

Chapter 19 - Social Media and Promotion

1. Which of the following best describes social media?
 - a. It cannot be compared to traditional advertising in any meaningful way.
 - b. It is thought of by most people as any tool or service that assists conversation.
 - c. It has less sophisticated ways of measuring how marketers meet and interact with consumers than traditional advertising.
 - d. It offers more one-to-one ways to meet consumers than traditional marketing media.

ANSWER: d

2. Which of the following is NOT a social media tool or platform?
 - a. Twitter
 - b. an AM/FM transistor radio
 - c. an iPhone
 - d. a blog

ANSWER: b

3. Social media as a communication tool provides marketers with the opportunity to do what somewhat effectively?
 - a. to respond to and to listen
 - b. to use YouTube
 - c. To understand
 - d. to sell products

ANSWER: a

4. Which of the following demographic groups uses social media the most?
 - a. baby boomers
 - b. Generation Z
 - c. Generation X
 - d. tweens

ANSWER: b

5. Pam had a goal of visiting every East Indian restaurant in Canada. She also decided to log her journey in an interactive journal accessible via a publicly accessible website. What else would this tool be known as?
 - a. blog
 - b. profile
 - c. tweet
 - d. electronic diary

ANSWER: a

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6. Groupon.com offers discounts on products and services in specific cities. The concept of Groupon is that the discount for the product or service can be claimed only if a certain number of people purchase it. How can Groupon best be described?
- a. as a media sharing site
 - b. as a microblog
 - c. as a social networking site
 - d. as a social commerce site

ANSWER: d

7. One of the biggest trends today is towards social commerce. Which of the following falls under this area?
- a. engagement media
 - b. advertising
 - c. Facebook
 - d. Pinterest

ANSWER: d

8. Lianne had an idea for a movie that she wanted to produce, but she needed funding as well as a cameraperson, a researcher, and a director. Which method would you recommend she use?
- a. socialsourcing
 - b. co-creation
 - c. brainstorming
 - d. crowdsourcing

ANSWER: d

9. Reis Travels Inc., a travel agency, maintains a community forum where its customers can ask specific questions about travel plans and itineraries. Questions are answered by the staff as well as other travellers. The forum also lets its customers share their past experiences and travel tips. In this scenario, what is Reis Travels Inc. engaged in?
- a. big data analysis
 - b. eco commerce
 - c. social commerce
 - d. predictive analysis

ANSWER: c

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10. Trip Tech, a vacation planning website, encourages its customers to give suggestions to improve its user experience. The marketing team of the firm works with the programming team to incorporate these changes. In the given scenario, what is Trip Tech engaged in?
- a. institutional marketing
 - b. crowdsourcing
 - c. predictive analysis
 - d. personal selling

ANSWER: b

11. Caitlin wanted to hire a graphic designer for her new company's design team. Instead of calling qualified candidates for interviews, she threw a challenge on the company's Facebook page asking people to design an attractive logo. She offered the job to the winner of the challenge. What is Caitlin's method of hiring an example of?
- a. referring
 - b. public relations
 - c. personal selling
 - d. crowdsourcing

ANSWER: d

12. Which of the following is an example of owned media?
- a. the tweet that Janice—a loyal Thrifty Market customer—sent to her followers about the store's weekend seafood sale
 - b. an email sent by Grayson to the manager of Thrifty Market, asking about what types of cheeses the store has in stock
 - c. the Facebook page created by Thrifty Market to let customers know about daily specials
 - d. the display advertisement that Thrifty Market purchased on the local newspaper's website

ANSWER: c

13. What is content that a company purchases to be placed online?
- a. owned media
 - b. paid media
 - c. controlled media
 - d. earned media

ANSWER: b

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14. What category do viral videos, retweets, comments on blogs, and other forms of customer feedback resulting from a social media presence fall under?
- a. paid media
 - b. bought media
 - c. owned media
 - d. earned media

ANSWER: d

15. What is one reason negative customer comments and complaints are important to an organization?
- a. They can quickly be hidden from competitors.
 - b. They can be used in future advertising campaigns.
 - c. They can help the organization identify “problem” customers, who are then typically removed from mailing lists.
 - d. They can bring to light unknown brand flaws.

ANSWER: d

16. Amy and Willis work in the marketing department of a medium-sized clothing retailer. They are interested in keeping track of the number of mentions their brand receives in social space, but they are unsure of which steps to take next. Which of the following resources would best meet their needs?
- a. a listening platform with keyword report capabilities
 - b. an insight platform that offers online focus group solutions
 - c. Web analytics software
 - d. an advanced customer database with predictive application

ANSWER: a

17. Social media strategist Jeremiah has identified eight stages of effective listening. Which of the following scenarios is an example of “Stage 8” listening?
- a. An online clothing retailer asks customers to complete a satisfaction survey, which it uses to improve customer service.
 - b. A local restaurant searches Twitter to find out what people are saying about today’s specials.
 - c. A software company allows customer service representatives to make real-time responses to customer queries.
 - d. An online bookseller examines customers’ product reviews, comments, and past purchases to suggest additional titles customers might enjoy.

