**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_F\_\_\_\_ | Statistics show that the likelihood a consumer will make a purchase decrease if the consumer has a social connection with the brand. |
| 2. | \_\_\_T\_\_\_\_ | Social media is cost effective in comparison to the traditional broadcast media. |
| 3. | \_\_\_T\_\_\_\_ | One of the greatest benefits to social media for any marketing professional regardless of industry is that it allows an organization to reach a massive audience. |
| 4. | \_\_\_F\_\_\_\_ | The downside of social media is that marketers are unable to measure consumer interaction and engagement. |
| 5. | \_\_\_F\_\_\_\_ | All social media platforms reach the same target audience. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_d\_\_\_\_1. All the following are benefits of social media marketing except \_\_\_\_\_\_\_\_\_.

a. Helps drive sales b. Increases brand loyalty

c. Cost effective d. all are benefits of social media marketing

\_\_\_b\_\_\_\_ 2. \_\_\_\_\_\_\_ is typically used as an activity measurement tool for businesses where users are expected to interact on a monthly basis.

a. WAU b. DAU

c. MAU d. None of the above

\_\_\_d\_\_\_\_ 3. Examples of data collected via social media are:

a. Geographic consumer data b. Time of the day an audience is most active

c. Type of post preferred by an audience d. All of the above

\_\_\_b\_\_\_\_ 4. Whether political, cause-related, trending topics, or holidays, social media offers a platform for businesses and brands to join the conversation. Why is this important?

a. So their content will go viral. b. Because consumers will support purpose-driven companies.

c. To avoid negative PR. d. It isn’t important.

\_\_\_a\_\_\_\_ 5. DAU is a social media activity measurement tool for businesses is a metric known as what?

a. Daily active users b. Daily activity usage

c. Daily actions by users d. None of the above

## SHORT ANSWER (3 questions)

1. Explain why social media provides businesses and brands with an effective marketing tool.

Answers may vary, but ultimately the likelihood of a consumer making a purchase increase when the user has a social connection with a brand or its products.

2. List four benefits of social media marketing.

● It can help drive sales

● Increases brand loyalty

● It can be cost effective

● Provides a wide reach

● Easily share creative content

3. List three examples of types of content businesses and brands share on social media.

Social media content marketing strategies will often include things like:

● GIFs

● Memes

● Interactive graphics

● Video loops

● Emojis

● Branded emoticons

● Hashtags

● “Hashflags”

These social media tools add a “pop” to a post -- Emojis, emoticons, and hashflags can help connect with consumer emotions while GIFs and video loops can make an ordinary, bland product photo much more interesting, attracting the attention of the consumer and increasing the odds of a “like”, or a “share.” They can also communicate specific information to consumers.