

Chapter 16
Social Matching Quiz

- | | |
|---------------------------|--------------------|
| 1. Pinterest | 7. YouTube |
| 2. Rich Mail | 8. Permission |
| 3. Instagram | 9. Organic Content |
| 4. User-Generated Content | 10. Paid Content |
| 5. Spam | 11. Twitter |
| 6. Carousel | |

1. _____ Social Media is also known by this name.
2. _____ As an advertising vehicle, this social site is a relatively inexpensive way, beyond initial production costs, to consistently entertain, educate, and influence consumers, often without hard-sell advertising tactics.
3. _____ Users view this type of social content through unpaid distribution such as friends sharing and page followers.
4. _____ This very visual bookmarking site as an advertising tool is a great way to show uses, options, or sponsored events.
5. _____ This type of social content reaches its viewers as a result of advertising.
6. _____ When consumers elect to receive e-mail advertising it is know as this.
7. _____ When consumers receive e-mails that arrive without their consent it is known as this.
8. _____ Thanks to this sites ease of use it is a popular vehicle for promoting more in-depth word-of-mouth discussions as well as boosting brand awareness and improving customer service.
9. _____ An e-mail ad that can include graphics and audio and video.
10. _____ This Facebook ad format allows the designer to feature up to ten images or videos within a single ad, each with its own link.
11. _____ This social site uses a host of digital filters and is a great promotional tool for building new and existing brands.