ANSWER: d

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18. Which of the following is NOT a practical idea that marketing managers should consider when setting social media strategies?
- a. promoting products and services
 - b. listening and learning
 - c. building relationships and awareness
 - d. creating static messages to reach mass audiences

ANSWER: d

19. Wilma's Gourmet Ice Cream has its own website, Facebook page, and Twitter account, but the company frequently makes helpful comments on food-related blogs and participates in online discussions about recipes and desserts. In so doing, what is Wilma's most likely trying to do?
- a. control what is being said online about the brand
 - b. improve the brand's reputation
 - c. measure customer satisfaction with the brand
 - d. improve customer service

ANSWER: b

20. What should an organization do after establishing a listening platform?
- a. develop a list of objectives for its social media team to accomplish
 - b. attempt to develop a unique social media platform to generate buzz about the brand
 - c. identify potential consumers
 - d. decide which tools and platforms to use as part of its social media strategy

ANSWER: a

21. What should a brand do to gain trust in the social media environment?
- a. avoid "fun" online content, as that tends to trivialize the brand in the eyes of consumers
 - b. create a "safe" look for its website and avoid contemporary design trends
 - c. give customers quick access to the information they came for
 - d. rarely change its online content, because most customers like stability

ANSWER: c

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22. When Melanie posted a review of the new Mantle phone on her tech blog, one of her followers tweeted about the review and shared the post on his Facebook page. The tweet and the post went viral, and the phone got a lot of publicity. What is this an example of?
- a. earned media
 - b. paid media
 - c. crowdsourcing
 - d. advocacy marketing

ANSWER: a

23. Although hundreds of metrics have been developed to measure social media's value, these metrics are meaningless unless they are which of the following?
- a. considered separately from ROI
 - b. used to predict specific consumer behaviour
 - c. tied to key performance indicators
 - d. built on the raw numbers of followers a brand has accumulated

ANSWER: c

24. Sunlight Bakery wants to determine the conversion rate of its Facebook friends. What should the bakery use to accomplish this?
- a. social media monitoring
 - b. public relations measurement
 - c. a social CRM system
 - d. social media measurement

ANSWER: d

25. Ruby is the social media manager of a hair salon. She connects with the salon customers through social networking websites. She also uses various online analytics tools to gain insights about the salon customers and track their views. In the given scenario, what are Ruby's actions an example of?
- a. promotional strategy
 - b. knowledge management
 - c. social media marketing
 - d. social media measuring

ANSWER: d

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26. Bethany follows several blogs every day and checks into YouTube frequently to watch the latest videos. She doesn't have her own website, and she almost never makes any comments on the sites she visits; she just enjoys reading and watching. Bethany would best be characterized as which type of social media user?

- a. creator
- b. spectator
- c. collector
- d. joiner

ANSWER: b

27. In January, Anne decided to have a holiday from social media for the next 30 days to focus on her goals for the New Year. Anne would best be characterized as which type of social media user?

- a. creator
- b. inactive
- c. no-show
- d. critic

ANSWER: c

28. In January, Susan decided to participate actively on Twitter and Pinterest. Susan would best be characterized as which type of social media user?

- a. spark
- b. cliquer
- c. no-show
- d. mix-n-mingler

ANSWER: d

29. Rubina is an amateur chef. She regularly blogs about food and posts cooking tutorials on YouTube. What kind of social media user is Rubina?

- a. a collector
- b. a critic
- c. a creator
- d. a joiner

ANSWER: c

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30. April is a cosmetologist. She frequently buys beauty products and reviews them on various style and grooming forums online. What kind of social media user is April?

- a. a critic
- b. a creator
- c. a collector
- d. a joiner

ANSWER: a

31. Megan subscribes to various RSS feeds to gather information about her favorite topics. She participates in online surveys and votes for websites online. What kind of social media user is Megan?

- a. a critic
- b. a creator
- c. a collector
- d. a joiner

ANSWER: c

32. Justin has created his profile on a couple of social networking websites. However, he does not visit these websites often as he remains busy with his coursework. What kind of social media user is Justin?

- a. an inactive
- b. a creator
- c. a collector
- d. a joiner

ANSWER: d

33. Sabina likes to watch videos online and read blogs. She often visits various Web sites but has not yet created a social media profile for herself. What kind of social media user is Sabina?

- a. inactive
- b. collector
- c. joiner
- d. spectator

ANSWER: d

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34. What is the communication channel in which marketers can adapt their messages most frequently?

- a. press releases
- b. blogs
- c. virtual worlds
- d. radio advertising

ANSWER: b

35. Patrick goes to the movies three or four times each week. He operates a blog where he writes long, detailed reviews of the latest releases. How would Patrick's blog best be described?

- a. media sharing blog
- b. microblog
- c. noncorporate blog
- d. collaborative blog

ANSWER: c

36. What are blogs with strict post-length limits?

- a. password-protected blogs
- b. beta blogs
- c. miniblogs
- d. microblogs

ANSWER: d

37. Marcie is looking for a new job. How should she begin her search?

- a. creating a blog
- b. posting on Facebook
- c. networking
- d. updating her LinkedIn account

ANSWER: d

38. Which of the following is a case where companies would NOT want to use a Microblog?

- a. to provide a customer with complex instructions on how to use a product
- b. to direct customers to its corporate blog
- c. to promote a brand-new product
- d. to share links to the official company website

ANSWER: a

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39. What should brands, organizations, and nonprofits that use Facebook do?
- Use the platform to create traditional marketing campaigns.
 - Make their pages public and searchable.
 - Never use the Facebook wall to communicate with consumers.
 - Use all of Facebook's privacy options to ensure that only the right people have access to company information.

