Questions answered incorrectly:

- How much does the average organization spend on social media marketing per month (in US dollars)?
- How much of your advertising budget should go towards ad spend?
- What is one of the reasons brands are moving towards community-led growth?
- What are the two types of online communities?
- Select all that apply. Which element(s) are important to consider when developing your community strategy?
- Fill in the blank: If you're not prepared to invest time and energy into regular engagement with your community, you won't be able to reap the benefits of _____.
- True or false? The Problem-Solution Framework involves showcasing the journey of a customer, from the initial awareness of the company's product or service, through the decision-making process, and ultimately to the post-purchase experience.
- Which of the following is NOT a technique you can use in your social commerce strategy?
- You are advising a team of video content creators who are targeting a Gen Z audience. One of the creators mentions incorporating a technique they heard about called the 'millennial pause' into their editing style. How do you respond?

Questions answered correctly:

- True or false? When budgeting for social media advertising, you shouldn't run the same ad across all platforms.
- Which of the following is a primary advantage of using social media in omnichannel marketing?
- How does omnichannel marketing impact a customer's experience with a brand?
- When integrating social media into your broader omnichannel strategy, it's crucial to do which of the following?
- A company has recently launched a new product and is curious about public sentiment. They've received a significant amount of social media comments about the product. Which of the following strategies would be the most effective way to better understand general public perception?
- What benefit does AI bring to scheduling social media posts?
- True or false? AI can be used to generate content and create platform-specific messages and images in your brand voice.
- What is a potential benefit of keeping social media management in-house?
- When hiring a social media agency, what is one of the important questions you should ask?
- Select all that apply. Under what condition(s) might a company consider outsourcing their social media tasks?
- True or false? Christina Garnett, a HubSpot principal marketing manager, suggests that outsourced social media managers need the same type of resources and knowledge as an in-house social media manager.
- Your company's marketing team is aiming to enhance its tracking capabilities to better understand user behavior across the web. A team member suggests that recent changes in privacy laws and data protection would make this easier. As an expert in the field, how do you respond?
- You're in a meeting with your marketing team discussing the performance of your company's social media community. A new team member suggests tracking the company's profit margin as a key performance indicator (KPI) for the social media community. How do you respond?
- You're the new social media manager at a start-up company. During your first strategy meeting, an enthusiastic team member suggests choosing the platform for your social media community because it's the most popular. How do you respond?
- Which of the following is NOT a reason why a business might build a social media community?

- As a digital marketing manager, you're in a meeting discussing user data and privacy on your company's website. A colleague voices concern that first-party cookies are often seen as non-essential and a breach of privacy. How do you respond?
- What is one of the changes happening in the field of digital advertising with respect to third-party cookies?
- In the context of digital marketing, what is zero-party data?
- Which type of marketing is characterized by targeting ads based on current events that customers may be interested in?
- What does Meta's Conversions API aim to do?
- How does LinkedIn's 'Group Identity for B2B' work?
- In storytelling, what does the 'logic of emotion' mean?
- Select all that apply. For what reason(s) do we tell stories?
- Which storytelling framework would be best suited to showcase the company's history, mission, and vision?
- What is the purpose of using the underdog archetype in a social media storytelling campaign?
- Nicole O'Donnell suggests using what type of individuals to act as inspiration in storytelling for brands?
- Fill in the blank: Visual information is cognitively processed ___ times faster than text-based information.
- Fill in the blank: In short-form video, editing styles should vary depending on the _____.
- Which of the following is NOT a potential benefit of using AI in social media content creation?
- How can you maintain authenticity while using AI to generate social media content?
- What is NOT a way to collaborate with micro-influencers for social commerce campaigns?
- How can live stream sales be made more engaging and interactive?
- What is the projected value of global sales USD via social media platforms by 2026?
- Which of the following is a crucial factor to consider when developing a social commerce strategy?
- What kind of influencer often has a smaller following, but a highly engaged audience that trusts their opinions?
- Fill in the blank: _____ shopping is a trend where companies showcase their products in real-time, providing an engaging and interactive experience for customers.
- Which of these is NOT a good practice when repurposing long-form content into short-form videos?
- Select all that apply. What is a benefit of filming videos with a smartphone for social media content?
- If you don't have access to natural light when filming indoors, which affordable equipment could help create a well-lit environment?
- True or false? An engaging story that connects with your audience is more important than having high-quality lighting and expensive equipment.
- According to Jamal Meneide, which part of a short-form video is the most important?
- True or false? Most short-form videos are filmed horizontally.
- You're collaborating with a video editing team on a social media campaign targeting a diverse, international audience. A team member suggests that text overlays or captions aren't needed since the video's audio is clear. How do you respond?
- What purpose does a call-to-action serve in a short-form video?
- Fill in the blank: _____ is a recommended strategy to keep viewers engaged throughout a video.
- What's the benefit of having a script for your videos?
- True or false? First-party cookies allow businesses to analyze actions taken on other websites that were visited by a user.
- The SPACES model helps businesses determine the value of a community. What does the 'A' in SPACES stand for?
- Which statement best describes the concept of Web3?
- True or false? The success of an agency's efforts should be measured by how many posts they can generate for your social media platforms.

- As the new social media strategist for a small American tech startup, you are tasked with expanding the company's user base to Europe and Asia. You suggest to your manager that you want to use geotargeted ads on Meta and LinkedIn. You explain that this strategy would entail which of the following?