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**QUESTION 1**

Alice works in social media marketing for an established online shoe company. The company uses many simultaneous social media campaigns to encourage current and potential customers to purchase the latest fashion trends. During which stage of these social media campaigns should Alice define her audience's positions in the social media funnel?

- A. Implementation and measurement
- B. Planning
- C. Development
- D. Preparation

Correct Answer: B

QUESTION 2

A mid-sized technical company has an active presence on multiple social media sites. It has a variety of followers who communicate regularly about products and industry information. The company wants to increase the size of its social network in order to increase sales and revenue. The company plans to add paid advertising, as well as leveraging their organic advertising.

What would help them choose the best platform to achieve their goals?

- A. Compare the advertising rates of multiple platforms and choose the least expensive one.
- B. Identify the most common characteristics of their followers and select the platform that best targets them.
- C. Select the best possible graphic designer to create eye-catching, compelling advertisements.
- D. Consolidate the multiple platforms, by migrating users into one network.

Correct Answer: C

QUESTION 3

Erin has been assigned to grow the social media community for a health care provider association. She wants to include open job postings and mentoring sections in the community to help people network.

What types of risks will she need to address as she develops the strategy for these community areas?

- A. Damage to reputation and legal issues.
- B. Regulatory compliance and privacy violations
- C. Cybercrime and financial loss
- D. Theft of intellectual property and corporate identity



Correct Answer: B

QUESTION 4

A startup business is designing fabric patterns for the home fashion industry

What kind of platforms will best meet the business\'\' social media marketing needs?

- A. Photo oriented sites, such as Instagram or Pinterest
- B. Microblogging sites, such as Twitter.
- C. Content sharing sites, such as Facebook or MySpace.
- D. Professional networking sites, such as LinkedIn

Correct Answer: A

QUESTION 5

A game development company wants to create a new action adventure game. They already have an established online presence that includes many players of their existing games . They ask the players for ideas and scenarios for the new game. What stage of social community building is this?

- A. Creation
- B. Growth
- C. Leverage
- D. cultivation

Correct Answer: B

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