ANSWER: b

40. Which of the following does Facebook NOT allow users to do?
- Send private messages to other Facebook users.
 - Post photos and videos.
 - Share applications.
 - Upload intellectual property such as slides and presentations.

ANSWER: d

41. Of the following, who is most likely to be a LinkedIn user?
- Erin, a 13-year-old junior high student and music lover
 - Mitch, a 24-year-old songwriter who hopes to make it big in Nashville
 - Sharika, a 35-year-old attorney just opening her own practice
 - Jose, a 50-year-old Blue Jays fan looking for conversation with other baseball lovers

ANSWER: c

42. What are YouTube, Flickr, and Snapchat all examples of?
- media sharing sites
 - corporate blogs
 - virtual worlds
 - microblogs

ANSWER: a

43. A movie studio wants to give fans a sneak peek of the trailer for an upcoming film. Which of the following would be the best platform for the studio to use?
- Picasa
 - Photobucket
 - YouTube
 - Imgur

ANSWER: c

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44. What is the largest social network for gaming by far?

- a. Twitter
- b. LinkedIn
- c. MySpace
- d. Facebook

ANSWER: d

45. What can much of the growth in social news sites be attributed to?

- a. the ability to post and connect with other like users
- b. new tools such as iPads and smartphones
- c. new technology uses for social media
- d. the proliferation of new websites such as Flickr and Reddit

ANSWER: a

46. How do social bookmarking sites such as Delicious and StumbleUpon differ from social news sites such as Reddit and Digg?

- a. The objective of their users is to collect, save, and share interesting and valuable links.
- b. They allow users to edit the stories they find for accuracy.
- c. Users can change their profiles and update their status whenever they wish.
- d. Posts are limited to no more than 140 characters in length.

ANSWER: a

47. Which of the following best describes location-based social networking sites?

- a. They are a hybrid of media sharing and social networking sites.
- b. They distribute digital audio and video files serially for other people to listen to or watch.
- c. They allow users to archive and share photos and interesting external links.
- d. They combine the fun of social networking with the utility of location-based GPS technology.

ANSWER: d

48. Anu is a frequent Foursquare user; she enjoys earning badges and special statuses. What are these rewards based on?

- a. the number of reviews she has written
- b. the number of visits she makes to particular locations
- c. the number of times she “likes” a certain link or post
- d. the number of followers she has

ANSWER: b

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49. Which type of social media site allows users to post, read, rate, and comment on opinions about many different kinds of products and services?
- a. a microblog
 - b. a review site
 - c. a corporate blog
 - d. a media sharing site

ANSWER: b

50. Which of the following can review websites such as Yelp NOT do?
- a. allow business owners to set their pages to block negative reviews
 - b. allow business owners to edit their organizations' pages
 - c. allow business owners to read about what others think about particular businesses
 - d. allow business owners to respond directly to customers who have written reviews

ANSWER: a

51. Which of the following games is probably the most appropriate for marketing and advertising?
- a. *Dungeon Runners*
 - b. *World of Warcraft*
 - c. *Texas Hold'em Poker*
 - d. *Legends of Future Past*

ANSWER: c

52. Danny is a 19-year-old college student and avid gamer. Based on his demographics, which of the following games is Danny most likely to play regularly?
- a. *Café World*
 - b. *Mafia Wars*
 - c. *Bejeweled Blitz*
 - d. *World of Warcraft*

ANSWER: d

53. Noah is a budding photographer who is proud of his work. He wants to share his photos with others online. Which of the following is Noah most likely to use to share his photos?
- a. Twitter
 - b. Google
 - c. Bebo
 - d. Instagram

ANSWER: d

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54. Which of the following is the best description of a podcast?

- a. Podcasts are like library card catalogues that users can search electronically to find information they need quickly and efficiently.
- b. Podcasts are like radio shows that are distributed through various means and not linked to a scheduled time slot.
- c. Podcasts are like newspapers that people can upload to their Smartphones and read anywhere.
- d. Podcasts are like calendars that people can use to keep track of the important events in their lives.

ANSWER: b

55. What allows users to decide which content is promoted on a given website by voting that content up or down?

- a. media sharing site
- b. social networking site
- c. review site
- d. social news site

ANSWER: d

56. Which of the following best describes location-based social networking sites?

- a. are a hybrid of media sharing and social networking sites
- b. distribute digital audio and video files serially for other people to listen to or watch
- c. allow users to archive and share photos and interesting external links
- d. combine the fun of social networking with the utility of location-based GPS technology

ANSWER: d

57. Marina, a professional blogger, freelances for a hobby store. She regularly posts product reviews for the store. She also liaises with the marketing team to promote the store's latest products. What is Marina's blog an example of?

