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1. Which of the following are potential benefits of using social listening to better understand how customers feel about a brand? Select all that apply. 0.75 / 1 point

- ☐ Ability to act on assumptions
- ☒ Ability to address negative sentiment
- ☒ Correct
- ☒ Opportunities to analyze the competition
- ☒ Correct
- ☐ Increased customer acquisition

You didn't select all the correct answers

2. A digital marketer tracks and analyzes conversations related to a brand online. What social listening practice did they use to find these conversations? 1 / 1 point

- ☐ Create a single strategy for all social media platforms
- ☐ Determine the difference between the brand's prices and its competitors
- ☐ Calculate the average level of engagement for brands in the industry
- ☒ Identify the most relevant keywords for the brand and its competitors
- ☒ Correct

3. A digital marketer measures how people interact with a brand's social media content and notices regular engagement, such as likes and mentions. How can the marketer use this information to increase customer engagement with the brand? 1 / 1 point

- ☒ They can respond to comments and mentions about the brand.
- ☐ They can make every post or interaction about the product or business.
- ☐ They can direct customers to the brand's website.
- ☐ They can mimic the tone of voice that competitor brands use.
- ☒ Correct

4. A digital marketer uses social listening to learn more about a brand's perception online. They notice that people regularly share complaints about their customer service. How can they use this information to gain positive customer engagement on social media? 1 / 1 point
- ☐ Create a social media post that states that response times vary depending on the importance of the query
 - ☐ Remove any negative comments from customers and contact them privately to address their issues.
 - ☐ Refer customers to the website and ask them to complete a form with their questions and concerns
 - ☒ Respond to customer questions quickly and provide them with resources that help them with their issues
- ☒ Correct
5. A digital marketer aims to make a brand more personable and relatable to its customers on social media. What best practice will help them achieve this goal? 1 / 1 point
- ☐ Respond to positive comments and delete negative comments
 - ☐ Use one tone of voice for all audience types
 - ☒ Share images or videos of employees
 - ☐ Use words, instead of images, to describe the team
- ☒ Correct
6. Fill in the blank: Unlike on other social media platforms, posting more often is better on _____, because the feeds tend to move quickly. 1 / 1 point
- ☐ Facebook
 - ☐ Pinterest
 - ☒ Twitter
 - ☐ Instagram
- ☒ Correct
7. Which of the following are examples of information a company might want to include in their Twitter bio? Select all that apply. 1 / 1 point
- ☐ Jargon
 - ☒ Website link
- ☒ Correct
- ☒ Products and services

☒ Correct

☒ Keywords

☒ Correct

8. Which of the following are potential benefits of repurposing content? Select all that apply.

0.75 / 1 point

☐ Gives content an SEO boost

☒ Saves time

☒ Correct

☐ Helps determine which products to launch

☒ Reaches audiences who missed content previously

☒ Correct

You didn't select all the correct answers

9. Why should you develop a clear, consistent brand voice for social media?

1 / 1 point

☐ It increases the number of comments on the brand's social media pages.

☐ It increases the number of positive reviews on social media.

☒ It increases current and potential customers' familiarity with the brand.

☐ It increases the value of the brand and the price of its offerings.

☒ Correct

10. Which of the following is an example of a call to action on social media? Select all that apply.

1 / 1 point

☒ Take a quiz

☒ Correct

☒ Answer a question

☒ Correct

☒ Subscribe to a newsletter

☒ Correct

☐ Review a competitor