

Name _____

/solution-manual-social-media-marketing-a-strategic-approach-2e-barker

Class _____

Date _____

Chapter 02—Goals and Strategies

True / False

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

- a. True
- b. False

ANSWER:

False

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

- a. True
- b. False

ANSWER:

True

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

- a. True
- b. False

ANSWER:

True

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:

False

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:

True

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:

False

Multiple Choice

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?

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- 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:

e

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.

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- 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:

e

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 and Twitter followers

ANSWER:

e

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

Subjective Short Answer

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

ANSWER: Poor planning

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

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

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