- a. a group blog
- b. a microblog
- c. a corporate blog
- d. a journal blog

ANSWER: c

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58. Ramona is a food enthusiast and an avid blogger. She often travels to different parts of the country to discover exotic foods and writes about them in her food blog. She also loves to share her discoveries with other food enthusiasts. What is Ramona's blog an example of?
- a. a noncorporate blog
 - b. a podcast blog
 - c. a microblog
 - d. a professional blog

ANSWER: a

59. Emma is a professional jewellery designer. Sometimes, she hosts giveaways on social networking websites that allow people to post only 256-character-long posts. In this scenario, what kind of social networking website is Emma most likely using?
- a. a microblog
 - b. a social news site
 - c. a media sharing site
 - d. a mommy blog

ANSWER: a

60. 100 Miles is a community website where users can share their travel-related videos with other users. They can also like the videos shared by other users. The visibility of a video depends on the number of "likes" it gets. In the given scenario, what kind of site is 100 Miles?
- a. a microblog
 - b. a review site
 - c. a social news site
 - d. a location-based social networking site

ANSWER: c

61. What is the primary reason modern mobile advertising as a viable marketing strategy has become possible?
- a. the development of the microchip
 - b. the development of the PC
 - c. the development of Smartphone technology
 - d. the development of tablet laptops

ANSWER: c

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62. Johanna is a loyal customer of the Beanery, a regional coffee shop chain. Whenever Johanna is found to be within a geofenced area owned by the Beanery, she receives a text message on her smartphone offering her money off a coffee drink at a nearby store. What does the Beanery appear to be using?
- a. stealth marketing
 - b. viral marketing
 - c. micronetworking
 - d. Bluetooth marketing

ANSWER: d

63. What is one difference between apps and widgets?
- a. Widgets are often cheaper to develop than apps.
 - b. Apps cannot be used in a mobile-ready format.
 - c. Widgets cannot be run entirely within online platforms.
 - d. Apps offer new content only, while widgets offer new and already-existing content.

ANSWER: a

64. Rogers Wireless and Fido customers were able to immediately and easily contribute to those in southern Alberta who were hit hard by devastating flooding in June 2013. By texting ABHELP to shortcode 4664, customers were able to donate \$5.00 with 100 percent of the proceeds going to the Canadian Red Cross. What is this called?
- a. charity lining
 - b. help calling
 - c. humanitarian texting
 - d. social texting

ANSWER: c

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Scenario 19-1

Hallmark Cards is just one of thousands of companies that have a strong online presence. Hallmark's Twitter account and Facebook page allow the company to talk directly to customers and also let customers talk to each other. Hallmark Social Calendar is a Facebook app that helps users stay on top of special events such as birthdays and anniversaries; customers can use the app to send electronic cards to their friends' PCs and cell phones. In addition, Hallmark operates several blogs, where it shares anecdotes about the company and often solicits opinions on various aspects of greeting card design and on ideas for gifts and their pricing. The company encourages Facebook fans to talk about their lifestyles and even upload photos of themselves so that it can better understand its market. The conversations consumers have with each other often result in interesting insights, such as gift ideas for specific occasions and the prices they are willing to pay for different gifts.

65. Refer to the scenario. When Hallmark asks its customers to weigh in on product design and pricing, what is it practising?
- a. virtual volunteering
 - b. social commerce
 - c. scripting
 - d. crowdsourcing

ANSWER: d

66. Refer to the scenario. How is Hallmark's Facebook page best characterized?
- a. owned media
 - b. secured media
 - c. shared media
 - d. paid media

ANSWER: a

67. Refer to the scenario. Kimberlee is a big fan of Hallmark products. She often uploads photos of her Hallmark ornament collection to the company's Facebook page, she reads and comments on Hallmark blog posts, and she loves chatting with and tweeting other Hallmark lovers. What type of social media user is Kimberlee?
- a. a critic
 - b. a joiner
 - c. an inactive
 - d. a collector

ANSWER: b

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68. Refer to the scenario. What is the blog operated by Hallmark Cards an example of?
- a. corporate blog
 - b. media sharing site
 - c. microblog
 - d. location-based social networking site

ANSWER: a

69. Refer to the scenario. Which of the following is an example of Hallmark's use of mobile marketing?
- a. asking customers' opinions about products
 - b. encouraging customers to talk about their lifestyles
 - c. establishing a Twitter account
 - d. enabling customers to send electronic cards to friends' cell phones

ANSWER: d

Scenario 19-2

Many marketers define their social media strategies around six core concepts: *(1) listening, learning, responding, and repeating; (2) building relationships and trust; (3) promoting products and services; (4) managing your reputation; (5) improving customer service; (6) championing those who champion you.* Marketers should also keep in mind that, more and more, customers expect companies to use social media. According to a recent survey, more than half of all consumers want ongoing conversations with companies and brands—and of consumers who use social media themselves, a whopping 85 percent believe that companies should have an active social media presence. Marketers who embrace such consumers can harness the power of social media and ultimately improve profits and brand loyalty.

70. Refer to the scenario. What do consumers' opinions about the value of social marketing reflect?
- a. the decreasing influence of marketing as an important factor in business
 - b. the fact that paid media is no longer relevant in the marketing world
 - c. the widespread shift in marketing from one-to-many communication to many-to-many communication
 - d. the fact that customers can be easily manipulated by the onslaught of information available in the social media universe

ANSWER: c

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71. Refer to the scenario. Of the social media strategies often defined by marketers, what is undoubtedly the foundational objective?
- a. managing their reputation
 - b. improving customer service
 - c. building trust
 - d. listening

