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Question: 1

Which is NOT a way that a brand can see financial gain from doing social customer service?

- A. Start with the social networks your buyer personas use to learn about and interact with brands
- B. They allow me to track where traffic is coming from on social media
- C. Using a social media agency to deliver content to customers
- D. Show influencers how enticing it would be to work with your company

Answer: C

Question: 2

What did fashion brand Burberry do to revolutionize how marketers use social media?

- A. Invited their fans to share photos of their trench coat
- B. A landing page where they can quickly sign up for the webinar
- C. Social media helps you send better emails
- D. Position your program as an experiment or pilot

Answer: A

Question: 3

A(n) _____ outlines guidelines and best practices for employees to follow on social media.

- A. Attorney
- B. Social media helps you send better emails
- C. Social media policy
- D. Context

Answer: C

Question: 4

What is a social media audit?

- A. Customer feedback, whether positive or negative, can help sales people and product teams better solve for the customer's needs
- B. Responding to social posts- whether they're positive or negative- shows that you're listening and your customers are being heard
- C. A hard look at the data from all your social accounts and the social conversations about your brand and your competitors
- D. The pre-filled form in Facebook makes it super easy for your audience to convert

Answer: C

Question: 5

Why should you trust the influencer and give them creative license?

- A. These are all examples of a social media crisis
- B. They help you demonstrate complex concepts quickly and easily.
- C. They understand their audience and what they want
- D. Sharing and retweets; likes or favorites

Answer: C

Question: 6

An ad for your upcoming webinar on network security should lead people directly to _____.

- A. Position your program as an experiment or pilot
- B. Provide deep insight into the effectiveness of your content mix
- C. They help you demonstrate complex concepts quickly and easily.
- D. A landing page where they can quickly sign up for the webinar

Answer: D

Question: 7

Which of the below is NOT one of the three factors defining how an influencer can impact behavior?

- A. Recognition
- B. Reach
- C. Attorney
- D. Distributed

Answer: A

Question: 8

What is a Social Media Service Level Agreement (SLA)?

- A. A hard look at the data from all your social accounts and the social conversations about your brand and your competitors
- B. The agreement a company makes to commit to answering social media responses in a specific amount of time
- C. The pre-filled form in Facebook makes it super easy for your audience to convert
- D. When a salesperson provides value by offering thoughtful content and answering questions for prospects

Answer: B

Question: 9

Why should you talk directly with your social followers and prospects?

- A. They understand their audience and what they want
- B. Maintain a helpful approach and have empathy for the company's missteps. Reply thoughtfully and empathetically to posts where appropriate
- C. All of the above
- D. Distributed

Answer:

Question: 10

Why are hashtags helpful?

- A. They allow me to track where traffic is coming from on social media
- B. A hard look at the data from all your social accounts and the social conversations about your brand and your competitors
- C. All of the above
- D. Attorney

Answer: C

Question: 11

Voice refers to:

- A. The distinct and steady personality or style of your brand
- B. Provide deep insight into the effectiveness of your content mix
- C. Sending out promotional sponsored posts and tweets during a crisis
- D. Show influencers how enticing it would be to work with your company

Answer: A

Question: 12

Fill in the blank: Instagram stories are a great way to _____.

- A. Decision stage
- B. Interests; intent
- C. Social media policy
- D. Drive traffic and engagement

Answer: D

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