

## Chapter 1—Why Social Media?

### TRUE/FALSE

1. According to the text, social media is only being adopted by younger populations.  
ANS: F                      PTS: 1                      REF: 7                      TOP: Social Media Myth #2
2. Only large corporations have been successful in measuring the return from their social media marketing efforts  
ANS: F                      PTS: 1                      REF: 7                      TOP: Social Media Myth #3
3. Social media marketing is based on marketing principles that have been around for years.  
ANS: T                      PTS: 1                      REF: 12                      TOP: Social Media Myth #5
4. According to the text, the reason why social media marketing is such a growth industry right now is because corporate marketers are planning on using external resources for their new social media efforts.  
ANS: F                      PTS: 1                      REF: 17  
TOP: Careers in Social Media Marketing
5. According to the text, Facebook is a substantial source for word-of-mouth marketing,  
ANS: T                      PTS: 1                      REF: 8                      TOP: Social Media Myth #4
6. Marketing investment in social media is forecast to increase.  
ANS: T                      PTS: 1                      REF: 17  
TOP: Careers in Social Media Marketing

### MULTIPLE CHOICE

1. According to the text, which of the following is **not** one of the issues businesses have with social media?
  - a. Companies start with the end in mind
  - b. A company tries too many approaches at great cost and effort
  - c. Businesses have no social media objectives
  - d. The results from social media marketing take too long
  - e. Setting up a Facebook page is complicated.
 ANS: E                      PTS: 1                      REF: 1  
TOP: Finding a Way Through Social Media
2. Which of the following is not an important aspect to social media marketing?
  - a. Creating buzz through content to attract attention
  - b. Finding ways for the fans and users to share a company's message through various social channels
  - c. Ensuring the product message is always paramount
  - d. Developing two-way online conversations with users

e. Monitoring and responding

ANS: C                    PTS: 1                    REF: 3  
TOP: What is Social Media Marketing?

3. Social media marketing is a form of what type of marketing?
- Social networking
  - Online advertising
  - Word of mouth
  - Paid search
  - Direct mail

ANS: C                    PTS: 1                    REF: 6                    TOP: Social Media Myth #1

4. What is the #1 resource used when researching a product online?
- Wikipedia
  - Facebook
  - Friends and family
  - Search
  - Social networks

ANS: D                    PTS: 1                    REF: 8                    TOP: Social Media Myth #4

5. Which of the following is one way to manage the time invested in social media marketing?
- Leverage tools like Hootsuite that are designed to improve efficiencies.
  - Hire an outside agency.
  - Only spend time on one social media site at a time.
  - Install times on employee computers to monitor time spent on social media.
  - None of the above.

ANS: A                    PTS: 1                    REF: 12                    TOP: Social Media Myth #6

6. Which of the following is considered the earliest ancestor of social media?
- ARPANET
  - Email
  - Telegram
  - Whole Earth 'Lectronic Link
  - USENET

ANS: E                    PTS: 1                    REF: 13  
TOP: History of Social Media Marketing

7. Which of the following tactics was not part of the Fiskars social media strategy?
- Identify hobbyists and crafters that could serve as brand ambassadors ("Fiskateers")
  - Implement a public relations campaign targeting hobbyists
  - Use blogs to gain feedback on products
  - Hire consultants to help craft a strategy
  - None of the above.

ANS: B                    PTS: 1                    REF: 13                    TOP: Case Study: Fiskars

8. In order to be a successful social media marketer, you need a number of technical and personal skills. Which of the following **is not** considered vital?
- Basic computer skills
  - Good listening skills
  - Strong reading and comprehension skills

- d. A big ego
- e. A sense of humor

ANS: D                      PTS: 1                      REF: 16  
TOP: What Makes a Successful Social Media Marketer?

9. According to the text, the definition of social media marketing is using social media to
- a. Promote a marketing message.
  - b. Build a brand.
  - c. Engage with consumers.
  - d. Create content.
  - e. Positively influence consumers toward a desired action.

ANS: E                      PTS: 1                      REF: 3  
TOP: What is Social Media Marketing?

10. Why is social media so attractive for consumers?
- a. It is free.
  - b. It allows for more insight and creativity.
  - c. It gives the consumer more power.
  - d. Everybody is using it.
  - e. It allows consumers to vent about bad customer service.

ANS: C                      PTS: 1                      REF: 9                      TOP: Social Media Myth #4

11. Which is a **true** statement?
- a. B2B firms cannot benefit from social media.
  - b. One-third of U.S. adults use the Internet to comment on products and services.
  - c. Social media is only for certain companies and industries.
  - d. Monitoring social media is an inefficient use of company time.
  - e. Most people do not spend that much time using social media.

ANS: B                      PTS: 1                      REF: 8                      TOP: Social Media Myth #4

12. What is the primary lesson behind the United Breaks Guitars case study?
- a. Online video has the power to reach millions of people at a very low cost.
  - b. Companies must be active in monitoring their brands online in order to respond in a timely manner to customer issues.
  - c. A well-executed PR strategy can help control negative social media messages
  - d. Social media is only effective for customer complaints
  - e. Customer service should not be outsourced.

ANS: B                      PTS: 1                      REF: 9  
TOP: Case Study: United Breaks Guitars

## SHORT ANSWER

1. Identify two ways that social media marketing differs from traditional marketing.

ANS:

- 1. Control vs. Contribute: Traditional marketing attempts to control the message, while social media marketing is about engaging users and getting them to contribute to the conversation.
- 2. Trust Building: Social media marketing is about developing trust with consumers and building relationships with them.

PTS: 1                      REF: 15                      TOP: Why Social Media Marketing is Different

2. Why do marketers often have difficulty with social media marketing?

ANS:

They do not begin with a plan, but instead start of in a random direction or try many different approaches with any strategy behind the actions.

PTS: 1                      REF: 2                      TOP: Finding a Way Through Social Media