

✓ **Congratulations! You passed!**
TO PASS 80% or higher

Keep Learning

GRADE
100%

Influence Marketing

LATEST SUBMISSION GRADE

100%

1. Which one of the following is **not** a way you can give influencers reasons to share your content or write about it?

1 / 1 point

- ☐ Create truly excellent content.
- ☐ Make it relevant.
- ☒ Aggressively pursue a relationship with the influencer and relentlessly ask them to share your content with their audience.
- ☐ Be trustworthy, because they will have to have a certain amount of trust in you.

✓ **Correct**

This would most likely be seen as creepy and might have an effect opposite from what you hope. Rather, make your content relevant, excellent, unique and distinct; then be trustworthy and disciplined enough to give your content a chance by making it highly visible.

2. Which of the following is **not** one of the steps in the process for building a good relationship with an influencer?

1 / 1 point

- ☒ Try to discover their home address and send them a personal note or drop off a gift.
- ☐ Add more value than what you expect in return.
- ☐ See what non-professional interests they seem to like such as sports, wine, or cars.

✓ **Correct**

This would fall under the category of being overly aggressive and creepy. All the others are important steps in the process that you should be practicing as part of your efforts to build relationships with influencers.

3. Which is **not** one of the good tactics to build relationships with influencers?

1 / 1 point

- ☒ Ask influencers to interview you for their audience.
- ☐ Engage them in dialog online or in person.
- ☐ Re-share their content.
- ☐ Get an introduction from someone they trust.

✓ **Correct**

Asking influencers to interview you is not considered a good tactic and would be considered too forward.

4. Which of the following is considered a "hack" to help you get started with collaboration as you seek to build relationships with influencers? (Select all that apply.)

3 / 3 points

- ☒ Pick Low-hanging Fruit Hack: where you make the most of opportunities that become available to you

✓ **Correct**

You would be wise to practice this and see your own results building relationships with influencers and gaining visibility and your own influence in the process.

- ☒ The Opportunities Hack: where you watch for opportunities on social media and respond if you can

✓ **Correct**

You would be wise to practice this and see your own results building relationships with influencers and gaining visibility and your own influence in the process.

- ☒ The Round-up Hack: where you get brief contributions on a theme from several influencers.

✓ **Correct**

You would be wise to practice this and see your own results building relationships with influencers and gaining visibility and your own influence in the process.

5. Which of the following is **not** one of the possible benefits of using Facebook in conjunction with your contact list as an advertising technique to gain extra visibility and targeted exposure for your high quality content?

1 / 1 point

- ☐ You gain extra visibility.
- ☐ Put your content in front of a look-alike audience who are similar in characteristic to everybody who is on your mailing list.
- ☐ You gain the powerful ability to target ads directly to your select email list of media and influencers.
- ☒ Make sure that your content reaches every person on your contact email list.

✓ **Correct**

This kind of advertising will not reach 100% of your list because some may not use the email address you have for Facebook or whatever platform. However, by having your content also sent to a "look-alike" audience, you may even discover other influencers interested in your content that you had not previously recognized.

6. Which of the following statements are true about content marketing? (Select all that apply.)

3 / 3 points

☒ Content marketing can be likened to advertising even though you are not paying for it.

✓ **Correct**

This is a statement clearly mentioned about content marketing and should be considered when developing your strategies for content marketing.

☒ Multiple impressions actually matter with content marketing, as they do in advertising.

✓ **Correct**

This is a statement clearly mentioned about content marketing and should be considered when developing your strategies for content marketing.

☐ When you are trying to reach a potential linker, focus your attention on trying to get reach that person by just one path. That way you don't diffuse your energy.

☒ Over time, if you're successful, a potential linker may learn about your content or article from multiple sources.

✓ **Correct**

This is a statement clearly mentioned about content marketing and should be considered when developing your strategies for content marketing.

7. While focusing on building relationships with influencers, which of the following is seen as being the most important?

1 / 1 point

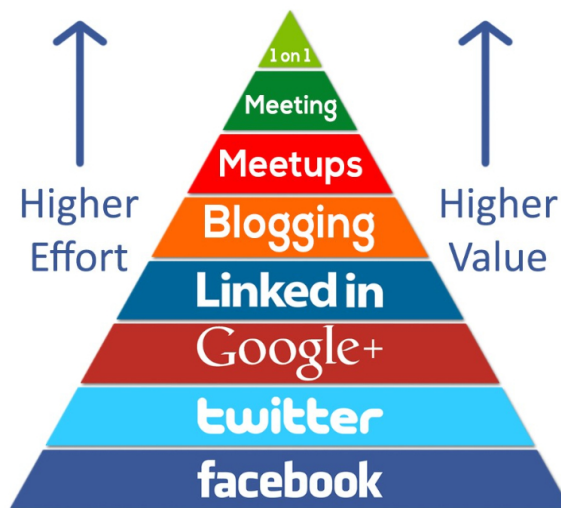
- ☒ Focus on establishing the right mindset before you start.
- ☐ Focus on having a large enough list of influencers' correct email addresses.
- ☐ Focus on making sure you have lots of content to share, even if it is not of the highest quality.
- ☐ Focus on making sure the SEO for your site is excellent.

✓ **Correct**

Without getting this right, your efforts will surely fail; with the right mindset, you have a much better chance of success.

8. True or False: In addition to many online ways to build relationships with influencers, it is highly recommended to attend conferences to meet with an influencer in person, 1-on-1, as shown at the pinnacle of this pyramid.

1 / 1 point



☐ False

☒ True

✓ **Correct**

Real world and face-to-face, 1-on-1 meetings are part of a content marketing campaign.

9. Which of the following completes this statement: "This is what you get if you don't add value _____"

1 / 1 point

- ☐ Value from others
- ☐ A lukewarm response
- ☒ Nothing!

✓ **Correct**

You must add value to the community in which you are conducting your content marketing campaign.

10. Which one of the following is **NOT** a true statement when it comes to trying to build a relationship with an influencer.

1 / 1 point

- ☐ You should learn what they value.
- ☒ It really is all about what you want
- ☐ What matters is the value that you can offer to influencers.
- ☐ You should study what they publish.

✓ Correct

What matters is the value you can offer to influencers. You should study what they publish and learn what they value. Also determine what you can do for them, then find the right place to make them aware of what you can do for them.