ANSWER: d

72. Refer to the scenario. Which of the following resources would be most likely to help an organization achieve the goal of promoting products?
- a. Buzzillions, a product review site that works with retailers to identify customers who have purchased products and asks them to write reviews
 - b. Google Analytics, a free service that shows businesses how visitors found their site and how they interact with it
 - c. Site Volume, a service that measures the frequency of search terms across Digg, MySpace, and YouTube
 - d. InnoCentive, a service that enables its clients to source ideas from their customers

ANSWER: a

73. Refer to the scenario. A popular software manufacturer operates an online forum where consumers can ask one another questions about how to use products and receive answers from other users. Although to some extent this forum helps the manufacturer achieve all of its social media objectives, what objective is this “self-help” forum most geared toward?
- a. embracing
 - b. building relationships
 - c. talking
 - d. listening

ANSWER: b

74. Refer to the scenario. What is one way an organization might effectively use noncorporate blogs to help achieve its social media goals?
- a. by providing bloggers with products and/or money in exchange for a review
 - b. by flooding the comments section of such blogs with positive comments about the brand or company
 - c. by purchasing the blogs from the owners and converting them into corporate blogs
 - d. by endearing the organization with anecdotes and stories about the brand

ANSWER: a

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Scenario 19.3

In one of the great social media campaigns in Canadian business history, if social media metrics are any indication, WestJet emotionally engaged viewers during Christmas 2013 with a holiday YouTube video showing WestJet employees making the wishes of travellers come true. After passengers checked in at Toronto Pearson and Hamilton airports for flights to Calgary, they were asked by a virtual Santa what they wanted for Christmas, after scanning their boarding passes at kiosks. Responses were as varied as computers, socks, a flight home to see family, and a big-screen TV. What passengers didn't know was that during their five-hour flight to Calgary, a team of more than 150 WestJet staff went shopping, wrapped presents, and delivered the gifts to the Calgary airport.

75. Refer to the scenario. What was WestJet doing at the airport that day?

- a. setting social media objectives
- b. listening to their customers
- c. identifying target markets
- d. implementing the strategy

ANSWER: a

76. Refer to the scenario. What social media metrics could be used to measure the success of the campaign?

- a. buzz
- b. interest
- c. website metrics
- d. sentiment analysis

ANSWER: d

77. Refer to the scenario. What was WestJet's objective for spending so much money shopping for their customers?

- a. buzz
- b. interest
- c. brand impact
- d. sentiment analysis

ANSWER: c

78. Refer to the scenario. What was the buzz the video created?

- a. earned media
- b. inbound media
- c. crowdsourcing
- d. paid media

ANSWER: b

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Scenario 19.4

When the WestJet passengers went to collect their baggage, wrapped presents addressed to them came down the carousel. The action by WestJet and its employees was wonderful, in the truest sense of the Christmas spirit, and the resulting video was gripping and emotional. The video hit 1 million viewers the first day it was posted, and within two days attracted over 7.5 million views. As of January 2018, the video was still generating views at 47 million and counting. The problem, or challenge, for WestJet was that it had now set a standard for itself that was going to be impossible to meet consistently.

79. Refer to the scenario. In developing a new social media plan, what is the first step that WestJet should take?
- a. set new objectives using social media
 - b. identify a new target market
 - c. monitor the strategy
 - d. select the tools and the platforms

ANSWER: a

80. Refer to the scenario. What is the second step in the social media plan?
- a. set new objectives using social media
 - b. identify a new target market
 - c. monitoring the strategy
 - d. the listening stage

ANSWER: d

81. Which of the following is included in the second stage of creating an effective social media plan?
- a. listening to customers
 - b. building relationships and awareness
 - c. defining strategies
 - d. identifying the target audience

ANSWER: b

82. Which of the following actions is performed during the final stage of an effective social media plan?
- a. setting objectives that can be specifically accomplished through social media
 - b. examining trends and best practices in the industry
 - c. listening to customers and understanding their expectations
 - d. making changes to the implemented campaign based on consumer response

ANSWER: d

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83. “Social media is more about sociology and psychology than it is about technology.”—Brian Solis

- a. True
- b. False

ANSWER: True

84. Social media came crashing into our society with turbulence, disruption, and finally with complete transformation.

- a. True
- b. False

ANSWER: True

85. Facebook likes and shares can be measured.

- a. True
- b. False

ANSWER: True

86. Gen Z users spend an average of 48 minutes per day on social media.

- a. True
- b. False

ANSWER: True

87. Social commerce combines social media with the basics of e-commerce.

- a. True
- b. False

ANSWER: True

88. Marketers must create campaigns that deliver content on many platforms.

- a. True
- b. False

ANSWER: True

89. Marketers need to understand that social media has transferred the power to the consumer.

- a. True
- b. False

ANSWER: True

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90. Over 50 percent of television viewers claim to use their smartphones to access additional information on a product or service immediately after seeing the product or service advertised on TV.

- a. True
- b. False

ANSWER: True

91. The first action a marketing team should take when beginning a social media campaign is simply to listen to what is being said about the brand, the industry, the competition, and the customer.

- a. True
- b. False

ANSWER: False

92. The second action a marketing team should take when beginning a social media campaign is to track brand mentions.

- a. True
- b. False

ANSWER: True

93. The last stage of effective listening is being proactive and anticipating customer needs.

- a. True
- b. False

ANSWER: True

94. Social media strategies must be developed with a clear understanding of how social media can change the communication with and for customers.

