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QUESTION 1

Which series below reflects the Google AdWords account hierarchy? Choose one of the following:

- A. Account-Campaign-Ad Group-Ad
- B. Account-AdGroup-Campaign-Ad
- C. AdGroup-Campaign-Ad-Account
- D. Account-AdGroup-Ad- Campaign

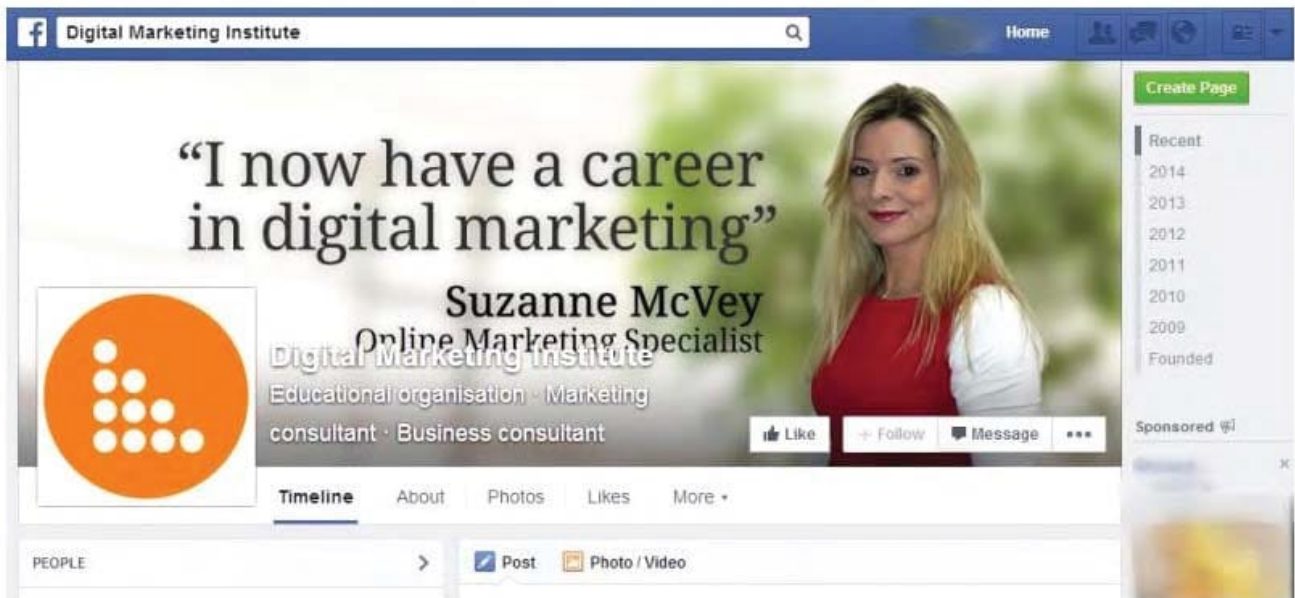
Correct Answer: A

QUESTION 2

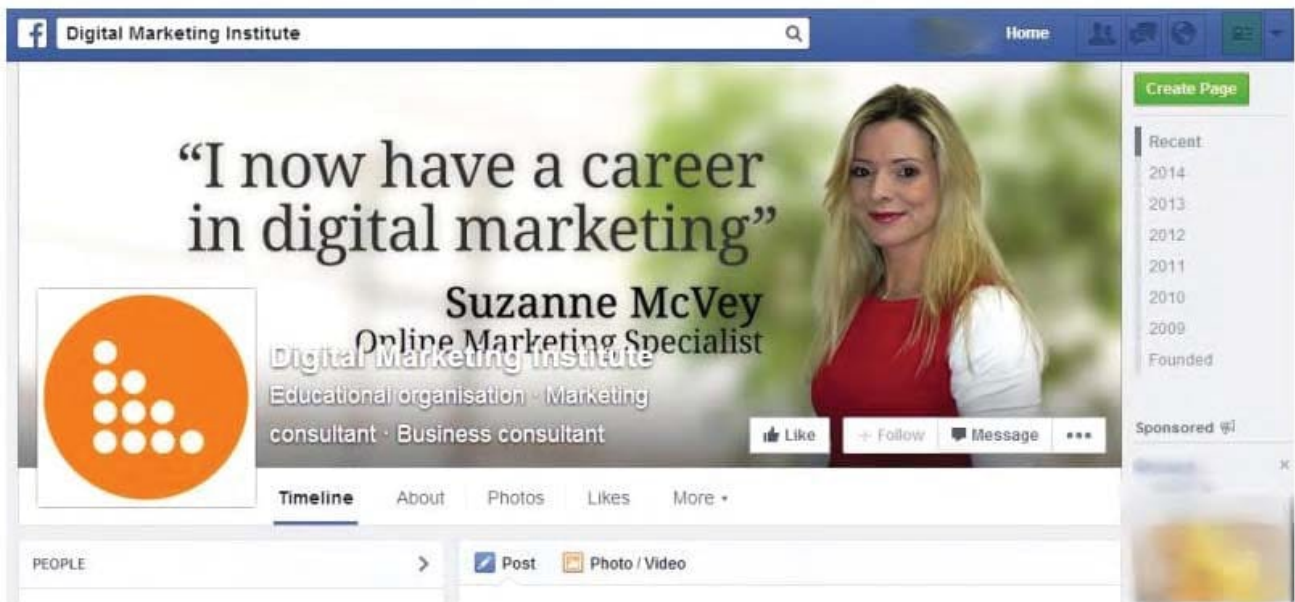
HOTSPOT

Click in the Facebook screen shown below in order to access the privacy settings for your account:

Hot Area:



Correct Answer:



QUESTION 3

Which one of the following is considered as the first step in a social media marketing campaign? Choose one of the following: Exhibit:



- A. Listening
- B. Posting
