

Week 5

LATEST SUBMISSION GRADE

90%

1. Why is it hard for businesses to gain traction with potential customers when using social media?

0 / 1 point

- ☐ Platforms like Facebook put the needs of their users above the needs of advertisers.
- ☒ People are more distracted when using social media than when engaging in other activities.
- ☐ People use social media to be social with their friends rather than doing business.
- ☐ It's difficult to choose which platform will deliver your target market most efficiently.

**Incorrect**

Incorrect. Social media is for SOCIAL, not for business.

Review the video: Just because you can doesn't mean you should: social media and retargeting

2. One of the hard new truths for businesses in the digital age is that people are _____, not develop a 'relationship' with brands

1 / 1 point

- ☒ Simply trying to solve a problem
- ☐ Interested in doing their own thing
- ☐ Cutting down on conspicuous consumption
- ☐ Busy watching Netflix

**Correct**

Correct! People are simply trying to solve a problem, not develop a relationship.

3. This question is based on the resource: [Scalice \(2016\)](#).

1 / 1 point

The longer you keep your retargeting window open, the more you increase the likelihood of the customer _____

- ☒ No longer being in the right spot of the buy cycle

- ☐ Becoming aggravated by your retargeting ads
- ☐ Purchasing the product from one of your competitors
- ☐ Purchasing your product

**Correct**

Correct! The longer you keep your retargeting window open, the more you increase the likelihood of the customer no longer being in the right spot of the buy cycle.

4. This question is based on the resource: [Wilcox \(2019\)](#)

1 / 1 point

According to AJ Wilcox, why are people who are members of LinkedIn groups considered good 'lead quality' ?

- ☒ These users tend to be more engaged with the group topic if they have gone out of their way to be part of that group.
- ☐ It is less expensive to target people through LinkedIn groups compared to job titles.
- ☐ People trust ads more if they relate to the LinkedIn groups they are a part of.
- ☐ People trust ads more if they are posted in a LinkedIn group as they are closed.

**Correct**

Correct! Members of LinkedIn groups are considered good lead quality because these users tend to be more engaged with the group topic if they have gone out of their way to be part of that group.

5. This question is based on the resource: [Freedom of Thought \(2017\)](#)

1 / 1 point

"Bernays believed that any product or idea could be sold to the public through the use of propaganda as long as the propagandist understood." This is an example of:

- ☒ Group psychology
- ☐ Manipulation
- ☐ Mental space
- ☐ Inter-commodity competition

**Correct**

Correct!

6. This question is based on the resource: [TED \(2014\)](#)

1 / 1 point

Kristi Rogers says the future of advertising needs more:

- ☒ Quantitative experts
- ☐ Communications experts
- ☐ Creative experts
- ☐ Innovation experts



Correct

Correct! Kristi Rogers says the future of advertising needs more quantitative experts so that advertisements are relevant for each individual consumer.

7. This question is based on [Gibbons \(2018\)](#).

1 / 1 point

When a customer told Procter & Gamble that her Bounce Dryer Bar broke from its plastic base, what did P&G do?

- ☒ P&G addressed the problem by increasing the length of tape on the back of the dryer bar holder and by clarifying the installation instructions.
- ☐ P&G sent a personal thank you card to the customer thanking her and recalled the product
- ☐ P&G did nothing until they received 5 other complaints
- ☐ P&G did nothing until a they received a complaint from a separate customer whose child had been hit on the head with the faulty product



Correct

Correct! When a customer told Procter & Gamble that her Bounce Dryer Bar broke from its plastic base, P&G addressed the problem by increasing the length of tape on the back of the dryer bar holder and by clarifying the installation instructions.

8. This question is based on the resource: [Digital Marketing Podcast \(2019\)](#)

1 / 1 point

What does Daniel Rowles call the most difficult part of personalisation marketing?

- ☒ Integrating all the systems you use for your digital marketing
- ☐ Consolidating all the systems you use for your digital marketing
- ☐ Synthesizing all the systems you use for your digital marketing

- ☐ Analysing all the systems you use for your digital marketing

✓ **Correct**

Correct! Daniel Rowles says that integrating all the systems you use for your digital marketing is the most difficult part. This includes your website, email system and social media platforms.

9. True or false: In the digital age, marketing is no longer about differentiation.

1 / 1 point

- ☐ True
- ☒ False

✓ **Correct**

Correct! Marketing has always been centred around becoming memorable in your customers' minds, by differentiating yourself from your competitors.

Review the video: Onward and upward: using digital and social media marketing to Improve customer value

10. This question is based on the resource: [StarterDaily\(2015\)](#).

1 / 1 point

During the 2015 Super Bowl, what did people have to do in order to be in the running to win a new Volvo?

- ☒ Tweet the name of the person they wanted to win a new Volvo using their hashtags during any car commercial aired during the Superbowl
- ☐ Tweet the name of the person they wanted to win a Volvo using their hashtags during any point of the Super Bowl
- ☐ Tweet the name of the person they wanted to win a Volvo using their hashtags during any Lexus or Mercedes Benz ads aired during the Superbowl
- ☐ Follow the official Volvo account on Twitter during the Superbowl and mention them in a Tweet

✓ **Correct**

Correct! Even when ads were playing for other car brands, people were talking about Volvo.