

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

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100%

## Social Media Marketing

LATEST SUBMISSION GRADE  
100%

1. This module emphasized the importance of building relationships within your online community. Complete this statement with the best possible answer: "Basic social interaction and \_\_\_\_\_ that guides your behavior off-line should also guide your behavior online."

1 / 1 point

- ☐ Determination  
☐ Intuition  
☒ Courtesy  
☐ Agression

✓ **Correct**

This was emphasized throughout the module exemplified by giving before you ask, not focusing attention on influencers to the exclusion of ordinary uninfluential audience members, and creating great content.

2. True or False: Simply sharing links in a social media post is **not** a good way to get links to your site or drive SEO.

1 / 1 point

- ☒ True  
☐ False

✓ **Correct**

Simply sharing links in a social media post is not a good way to get links to your site or drive SEO. There are many reasons for this including that social media sites have "no-follow" tags.

3. Considerable attention was given to discovering demographic information about various social-media platforms such as Facebook, Twitter, Instagram, Pinterest, Snapchat, LinkedIn, Google+ and others. Why do you need such demographic information? (Select all that apply.)

2 / 2 points

- ☒ To get some sense of which social-media platforms make the most sense for you

✓ **Correct**

Demographic information defines the audience using each platform; therefore, it helps you get a sense of which social-media platforms make most sense for you (given that you know the demographics of your target audience). Knowing this demographic information allows you to discover and analyze where your audience goes online to achieve your aim to go where your audience goes.

- ☒ Discover where your audience goes online, so that you can go where your audience goes

✓ **Correct**

Demographic information defines the audience using each platform; therefore, it helps you get a sense of which social-media platforms make most sense for you (given that you know the demographics of your target audience). Knowing this demographic information allows you to discover and analyze where your audience goes online to achieve your aim to go where your audience goes.

- ☐ To get more links back to your site  
☐ To establish yourself as an expert in your market space

4. Which of the following strategies is the recommended way to choose the best platform for your business?

1 / 1 point

- ☐ Read extensively and choose without trying any of the platforms.  
☐ Use the platform that everyone uses.  
☒ Experiment with multiple platforms before finalizing on a strategy.

✓ **Correct**

The way for you to choose the best platform is to experiment with multiple platforms before finalizing on a strategy.

5. Which of the following is **not** one of the recommended steps or actions you should take to get an early mover advantage when becoming an early adopter of new platforms?

1 / 1 point

- ☐ Recognize new channels as they're developing.  
☐ Try a new platform but if it is not working for you, dump it or de-emphasize it.  
☐ Test the waters for the potential in new channels.  
☒ Wait to see how the newly emerging platform performs for several months before investing any time, energy, and focus.  
☐ If a new platform appears to be working, keep engaging there to build a following.

✓ **Correct**

All the others are steps and actions you should take to maximize the potential of becoming an early adopter. There is an element of risk, but if you try a new platform and it doesn't give you the desired results, stop and move on. However, the example of Zach King on Vine – who gathered an audience of 3.5 million followers – showed that it's worth the effort and risk of investment to try out new platforms as an early adopter.

6. True or False:

1 / 1 point

The following are all ways to help build an audience on social-media platforms:

- Be a genuine part of the community
- Bring value to the community
- Aspire and work to become one of the more important members of the community
- Give many times before you ask others to give to or do for you

- ☒ True
- ☐ False

✓ **Correct**

These are all ways to build your online audience on social-media platforms.

7. Suppose you are trying to put together a Top Ten list of things you should do to engage your audience on social-media. Below are a list of four things, but two of them do not belong on the Top Ten list. Select the two items that do **not** belong on the list while trying to create audience engagement.

2 / 2 points

- ☐ Speak at conferences.
- ☐ Treat your online interactions like you're part of a community, being sure to participate.
- ☒ While interacting in a community where there are influencers and ordinary members, focus your attention solely on the influencers since they have the power to help you achieve your important business goals and less influential people do not.

✓ **Correct**

If you ignore those who are not influencers, people can tell that you're just seeking what you can get from the influencers, but you don't care about anybody else. That doesn't work in real life, and it doesn't work in social-media. You have to pay attention to the whole audience.

- ☒ Try to completely divorce your online and offline activities.

✓ **Correct**

You shouldn't ever try to do this because your offline activities, such as speaking at conferences can have a powerful impact on increasing your online audience engagement. Those who meet you in person will be much more likely to follow you on social-media, share your content, and engage with you online as a follow-up to engaging you offline.

8. True or False: A target audience generally consists of Media, Bloggers, Influencers, Potential Customers, Customers, and other people in your market space.

1 / 1 point

- ☒ True
- ☐ False

✓ **Correct**

It's good to think of your target audience in terms of these categories as you are developing your strategy to build and engage your audience.

9. True or False: The take-away lesson from the Hilton Suggests case study is this: Even when a social-media effort seems like a great idea and may have an enthusiastic reception, it still must meet the established business goals.

1 / 1 point

- ☐ False
- ☒ True

✓ **Correct**

The Hilton Suggests case study shows that even when a social-media effort seems like a great idea, it still must meet the established business goals.

10. The case study showed that Copyblogger consistently has very strong sharing of every piece of content they put out there. This can be attributed to:

3 / 3 points

(Select all that apply.)

- ☒ They consistently produce great content.

✓ **Correct**

Copyblogger understands this concept well and practices consistently to achieve a strong sharing ratio for their content.

- ☒ They have a strong social-media presence.

✓ **Correct**

Copyblogger understands this concept well and practices consistently to achieve a strong sharing ratio for their content.

- ☒ They are supported with strong social-media programs.

✓ **Correct**

Copyblogger understands this concept well and practices consistently to achieve a strong sharing ratio for their content.