. A marketer posts messages that reinforce a brand's message, values, and vision on social media. This is an example of which type of content? 0 / 1 point
- ☐ Inspirational content
 - ☐ Entertaining content
 - ☒ Value content
 - ☐ Promotional content
- ☒ Incorrect
Please review [the video on types of content on social media](#).
6. A marketer suggests topics or viewpoints, then invites the audience to join the discussion on social media. What type of content is this? 1 / 1 point
- ☐ Educational content
 - ☒ Conversational content
 - ☐ Promotional content
 - ☐ Entertaining content
- ☒ Correct
7. A marketer shares weekly articles on social media to provide the audience with information about a specific product. What content format are they using? 1 / 1 point
- ☒ Written posts
 - ☐ Videos
 - ☐ Stories
 - ☐ Polls
- ☒ Correct

8. Posting multiple times a day on a chronological feed enables you to do what?

1 / 1 point

- ☒ Reach your target audience in different time zones and at various points throughout their day
- ☐ Reach your target audience in the same time zone at the same point throughout their day
- ☐ Sort posts in a user's feed based on relevancy rather than the order in which they published
- ☐ Reach specific audiences with only your best-performing posts at the same time every day

☒ Correct

9. A digital marketer schedules posts in advance and organizes content in a centralized location. What tool enables them to do this?

1 / 1 point

- ☐ A shared media log
- ☐ A reviewable feed of all posts
- ☒ A social media calendar
- ☐ An editable document

☒ Correct

10. Which of the following do you require to create an entry in a social media calendar? Select all that apply.

1 / 1 point

☒ Written copy

☒ Correct

☒ Platform

☒ Correct

☐ Competitors

☒ Links to assets

☒ Correct