**Digital Marketing: Strategy & Tactics**

**Chapter 8: Social Media – Content Marketing, Influence, and Amplification**

**MULTIPLE CHOICE**

1. What is content marketing?

|  |  |
| --- | --- |
| a. | Using long form ads |
| b. | Using relevant content to drive customer discovery and relationships |
| c. | Videos |
| d. | Marketing using social media |

**ANS:** B

**Notes:** The content can be created or leveraged from UGC but is more trusted than ad messages—often part of inbound marketing.

1. What is an influencer?

|  |  |
| --- | --- |
| a. | A person with a lot of followers |
| b. | A person who posts a lot on a social network |
| c. | A person who uses many social networks |
| d. | A person who can generate actions with their posts to followers |

**ANS:** D

**Notes:** Influence means action, otherwise it’s simply another form of ad network.

1. Agile marketing refers to:

|  |  |
| --- | --- |
| a. | Marketing in the fitness industry |
| b. | Quickly responding to competitors |
| c. | Using current memes—news, pop culture, etc.—and placing your brand message in context |
| d. | Running things with a small team |

**ANS:** C

**Notes:** The Oreo example showed how you can tie a current event or topic into your social marketing—a holiday theme, for example.

1. Which is a challenge of social media today?

|  |  |
| --- | --- |
| a. | Privacy |
| b. | Bad information—fake news |
| c. | Copyright violations |
| d. | All of the above |

**ANS:** D

**Notes:** The learning objective here is to ensure that social media’s dark side is examined. Despite their best efforts, all of these issues remain very active and real challenges—videos get taken down, user information is shared without their knowledge, bad actors attempt to influence users.

1. What is a “viral trigger”?

|  |  |
| --- | --- |
| a. | A bio-warfare weapon |
| b. | Information about vaccines that gets spread through social networks |
| c. | An element of a piece of content that makes it more likely to be shared |
| d. | Content with a celebrity in it |

**ANS:** C

**Notes:** Viral triggers are built into content by marketers to make content more shareable; surprising, exciting, shocking, sexy, or just super relevant content hooks are all examples.

1. What is the method of getting content for content marketing?

|  |  |
| --- | --- |
| a. | Create it |
| b. | Curate it |
| c. | Collect it |
| d. | All of the above |

**ANS:** D

**Notes:** All three are valid strategies. Creating is the highest cost but adds the most value and can be unique. Curation requires some editorial review of the content’s importance. Collection simply aggregates content on a topic or theme.

**SHORT ANSWER**

1. Compare old versus new media characteristics.

**ANS:** Old: high cost; limited distribution channels; brands were the authority; one-way communication. New: low cost; unlimited free distribution; peer-to-peer makes anyone an authority; two-way interactive dialogue.

**Notes:** Putting creation and distribution tools like phones, software, social networks, and YouTube has changed the dynamic.

1. Explain User-Generated Content (like reviews/posts on products) and how it relates to trust.

**ANS:** Users trust friends and even strangers more than marketers. This content is more effective. Trusted content is 2-3 times more impactful than marketers.

**Notes:** Marketers can now *promote* or *sponsor* UGC favorable to the brand, essentially using the UGC as the ad.

1. Who creates UGC, what type of content do they create, and why?

**ANS:** Who: people—nonprofessionals. What: anything from likes to text to videos and graphics—even open source software. Why: for recognition and personal satisfaction; money from sponsors is the realm of only the biggest. Advanced answers might note that personal brands and reputations are built through social these days; the value is the *authenticity*, not necessarily the quality.

**Notes:** The learning objective is that content from nonprofessional media can now be found and distributed through social media.

1. Discuss inbound marketing, what it is, and what the tools are.

**ANS:** Inbound marketing is creating content that attracts users through SEO, social media, and other distribution. Advanced users might note the links between good content in SEO that can be shared through social media.

**Notes:** Inbound marketing is the process of using content creation to attract, nurture, and converts leads to customers.