**Chapter 9: Social Media Marketing**

**MULTIPLE CHOICE**

1. Existing social networks are:

a. exclusively for consumers.

b. used by both consumers and business people.

c. experiencing slowing growth.

ANS: B REF: pp. 222, 223

1. It is important for marketers to “follow the eyeballs” because:

a. marketers need their content to be placed in media that customers frequent.

b. advertisers are looking for media that reach target markets.

c. both of the above.

ANS: C REF: p. 223

1. Social media marketing campaigns:

a. can be designed to go viral.

b. need to be developed with a specific target market in mind.

c. are impossible to measure.

ANS: B REF: p. 224, 225

1. We can only call it “social media marketing” if:

a. it leads to achieving business and marketing goals.

b. users actively share the content.

c. it brings in many Facebook fans and Twitter followers.

ANS: A REF: p. 226

1. All marketers should:

a. have a Facebook page.

b. actively consider the use of social media in their marketing programs.

c. switch to exclusively marketing on social media.

ANS: B REF: p. 226

1. Among the reasons marketers like SMM are:

a. it can lead to reduced marketing expenses.

b. it can help generate exposure for the business.

c. both of the above.

ANS: C REF: p. 227

1. B2B marketers like SMM because:

a. it helps generate high-quality sales leads.

b. it takes place on private, proprietary networks.

c. neither of the above.

ANS: A REF: p. 227

1. Marketing effectiveness and ease of use of social platforms tends to be:

a. negatively related to one another.

b. positively related to one another.

c. there is no relationship between effectiveness and ease of use.

ANS: A REF: p. 228

1. Small businesses find SMM:

a. too difficult and complex to use.

b. helps generate exposure and sales.

c. ineffective in increasing sales.

ANS: B REF: p. 229

1. Inside businesses, SMM techniques can be used to:

a. explain corporate policies.

b. it has no internal use.

c. improve engagement with employees.

ANS: C REF: p. 230

1. \_\_\_\_\_\_\_\_ is one step in developing a social media strategy.

a. Engaging actual and potential customers

b. Establishing social sales opportunities

c. Placing advertising on social networks

ANS: A REF: p. 231

1. Marketers find that communicating with people on social networks:

a. is similar to advertising in other channels.

b. requires communications that are responsive and trustworthy.

c. is often constrained by the rules of the social network.

ANS: B REF: p. 233

1. Among the things that marketers have learned about SMM is:

a. it is essentially free.

b. it works well as a single channel of communications.

c. neither of the above.

ANS: C REF: p. 235

1. Product reviews:

a. tend to be negative toward the brand.

b. are used and trusted by consumers.

c. do not have an impact on consumer purchases.

ANS: B REF: p. 236

1. \_\_\_\_\_\_\_\_ is the term used to describe symbols that facilitate social sharing

a. Icons

b. Feeds

c. Links

ANS: A REF: p. 237

1. Creating a brand community:

a. should only be done for a well-known brand.

b. is easier when customers themselves already participate in real world community activities.

c. requires skilled outside consultants.

ANS: B REF: p. 239

1. \_\_\_\_\_\_\_\_ is online media created and controlled by the marketer.

a. Earned media

b. Owned media

c. Paid media

ANS: B REF: p. 242

1. SMM metrics are:

a. provided by the respective social networks.

b. easy to integrate into existing metrics platforms.

c. neither of the above.

ANS: A REF: p. 244

1. The best way to choose the right metrics for a SMM campaign is:

a. hire a consultant.

b. have specific, measurable campaign objectives.

c. use the existing metrics platforms.

ANS: B REF: p. 245

1. Establishing a personal brand in Internet space:

a. should be started when you are ready to look for a job

b. only needed by top-level executives

c. a process that should continue throughout a person’s career

ANS: C REF: p. 246

1. Top managers can more easily be persuaded of the value of social media marketing if:

a. ROI on its expenditures can be established

b. the top marketing officer is in favor

c. they understand that no negative comments will be permitted on social platforms

ANS: A REF: p. 247

**TRUE/FALSE**

1. The same social networks are equally popular in countries around the world.

ANS: F REF: p. 222

1. The Old Spice campaign proved that marketers can design videos to go viral.

ANS: F REF: p. 224

1. The Cisco product launch made use of multiple social media and traditional online communications channels.

ANS: T REF: p. 225

1. It is not possible to use social media to raise money for worthy causes.

ANS: F REF: p. 226

1. Small businesses can use social media effectively to raise exposure and increase sales.

ANS: T REF: p. 227

1. Many businesses use microblogging sites like twitter even though the effort required is greater than that of most other platforms.

ANS: F REF: p. 228

1. Customers will say unfavorable things about brands anyway, so it is important to listen to them, although no response is required.

ANS: F REF: p. 229

1. Employees are not impressed by corporate efforts in social media marketing.

ANS: F REF: p. 230

1. Marketers find that communicating with customers in social media is essentially the same as communicating in traditional mass media.

