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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

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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.

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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 brad 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

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(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)

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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.

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