- a. True
- b. False

ANSWER: True

95. Most marketers have not yet been able to determine how to measure the ROI of social media.

- a. True
- b. False

ANSWER: False

96. Consumer behaviour has changed the way politicians can communicate with the public.

- a. True
- b. False

ANSWER: True

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97. A blog has strict limits on the length of posts.

- a. True
- b. False

ANSWER: False

98. Facebook has over 2.5 billion users.

- a. True
- b. False

ANSWER: False

99. Bryan visits Reddit and Digg several times each day, where he posts links to material he finds interesting. He also votes either up or down on links that others have posted based on whether he liked or disliked them. Bryan clearly enjoys using social news sites.

- a. True
- b. False

ANSWER: True

100. One area of growth is social gaming. A growing number of people are playing games within social networking sites like Facebook or on their mobile devices by downloading the game app.

- a. True
- b. False

ANSWER: True

101. LinkedIn is used for social and business use.

- a. True
- b. False

ANSWER: False

102. A review site allows consumers to post, read, rate, and comment on opinions regarding a wide variety of goods and services.

- a. True
- b. False

ANSWER: True

103. Marketers have largely been frustrated in their attempts to engage with consumers through virtual worlds and online gaming because consumers of these environments are usually so intent on playing the games that they notice little else.

- a. True
- b. False

ANSWER: False

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104. An app can generate customer engagement when it is well branded and integrated into a company's overall marketing strategy.

- a. True
- b. False

ANSWER: True

105. Sebastian operates a local coffee shop. He publishes a blog about the shop but updates it only occasionally. He usually posts entries on coffee-related trivia. Every now and then, he posts an entry promoting a new product. Given Sebastian's relatively weak online presence, a marketing-oriented widget would likely be just the thing to generate some buzz about his coffee shop.

- a. True
- b. False

ANSWER: False

106. This morning, Katrina received the following text message on her cell phone: *Don't forget your haircut appointment today at 10 am with Jane at HairNow. See you soon.* This is an example of a mobile ad.

- a. True
- b. False

ANSWER: False

107. Identifying the target audience is a part of building a social media plan.

- a. True
- b. False

ANSWER: True

108. Mobile marketing is measurable.

- a. True
- b. False

ANSWER: True

109. What is social media?

ANSWER: Social media is any tool or service that uses the Internet to facilitate conversations.

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110. How do Canadians use social media?

ANSWER: According to Statista, 63 percent of Canadians had at least one social network account in 2017, and 75 percent of those had used either Facebook or YouTube. Gen Z users are the most prolific users of social media, clocking in an average of 48 minutes per day, most of it through a smartphone rather than any other device. Smartphone penetration in Canada is close to 75 percent, and it is clearly the most popular way to access social media sites. Smartphones have become an indispensable part of day-to-day living. Many people will not leave home without their smartphones, using them frequently throughout the day for many activities beyond phone conversation, thus transforming behaviour. While viewing traditional media, consumers are doing other things, such as watching a Twitter feed on their smartphones. Over 50 percent of television viewers claim to use their smartphones to access additional information on a product or service immediately after seeing the product or service advertised on TV. And they don't just search for the product—many people often make purchases using their smartphones. Smartphone research influences buyer decisions and purchases, with 50 percent of smartphone users making a purchase on their phone after having used it to research a product or service.

111. Discuss how a company could use social media to expand their brand.

ANSWER: Because social media's costs are often minimal and its learning curve is relatively low, some organizations are tempted to dive headfirst into it. However, as with any marketing campaign, it is always important to start with objectives. In keeping with the concept of integrated marketing communications (IMC), this means ensuring that the social media objectives are consistent with the overarching objectives governing advertising, public relations, sales promotions, and personal selling. It is important to link IMC objectives (e.g., increase awareness of new product at product launch) to the most effective social media tools (e.g., Facebook, Twitter, and Instagram) and to be able to measure the results to determine whether the objectives were met. This, of course, can be accomplished only by creating SMART objectives. It is also important to understand the various types of media involved.

112. What is crowdsourcing?

ANSWER: **Crowdsourcing** describes how the input of many people can be leveraged to make decisions that used to be based on the input of only a few people. Asking consumers to provide feedback on marketing campaigns and products and responding to the feedback increases the chances of success and also creates brand advocates. Crowdsourcing is the foundation of co-branding.

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113. Discuss why listening has become so important to businesses today.

ANSWER: Developing an effective listening system is necessary to both understanding and engaging an online audience. Marketers must not only hear what is being said about the brand, the industry, the competition, and the customer—they must also pay attention to who is saying what. The specific ways that customers and noncustomers rate, rank, critique, praise, deride, recommend, snub, and generally discuss brands are all important. Negative comments and complaints are of particular importance, both because they can illuminate unknown brand flaws and because they are the comments that tend to go viral. Thus social media have created a new method of market research: customers telling marketers what they want and need (and don't want and need). Online tools, such as Google Alerts, Google Blog Search, Twitter Search, and others, are helpful in the development of efficient, effective listening.

114. List the 8 stages of effective listening and show how your favourite brand moves through those stages.

ANSWER: Stage 1: Being without an objective
Stage 2: Tracking brand mentions
Stage 3: Identifying market risks and opportunities
Stage 4: Improving campaign efficiency
Stage 5: Measuring customer satisfaction
Stage 6: Responding to customer inquiry
Stage 7: Understanding customers better
Stage 8: Being proactive and anticipating customer demands.
The examples will vary as students choose their brands

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115. List the seven social media strategies and describe each strategy.

