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QUESTION 1

A company has a goal of increasing revenue from social media sites by 15% in the next quarter. They know the costs of their paid advertising and internal resources to promote the social media platform. They also have a readily available metric (sales orders) and are collecting data on conversions from follower to lead to sale. What is the company trying to calculate?

- A. Return on engagement
- B. Follower sentiment
- C. Customer loyalty
- D. Return on investment

Correct Answer: A

QUESTION 2

The author, graphic designer and publisher of a series of graphic novels will be making appearances to sign their work at a major fan conference

What would be the best strategy to attract the largest number of customers to the signing?

- A. Share videos of previous signings on YouTube.
- B. Schedule an event on Facebook.
- C. Update their biographies on LinkedIn
- D. Post images from the novels to Pinterest

Correct Answer: A

QUESTION 3

What kind of social media metric best measures the number of followers who noticed and responded to a paid advertisement?

- A. Cost per click
- B. Conversion attribution
- C. Total revenue earned
- D. Click-through rates

Correct Answer: D



QUESTION 4

Which of the following is a benefit researching and social media personas for a business?

- A. Helps you focus on who your main brand consumer is and seeing your products from their perspective.
- B. Helps you identify the demographics of your current audience.
- C. Helps you identify problem areas in your campaign during the monitor and adjust phase.
- D. Helps you keep the cost of purchasing social media ads to a minimum.

Correct Answer: C

QUESTION 5

The developers of a point-of-sale retail transaction software has a system error in their Web server. Users of the system were unable to upload data through their remote data entry service. The customer quickly grew angry about the situation and began posting negative comments on several popular social media sites and company's public message board. The company is in the response stage of managing the crisis. What should they do?

- A. Post responses to the messages, explaining the problem and when it will be resolved.
- B. Remove all postings from their message board and publicly deny the error on the popular social media sites.
- C. Monitor the messages, to determine how many are posted, until the error is corrected. Then contact the message posters privately by phone or e-mail.
- D. Prepare an executive report on the crisis. with recommendations for organizational changes to prevent similar incidents in the future.

Correct Answer: A

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