**Digital Marketing: Strategy & Tactics**

**Chapter 7: Social Media – Communities and Targeting Advertising**

**MULTIPLE CHOICE**

1. What is the definition of social media?

|  |  |
| --- | --- |
| a. | The use of web-based and mobile technologies to turn communication into interactive dialogue |
| b. | A group of Internet-based applications which allows the creation and exchange of user-generated content |
| c. | The digital mapping of our real-world connections |
| d. | All of the above |

**ANS:** D

**Notes:** Each of these is a different way of looking at the definition: the enabled actions, the tools and tech, or the strategic.

1. Facebook says it is the digital mapping of our real-world connections. This implies that people in our network \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

|  |  |
| --- | --- |
| a. | are our friends. |
| b. | were people we met physically at one point. |
| c. | are all the people we know. |
| d. | create user-generated content. |

**ANS:** B

**Notes:** It’s worth noting that our friends are usually people we know from real life who speak the same language and at one point were geographically close to us. This may explain why social network leaders cluster by language and country.

1. The leading social network (if you had to pick one) is:

|  |  |
| --- | --- |
| a. | Snap |
| b. | Pinterest |
| c. | Twitter |
| d. | Facebook/Instagram |

**ANS:** D

**Notes:** Facebook is the largest social network on the planet by far, including its Instagram and WhatsApp properties.

1. If reach and frequency were the metrics of old media, what are the metrics of social media?

|  |  |
| --- | --- |
| a. | CPM and CTR |
| b. | Influence and amplification |
| c. | Number of friends and time spent |
| d. | Monthly average users |

**ANS:** B

**Notes:** Traditional media is broadcasting the message enough times to ensure target consumers hear it enough—reach and frequency. Social media is about the right audience amplifying the message and, through their influence, causing others to act as well.

1. Advertising on social media benefits from unique ways to:

|  |  |
| --- | --- |
| a. | Target ads using rich data and information about their users |
| b. | Deploy special ad units that capture customer information |
| c. | Leverage UGC for trusted content |
| d. | All of the above |

**ANS:** D

**Notes:** The advertiser can find niche audiences and message them with special ads that often feature the customer’s own content—more trusted than marketing content.

1. What social network is known more for its professional environment?

|  |  |
| --- | --- |
| a. | Facebook |
| b. | LinkedIn |
| c. | Snap |
| d. | Twitter |

**ANS:** B

**Notes:** LinkedIn is a network focused on business professionals and the information and jobs they care about.

1. What social network is known more for its real-time feed?

|  |  |
| --- | --- |
| a. | Facebook |
| b. | LinkedIn |
| c. | Snap |
| d. | Twitter |

**ANS:** D

**Notes:** Twitter is where breaking news can be tracked and users can follow another account without reciprocity, making it great for media and tech organizations and influencers.

**SHORT ANSWER**

1. Describe the three elements of social media.

**ANS:** Portal (to get information), User-generated content, the social graph. Advanced answers will note they all are needed, but the social graph is arguably what makes social unique.

**Notes:** Understanding the value to marketers—trusted UGC, targetable information, etc.—is the learning objective.

1. Explain how social media is a new way to filter information. Use Yahoo!, Google, and Facebook as your examples.

**ANS:** Yahoo! was a human-powered directory—people decided what content was important. Google uses algorithms to determine what’s important. Facebook uses your friends to determine what’s important. Advanced answers may discuss relevance of content and each of these as a different method or filter for finding things.

**Notes:** If directories like the old Yahoo! portal—edited and curated by humans—were the original way to find what was important, Google and search engines with their algorithms for relevance were the second way; then the social graph powers the third way—filtering information using our social connections to determine relevance and importance.

1. Discuss how a marketer should decide to use a social network.

**ANS:** Will their customers be there? What kind of content do they share? Can they create the content? How much time and resources will it take? Will we make money? Advanced answers might feature discussion of the tradeoff between content types and effort—text is easier than video.

**Notes:** See slide 35 of the PPT presentation—Evaluating New Social Networks—for more.