ANSWER: ***Listen, learn, respond, repeat:*** Monitor what is being said about the brand and competitors, and glean insights about audiences. Use online tools and do research to implement the best social media practices. Establishing a listening strategy will assist with integrating a social message within the framework of the overarching IMC strategy.

Build relationships and trust: Cultivate trust through meaningful dialogue with stakeholders by giving them compelling content across a variety of social media. Engage in conversations and answer customers' questions candidly, which will both increase Web traffic and boost your search engine ranking.

Promote products and services: The clearest path to increasing the bottom line by using social media is to get customers talking about products and services, which ultimately translates into sales. Do this using the rich media afforded by the social media channels discussed in this chapter. Sticking to text only is so 2004. Share audio, video, and photos of people interacting with your brand.

Manage your reputation: Develop and improve the brand's reputation by responding to comments and criticism that appear on blogs and in forums. Additionally, organizations can position themselves as helpful and benevolent by participating in other forums and discussions.

Improve customer service: Customer comments about products and services will not always be positive. Use social media to search out displeased customers and engage them directly to solve their service issues.

Champion those who champion you: In the era of social media, anyone can be a rock star, news anchor, coach, mentor, advocate, and brand champion. When people fall in love with your brand or products and are compelled to share their love story publicly through social media—follow them, like them, repost them. Their influence can go farther than you can imagine.

116. How do marketers evaluate and measure social media?

ANSWER: Social media are revolutionizing the way organizations communicate with stakeholders. Given the relative ease and efficiency with which organizations can use social media, a positive return on investment (ROI) is likely, but as for anything else, the greater your investment in time, money, and human resources, the greater return you can expect. Hootsuite, the global leader in social media management software, provides a relatively simple equation for calculating social media ROI:

$$\text{ROI} = (\text{Profit} / \text{Social Media investment}) \times 100$$

Put simply, if you can attribute \$1000 in sales directly to a social campaign that costs \$500 (salaries, search engine optimization, etc.), you could easily calculate the profit as \$500 (\$1000 - \$500).

Entering these into the equation above, you would arrive at an ROI of 100%.

$$\text{ROI} = (\$500/\$500) \times 100$$

But as the Hootsuite blogger Sarah Dawley points out, the equation has its limits because, like any other tool within the integrated marketing communications (IMC) portfolio, not all revenue can be attributed to the message. In the same way, not all "return" should be measured by sheer revenue—but it's a start.

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117. What are the seven metrics that marketers should consider?

- ANSWER:*
- *Buzz:* Volume of consumer-related buzz for a brand based on posts and impression, by social channel, by stage in the purchase channel, by season, and by time of day
 - *Interest:* Number of likes, fans, followers, and friends; growth rates; rate of going viral or pass-along; and change in pass-along over time
 - *Participation:* Number of comments, ratings, social bookmarks, subscriptions, page views, uploads, downloads, embeds, retweets, Facebook posts, pins, and time spent with social media platforms
 - *Search engine ranks and results:* Increases and decreases on searches and changes in key words
 - *Influence:* Media mentions, influences of bloggers reached, influences of customers reached, and second-degree reach based on social graphs
 - *Sentiment analysis:* Positive, neutral, and negative sentiment; trends of sentiment; and volume of sentiment
 - *Website metrics:* Clicks, click-through rates, and percentage of traffic. The main issue is to start with good measurable objectives, determine what needs to be measured, and figure it out.

118. List the six categories of social media users.

- ANSWER:*
- *Creators:* Those who produce and share online content, such as blogs, websites, articles, and videos
 - *Critics:* Those who post comments, ratings, and reviews of products and services on blogs and forums
 - *Collectors:* Those who use RSS feeds to collect information and vote for websites online
 - *Joiners:* Those who maintain a social networking profile and visit other sites
 - *Spectators:* Those who read blogs, listen to podcasts, watch videos, and generally consume media
 - *Inactives:* Those who do none of these things

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119. What is a blog? Show how Whole Foods would use a blog.

ANSWER: **Blogs** have become staples in many social media strategies and are often a brand's social media centrepiece. Blogs allow marketers to create content in the form of posts, which ideally build trust and a sense of authenticity in customers. Once posts are made, audience members can provide feedback through comments. Because the comments section of a blog post opens a dialogue and gives customers a voice, it is one of the most important avenues of conversation between brands and consumers.

Blogs can be divided into two broad categories: **corporate or professional blogs** and **noncorporate blogs**, such as personal blogs. Corporate blogs are sponsored by a company and have become a critical element in reinforcing corporate image, for communicating with customers, and for adding value. Whole Foods Market Inc. has a blog that does all of that. It features recipes, product information, how-to articles, and much more. The blog features a number of different writers, as well as the CEO. The blog allows the company to communicate Whole Foods Market Inc.'s image. In contrast, noncorporate blogs are independent and not associated with the marketing efforts of any particular company or brand. Because these blogs contain information not controlled by marketers, they are perceived to be more authentic than corporate blogs. Noncorporate blogs are really the birthplace of blogging—a space where anybody can be an expert on anything. The credibility of the noncorporate blogger is in the hands of the online community. People may follow, congregate, and accumulate around the blogger due to the blogger's expertise and/or unique blog product, or they will reject or ignore the blogger due to the lack of an interesting or credible offering.

