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QUESTION 1

An electronics manufacturer recently released an updated product that corrects the defects of a previous version. Many customers are liking.

- A. Impression.
- B. Reach
- C. Exposure
- D. Engagement

Correct Answer: D

QUESTION 2

Drew is managing a social media advertising campaign. He has selected a popular social site. The site has a flat membership fee, plus a pay per-click fee. Drew will also be outsourcing the graphical design of the ads. What information do you need to calculate the cost-per-click of the campaign?

- A. Graphic design cost, membership fee, pay-per-click fee and total clicks made.
- B. Employee compensation, cost of goods sold and pay-per-click fee.
- C. Total budget amount, pay-per-click fee and total clicks made.
- D. E-commerce site listing fees, Web* site development costs and pay-per-click fees.

Correct Answer: C

QUESTION 3

Which of the following is a social media optimization technique that can aid in search engine optimization?

- A. Creating as many posts as possible, regardless of user engagement.
- B. Make sure all social media posts link back to your company's Web site.
- C. Share content from third parties that will engage users.
- D. Filling out all social media profiles completely.

Correct Answer: D

QUESTION 4

Bill owns a small, local video production company. His current customer base consists mostly of local musicians looking for live concert music videos and small start-up businesses in need of social media video advertising. His goal is to



increase his bookings.

When he creates a social media posting, which of the following messages would be an effective call to action?

- A. Share this with all of your friends
- B. Watch this video compilation to see what services we have to offer.
- C. Message me for details
- D. Schedule a video shoot today, to receive a 10% discount

Correct Answer: D

QUESTION 5

A company can use statics from social media to predict behavior. What kind of big data strategy is this?

- A. Social analysis
- B. Performance management
- C. Decision science
- D. Data exploration

Correct Answer: D

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