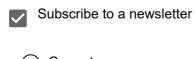
Congratulations! You passed! Grade received 95% Latest Submission Grade 95% To pass 80% or higher Go to next item

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	
	Opportunities to analyze the competition	
	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	
	ldentify the most relevant keywords for the brand and its competitors	
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.	

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? 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	1 / 1 point
5.	A digital marketer aims to make a brand more personable and relatable to its	1 / 1 point
	customers on social media. What best practice will help them achieve this goal?	
	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	
6.	Fill in the blank: Unlike on other social media platforms, posting more often is better on, because the feeds tend to move quickly. Facebook Pinterest Twitter Instagram	1 / 1 point
7.	Which of the following are examples of information a company might want to include in their Twitter bio? Select all that apply. Jargon Website link	1 / 1 point

	Keywords	
	✓ Correct	
8.	Which of the following are potential benefits of repurposing content? Select all that	0.75 / 1 point
.	apply.	0.707 1 pst
	Gives content an SEO boost	
	Saves time	
	✓ Correct	
	Helps determine which products to launch	
	Reaches audiences who missed content previously	
	You didn't select all the correct answers	
0	Why should you doyalan a clear consistent brand voice for accial media?	1 / 1 naint
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.	
40	Which of the fellowing is an example of a call to exting an excist we dis 0.0 close to 11	4 / 4
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	
	Answer a question	



Correct

Review a competitor