

Chapter 02 Goals and Strategies

TRUEFALSE

1. A social media marketing plan does not require monitoring or adjustment during its implementation.

(A) True

(B) False

Answer : (B)

2. The most popular uses for social media are brand awareness and building.

(A) True

(B) False

Answer : (A)

3. Some of a brand's most passionate advocates can start off as disgruntled customers.

(A) True

(B) False

Answer : (A)

4. It is very important for brands looking to engage in social media to focus on broadcasting and promoting their message on these channels at every opportunity.

(A) True

(B) False

Answer : (B)

5. A social media marketing strategy is something that should be developed to support a brand's overall marketing plan.

(A) True

(B) False

Answer : (A)

6. Increasing search engine rankings and site traffic are two important goals for brands that social

media marketing cannot help achieve.

(A) True

(B) False

Answer : (B)

MULTICHOICE

7. Which of the following **is not** part of the social media marketing planning cycle?

(A) Setting goals

(B) Tuning

(C) Driving traffic

(D) Implementing

(E) Monitoring

Answer : (C)

8. Why is it important to listen to conversations about a brand?

(A) To see how many people buy your products.

(B) It helps a company evaluate its advertising strategy.

(C) It makes your customers think you care about what they say.

(D) Listening can help a company identify those keywords people use for its products.

(E) Comments can help a company understand how it is perceived and where opportunities may lie.

Answer : (A)

9. Social media marketing goals must be flexible because

(A) A brand cannot be sure its goals will be achieved.

(B) New developments sometimes occur while using social media.

(C) A particular social network might disappear.

(D) Consumers are fickle, so it is difficult to forecast their behavior

(E) Brand management might not support certain social media marketing goals.

Answer : (B)

10. All of the following are key objectives of SMM EXCEPT:

- (A) Customer service
- (B) Brand awareness
- (C) Brand development.
- (D) Brand preference
- (E) New customer leads

Answer : (C)

11. In addition to the primary SMM objectives, other secondary objectives include all of these EXCEPT:

- (A) Achieving a desired brand positioning
- (B) Supporting public relations and advertising campaigns
- (C) Expanding brand loyalty
- (D) Being prepared to handle reputation management in a crisis
- (E) Producing new product ideas

Answer : (C)

12. What can be learned from listening includes all of these EXCEPT:

- (A) How people feel about a company, product, service, person or issue?
- (B) Which media platforms appear to be the most viable in order to achieve SMM goals
- (C) How competitors are using social media platforms
- (D) All of these are correct.
- (E) None of these is correct

Answer : (D)

13. A "call to action" can be defined as:

- (A) Brand building
- (B) Lead generation and/or sales

- (C) The objectives of a social media campaign
- (D) The process of measuring a social media campaign
- (E) The action you want someone to take at each stage of your marketing campaign

Answer : (A)

14. When developing social media strategies, it is important that companies

- (A) Look to what their competitors are doing
- (B) Ensure they include Facebook, because it is one of the most popular social networks
- (C) Include the 8 C's
- (D) Make sure to adapt them to their individual strengths, weaknesses, opportunities and threats.
- (E) Define the call to action first

Answer : (D)

15. Which of the following is not considered a social media marketing goal?

- (A) Increasing customer satisfaction (customer service)
- (B) Driving recommendations from friends and family
- (C) Generating new leads
- (D) Crisis communication and online reputation management
- (E) Increasing the number of Facebook fans & Twitter followers

Answer : (A)

16. Which of the 8 C's refer to understanding the etiquette, nuances and spoken or unspoken rules of a particular social media platform?

- (A) Convert
- (B) Categorize
- (C) Collaborate
- (D) Comprehend
- (E) Contribute

Answer : (D)

17. The leading purchase influencer in four different countries is:

- (A) Twitter feeds
- (B) Word of mouth
- (C) Traditional advertising
- (D) blogs
- (E) Social media posts from friends and family

Answer : (B)

ESSAY

18. What is the primary reason why social media marketing efforts fail?

Graders Info :

Poor Planning

19. Why is it important for a company to identify social media marketing goals?

Graders Info :

To identify what will be accomplished through social media and to set guidelines and expectations.