ANS: F REF: p. 231

1. The majority of Internet users fall into the segments of Joiners and Spectators.

ANS: T REF: p. 232

1. The number of people who create and distribute content on the Internet has not exhibited significant growth over the past few years.

ANS: T REF: pp. 231, 232

1. People don’t want to hear marketers talk about their products.

ANS: T REF: p. 233

1. Social media marketing is essentially free.

ANS: F REF: p. 235

1. Writing for visibility on search engines is an important blogging technique.

ANS: T REF: p. 235

1. Facebook “likes” represent one type of social sharing.

ANS: T REF: p. 238

1. Branded communities cannot be built or expanded by using paid media to encourage people to join.

ANS: F REF: p. 239

1. Social networks and social platforms are both elements of the social business stack.

ANS: T REF: p. 240

1. Earned media is so named because the marketer has to pay substantial sums for it.

ANS: F REF: p. 242

1. The metrics used to measure social media campaigns are the same as those used to measure campaigns in other Internet media channels.

ANS: F REF: p. 244

1. Because SMM is only part of the overall marketing effort, it is not important to establish clear objectives.

ANS: F REF: p. 246

1. Building a personal Internet brand can end when a person gets a job.

ANS: F REF: p. 246

1. It is important to persuade top managers that SMM can product a real ROI.

ANS: T REF: p. 247

**ESSAY**

1. Write a brief scenario that highlights ways in which a person might interact with various brands in the course of social network activity during a day.

ANS:

Activities students might include:

* A lot of people say they check their mobile phone first thing when they wake up, although that’s a subject discussed in more detail in Ch. 16.
* Facebook—might Like a brand, receive a promotion from a liked brand, receive a share from his network with information about a brand; might see a Facebook ad while there (Ch. 6) and more.
* LinkedIn—might include work on personal profile/brand on LI or VisualCV or some other site on the grounds; is business related if not a specific brand. The person might be contacted by a recruiter on one of these sites. When the sale of SlideShare goes in it is easy to assume that a lot more corporate presentations will be promoted on LinkedIn.
* Twitter—see a promotion in a tweet; get a link to a marketing event; get a link to content about a brand/a new posting on a followed brand website
* Pinterest or Flickr or Instagram—see brand images, slideshows posted by brands
* YouTube—get links to new videos posted there; see results from followed brand channels when he signs on to YouTube
* Email—might include a coupon, from Groupon, perhaps. Email newsletters with useful content and offers.
* Uses mobile search (also discussed in detail in Ch. 16) to find a restaurant or bar for the evening
* Friends check in from a venue on Foursquare or other location-based services (also covered in Ch. 16).

And so it goes. Just hold the scenario to brand interaction, not communications with friends and family; although some, like checking in on Foursquare blur the line. Which, in the end, may be why social media can be so effective.

2. Identify the steps in developing a social media strategy and give an example of how a product or a business might execute each step in the process of developing a social media strategy.

ANS:

1. **Listen**ing to conversation about the brand. Good filters can assist this process, but the volume is so great that it’s hard to do in the business world without some of the listening tools. Those can be embedded in a monitoring center or used by one or more individuals in addition to other duties.

How do the listeners select the items to which they should respond? How do they respond? Both these items suggest corporate social media policies and good training.

1. **Communicate** with customers and prospects. An authentic, trustworthy voice is essential for this type of communication. They should remember the communications rules of the road in Figure 9.8.
2. **Engage** actual and potential customers. How does the marketer get people to interact with the brand in positive ways? There are examples in the chapter from the Cisco launch program to the Mountain Dew contest that suggest ways in which marketers can create worthwhile engagement opportunities.
3. **Collaborate** with customers to co-create content. Encourage them to comment on B2B blogs, review B2C purchases, and much more.

By now students should realize that none of this happens by accident. It takes a lot of work and creative thinking is welcome!

3. The marketing director has asked you to draw up a list of arguments to be used for her presentation to top management about the benefits of the brand engaging in social media. What arguments would you recommend. [optional; Identify a social media marketing campaign that could be used and explain why it would be a persuasive example.]

ANS:

Issues mentioned in the chapter include:

* Create exposure
* Disseminate content
* Reduce marketing costs
* Generate sales leads
* Improve search rankings
* Help locate business partners
* Increase traffic to website
* Get customer feedback
* Learn what people are saying about the brand
* Offer customer service
* Attract notice in earned media

It would be good if they referred to some of the best practices at the end of the chapter, especially the importance of starting with a small project where success can be demonstrated, measured and communicated to brand stakeholders inside the business.

If you ask for an example there are many throughout the chapter. My personal least favorite, although it is great fun, is the Old Spice Guy. Reason is that its success stems in large part from going massively viral, and few social media campaigns achieve that.