

Chapter 01: The Role of Social Media Marketing

True / False

1. According to the text, older users are among the fastest growing demographics on most social media sites.

- a. True
- b. False

ANSWER: True

2. The number of followers is the ultimate measure of marketing achievement for social media.

- a. True
- b. False

ANSWER: False

3. Social media marketing is based in part on age-old concepts of community.

- a. True
- b. False

ANSWER: True

4. Developing a personal brand online is NOT related to the skills companies are looking for when they hire people for social media positions.

- a. True
- b. False

ANSWER: False

5. According to the text, SMM is based around face-to-face conversations.

- a. True
- b. False

ANSWER: False

6. Social media marketers can influence what participants say and think about their brands, and they can control the conversation entirely.

- a. True
- b. False

ANSWER: False

Multiple Choice

7. Which of these is NOT one of the seven myths of SMM?

- a. SMM is too time-consuming.
- b. SMM isn't right for most businesses.
- c. There is no return on investment on SMM.
- d. Social media is free.
- e. Social media is just a fad.

ANSWER: b

8. Which of these is NOT an important aspect to social media marketing?

Chapter 01: The Role of Social Media Marketing

- a. Creating buzz through content to attract attention
- b. Finding ways for fans to share a brand's message
- c. Ensuring the product message is always paramount
- d. Developing two-way online conversations with users
- e. Controlling the responses of unhappy audience members

ANSWER:

e

9. Social media marketing is a form of which type of marketing?

- a. Search engine
- b. Broadcast media
- c. Word of mouth
- d. Paid advertising
- e. Retail display

ANSWER:

c

10. JetBlue set out to develop a full-fledged SMM strategy by engaging all BUT which of these teams in social media?

- a. Marketing
- b. Corporate communications
- c. Shareholders
- d. Customer commitment
- e. None of these is correct.

ANSWER:

c

11. Which action is NOT recommended to limit the time investment in SMM?

- a. Utilize tools like Hootsuite to manage efforts.
- b. Recruit underutilized employees to boost media presence.
- c. Monitor competitor posts hourly for trends.
- d. Publish multimedia content on mobile devices.
- e. None of these.

ANSWER:

c

12. How was the earliest ancestor of today's diverse social media platforms used?

- a. To quickly share media files such as music
- b. To host user-driven discussions about various topics
- c. To share resources for nonwork purposes
- d. To participate in group photo-sharing
- e. To post articles organized into newsgroups

ANSWER:

e

13. Which aspect distinguishes SMM from traditional marketing?

- a. It attempts to exclude competitive messages.
- b. It seeks to control the content seen by the audience.

Chapter 01: The Role of Social Media Marketing

- c. It allows companies to develop trusting relationships with their audience.
- d. It signals a one-way conversation from the firm to potential customers.
- e. None of these.

ANSWER:

c

14. In order to be a successful social media marketer, you need to possess key skills. Which of these is NOT considered vital?

- a. Participation in social media networks
- b. Ability to listen to brand customers
- c. Knowledge in social media analytics
- d. Experience in leading sales teams
- e. Comprehension of social media etiquette

ANSWER:

d

15. According to the text, the most valuable element of the social media ecosystem is:

- a. paid media
- b. owned media.
- c. earned media.
- d. a, b, and c.
- e. a and c.

ANSWER:

c

16. Why is social media so attractive to consumers?

- a. It helps people connect efficiently.
- b. It allows firms to satisfy all customer needs.
- c. It prevents service interruptions.
- d. It is accessible to all consumers worldwide.
- e. It allows firms to easily become thought leaders.

ANSWER:

a

17. Which is a TRUE statement?

- a. Social media return is calculated as financial ROI.
- b. Young adults are the fastest growing social media user group.
- c. Thought leadership ranks as a lesser benefit of SMM.
- d. Monitoring social media engagement is inefficient for B2B firms.
- e. Marketers should focus on one social media platform for network communications.

ANSWER:

c

18. When should a social media marketer develop a comprehensive plan?

- a. During web development
- b. Before engaging customers
- c. After measuring customer complaints
- d. When controlling online conversations

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Chapter 01: The Role of Social Media Marketing

e. None of the above.

ANSWER:

b

Subjective Short Answer

19. Identify one way that social media marketing is similar to traditional marketing and one way that it differs.

ANSWER: 1. SMM and traditional marketing are similar. They both emphasize the four Ps (product, price, place, and promotion).

2. SMM and traditional marketing differ. Traditional marketing seeks to control the content seen by the audience, whereas social media marketing seeks to engage the audience in the co-creation of content.

20. Name and describe two BEST practices for social media marketing.

ANSWER: The following are the answers given in the textbook:

- Stay on top of social media trends.
- Be prepared to think and act quickly.
- Be comfortable with analytics.
- Learn to write for social media.
- Establish and maintain your social media presence.
- In all you do, show yourself to be an effective user of social media.