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120. List four media-sharing sites and show how WestJet would use these platforms.

ANSWER: **Media-sharing sites** allow users to upload and distribute multimedia content, such as videos and photos. Sites such as Snapchat, YouTube, Flickr, Pinterest, and Periscope are particularly useful to brands' social marketing strategies because they add an interactive channel on which to distribute content. Today, organizations can tell compelling brand stories through videos, photos, and audio. Photo sharing sites allow users to archive and share photos. Snapchat, Flickr, and Instagram—and even Facebook—all offer free photo hosting services that can be used by individuals and businesses alike.

Video creation and distribution have also gained popularity among marketers because of video's rich ability to tell stories. YouTube, the high-traffic video-based website, allows users to upload and stream their videos. YouTube dominates business video sharing, with over 90 percent of marketers who share videos saying they do so through YouTube. Creative marketers wanting to increase consumer engagement develop campaigns that encourage consumers to create product usage videos. Such user-generated content, if used strategically, can be a powerful tool for brands.

In one of the great social media campaigns in Canadian business history, if social media metrics are any indication, WestJet emotionally engaged viewers during Christmas 2013 with a holiday YouTube video showing WestJet employees making the wishes of travellers come true. After passengers checked in at Toronto Pearson and Hamilton airports for flights to Calgary, they were asked by a virtual Santa what they wanted for Christmas, after scanning their boarding passes at kiosks. Responses were as varied as computers, socks, a flight home to see family and a big-screen TV. What passengers didn't know was that during their five-hour flight to Calgary, a team of more than 150 WestJet staff went shopping, wrapped presents, and delivered the gifts to the Calgary airport. When the passengers went to collect their baggage, wrapped presents addressed to them came down the carousel. The action by WestJet and its employees was wonderful, in the truest sense of the Christmas spirit, and the resulting video was gripping and emotional. The video hit 1 million viewers the first day it was posted, and within two days attracted over 7.5 million views. Three years later, the video was still generating views at 45 million and counting. The problem, or challenge, for WestJet was that it had now set a standard for itself that was going to be impossible to meet consistently. Undeterred, WestJet has made its Christmas Wish video a major strategy in its annual social media offering. With these videos, WestJet creates growing brand engagement that would have been hard to achieve with a traditional television ad and it would have been unaffordable.

121. Briefly explain what widgets are and describe how a business can use them from a marketing perspective.

ANSWER: A widget is a software application that runs entirely within existing online platforms. Widgets allow customers to display company information on their own websites. They can extend an organization's reach beyond existing platforms, broaden the listening system, and make an organization easier to find.

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122. What are the six common mobile marketing tools?

- ANSWER:*
- *SMS (Short Message Service):* 160-character text messages sent to and from cellphones. SMS is typically integrated with other tools.
 - *MMS (Multimedia Messaging Service):* Similar to SMS but allows for the attachment of images, video, ringtones, and other multimedia to text messages.
 - *Mobile Websites (MOBI and WAP Websites):* Websites designed specifically for viewing and navigation on mobile devices.
 - *Mobile Ads:* Visual advertisements integrated into text messages, applications, and mobile websites. Mobile ads are often sold on a cost-per-click basis.
 - *Bluetooth Marketing:* A signal is sent to Bluetooth-enabled devices that allows marketers to send targeted messages to users based on their geographic locations.
 - *Smartphone Applications (Apps):* Software designed specifically for mobile and tablet devices. These apps include software to turn phones into scanners for various types of bar codes.

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123. List and describe the six stages of the social media plan.

ANSWER:

- 1. Set social media objectives:** Set objectives that can be specifically accomplished through social media, with special attention to how to measure the results. Numerous metrics are available, some of which are mentioned throughout the chapter.
- 2. The listening stage:** This stage is covered in the discussion in section 19-2a, “The Listening System,” earlier in the chapter.
- 3. Identify the target audience:** This should line up with the target market defined in the marketing plan, but in the social media plan, pay special attention to how that audience participates and behaves online.
- 4. Develop strategies, citing results from the listening phase, set out to support the objectives.** The strategies answer the question, How can we best reach and engage our target audience? In addition, your strategies should include the identification of your unique selling proposition (USP). It is with an understanding of your USP that you can create a list of key phrases around which you can build the content for your social media strategies.
- 5. Select the tools and platforms:** Based on the result of step 4, choose the social media tools and platforms that will be most relevant. These choices are based on the knowledge of where the target audience participates on social media.
- 6. Implement and monitor the strategy:** Social media campaigns can be fluid, so it is important to keep a close eye on what is successful and what isn’t. Based on the observations, make changes as needed. It becomes important, therefore, to go back to the listening stage to interpret how consumers perceive the social media campaign.

Listening to customers and industry trends and continually revising the social media plan to meet the needs of the changing social media market are keys to successful social media marketing. Numerous industry leaders are sharing some of their best practices, and sources such as *Marketing Magazine* and the *Globe and Mail* report regularly on how large and small companies are successfully using social media to gain market share and sales. A good example of using social media strategies is HubSpot, which is a company that practises what it preaches, namely the benefits of building valuable content online and then using social media to pull customers to its website. Social engine profiles have increased HubSpot’s website traffic, which has made its lead-generation program much more effective.