

Chapter 1—Why Social Media?

TRUE/FALSE

1. According to the text, social media is only being adopted by younger populations.

ANS: F PTS: 1 REF: 7 TOP: Social Media Myth #2

2. Only large corporations have been successful in measuring the return from their social media marketing efforts

ANS: F PTS: 1 REF: 7 TOP: Social Media Myth #3

3. Social media marketing is based on marketing principles that have been around for years.

ANS: T PTS: 1 REF: 12 TOP: Social Media Myth #5

4. According to the text, the reason why social media marketing is such a growth industry right now is because corporate marketers are planning on using external resources for their new social media efforts.

ANS: F PTS: 1 REF: 17
TOP: Careers in Social Media Marketing

5. According to the text, Facebook is a substantial source for word-of-mouth marketing,

ANS: T PTS: 1 REF: 8 TOP: Social Media Myth #4

6. Marketing investment in social media is forecast to increase.

ANS: T PTS: 1 REF: 17
TOP: Careers in Social Media Marketing

MULTIPLE CHOICE

1. According to the text, which of the following is **not** one of the issues businesses have with social media?
- a. Companies start with the end in mind
 - b. A company tries too many approaches at great cost and effort
 - c. Businesses have no social media objectives
 - d. The results from social media marketing take too long
 - e. Setting up a Facebook page is complicated.

ANS: E PTS: 1 REF: 1
TOP: Finding a Way Through Social Media

2. Which of the following is not an important aspect to social media marketing?
- a. Creating buzz through content to attract attention
 - b. Finding ways for the fans and users to share a company's message through various social channels
 - c. Ensuring the product message is always paramount
 - d. Developing two-way online conversations with users

e. Monitoring and responding

ANS: C PTS: 1 REF: 3

TOP: What is Social Media Marketing?

3. Social media marketing is a form of what type of marketing?
- a. Social networking
 - b. Online advertising
 - c. Word of mouth
 - d. Paid search
 - e. Direct mail

ANS: C PTS: 1 REF: 6 TOP: Social Media Myth #1

4. What is the #1 resource used when researching a product online?
- a. Wikipedia
 - b. Facebook
 - c. Friends and family
 - d. Search
 - e. Social networks

ANS: D PTS: 1 REF: 8 TOP: Social Media Myth #4

5. Which of the following is one way to manage the time invested in social media marketing?
- a. Leverage tools like Hootsuite that are designed to improve efficiencies.
 - b. Hire an outside agency.
 - c. Only spend time on one social media site at a time.
 - d. Install times on employee computers to monitor time spent on social media.
 - e. None of the above.

ANS: A PTS: 1 REF: 12 TOP: Social Media Myth #6

6. Which of the following is considered the earliest ancestor of social media?
- a. ARPANET
 - b. Email
 - c. Telegram
 - d. Whole Earth 'Lectronic Link
 - e. USENET

ANS: E PTS: 1 REF: 13

TOP: History of Social Media Marketing

7. Which of the following tactics was not part of the Fiskars social media strategy?
- a. Identify hobbyists and crafters that could serve as brand ambassadors ("Fiskateers")
 - b. Implement a public relations campaign targeting hobbyists
 - c. Use blogs to gain feedback on products
 - d. Hire consultants to help craft a strategy
 - e. None of the above.

ANS: B PTS: 1 REF: 13 TOP: Case Study: Fiskars

8. In order to be a successful social media marketer, you need a number of technical and personal skills. Which of the following **is not** considered vital?
- a. Basic computer skills
 - b. Good listening skills
 - c. Strong reading and comprehension skills

- d. A big ego
- e. A sense of humor

ANS: D PTS: 1 REF: 16
TOP: What Makes a Successful Social Media Marketer?

9. According to the text, the definition of social media marketing is using social media to
- a. Promote a marketing message.
 - b. Build a brand.
 - c. Engage with consumers.
 - d. Create content.
 - e. Positively influence consumers toward a desired action.

ANS: E PTS: 1 REF: 3
TOP: What is Social Media Marketing?

10. Why is social media so attractive for consumers?
- a. It is free.
 - b. It allows for more insight and creativity.
 - c. It gives the consumer more power.
 - d. Everybody is using it.
 - e. It allows consumers to vent about bad customer service.

ANS: C PTS: 1 REF: 9 TOP: Social Media Myth #4

11. Which is a **true** statement?
- a. B2B firms cannot benefit from social media.
 - b. One-third of U.S. adults use the Internet to comment on products and services.
 - c. Social media is only for certain companies and industries.
 - d. Monitoring social media is an inefficient use of company time.
 - e. Most people do not spend that much time using social media.

ANS: B PTS: 1 REF: 8 TOP: Social Media Myth #4

12. What is the primary lesson behind the United Breaks Guitars case study?
- a. Online video has the power to reach millions of people at a very low cost.
 - b. Companies must be active in monitoring their brands online in order to respond in a timely manner to customer issues.
 - c. A well-executed PR strategy can help control negative social media messages
 - d. Social media is only effective for customer complaints
 - e. Customer service should not be outsourced.

ANS: B PTS: 1 REF: 9
TOP: Case Study: United Breaks Guitars

SHORT ANSWER

1. Identify two ways that social media marketing differs from traditional marketing.

ANS:

- 1. Control vs. Contribute: Traditional marketing attempts to control the message, while social media marketing is about engaging users and getting them to contribute to the conversation.
- 2. Trust Building: Social media marketing is about developing trust with consumers and building relationships with them.

PTS: 1

REF: 15

TOP: Why Social Media Marketing is Different

2. Why do marketers often have difficulty with social media marketing?

ANS:

They do not begin with a plan, but instead start off in a random direction or try many different approaches with any strategy behind the actions.

PTS: 1

REF: 2

TOP: Finding a Way Through Social Media