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QUESTION 1

The author, graphic designer and publisher of a series of graphic novels will be making appearances to sign their work at a major fan conference

What would be the best strategy to attract the largest number of customers to the signing?

- A. Share videos of previous signings on YouTube.
- B. Schedule an event on Facebook.
- C. Update their biographies on LinkedIn
- D. Post images from the novels to Pinterest

Correct Answer: A

QUESTION 2

A self-employed motivational speaker is active on several forms of social media including Twitter, Facebook and YouTube. However, he does not have the time or resources to maintain a presence on other social media site. What is the most cost effective way to make sure potential customers can still reach him?

- A. Ignore the other sites because his primary audience does not participate on them.
- B. Hire someone to create and maintain his online presence on other social media sites.
- C. Create placeholder pages that redirect visitors to his Web site or other social media sites.
- D. Expand his marketing efforts to reach potential customers through traditional marketing (direct mail advertising, etc)

Correct Answer: C

QUESTION 3

Katie has launched a new natural makeup company and is looking to offer her lipstick line to potential new customers using a social media campaign. She has recently seen her competitors successfully use influencers to help promote their products to new customers. What should she look for when trying to identify the right potential influencers for her audience?

- A. The 90/9/1 rule.
- B. Promotion, sharing, and engagement
- C. Reach, relevance, and resonance.
- D. The 80/20 rule



Correct Answer: B

QUESTION 4

A game development company wants to create a new action adventure game. They already have an established online presence that includes many players of their existing games . They ask the players for ideas and scenarios for the new game. What stage of social community building is this?

- A. Creation
- B. Growth
- C. Leverage
- D. cultivation

Correct Answer: B

QUESTION 5

Which of the following is a benefit of social media auditing?

- A. Compare your social media presence to your competitors.
- B. Focus efforts on only the most important social media sites.
- C. Maintain a specific style and tone in future social media posts.
- D. Prevent bad data from entering the campaign decision making process.

Correct Answer: A

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