- C. Responding
- D. Interacting

Correct Answer: A



QUESTION 4

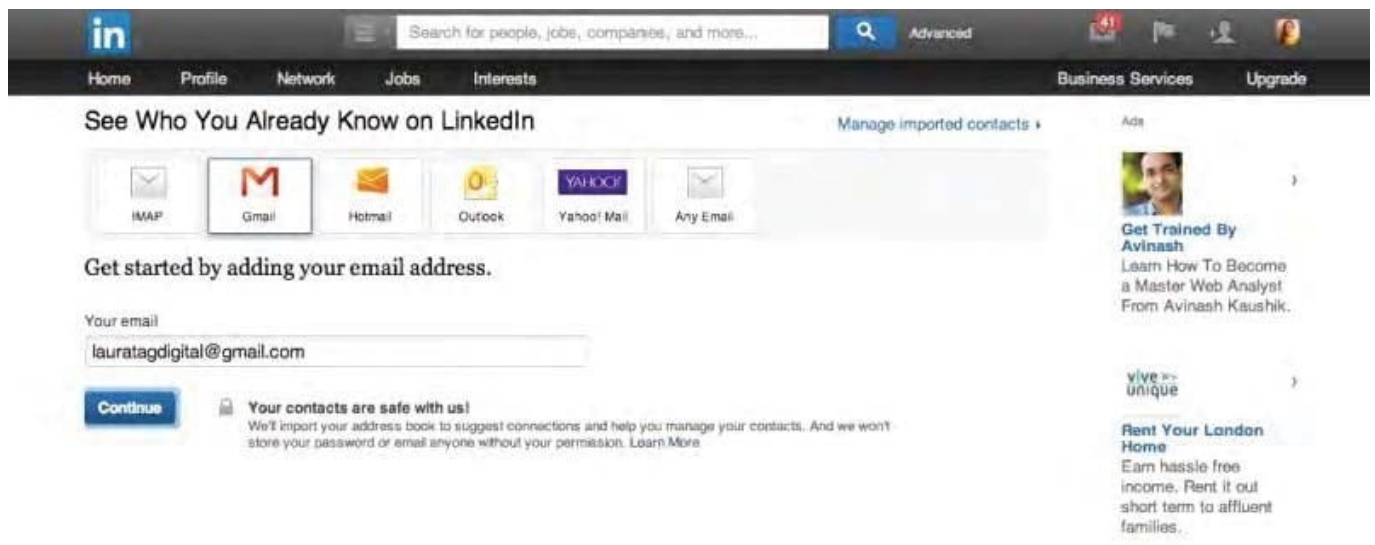
What is the term used to describe a concise and direct instruction to the end user about what to do next contained within an ad called? Choose one of the following:

- A. Call to Action
- B. Call to Purchase
- C. Call to Engage
- D. Call to Convert

Correct Answer: A

QUESTION 5

What is going on in the screen shown below? Choose one of the following: Exhibit:



- A. LinkedIn is inviting you to import contacts from your address book
- B. LinkedIn is inviting you to download email addresses from your webmail.
- C. LinkedIn is inviting you to export email addresses from your Outlook address book.
- D. LinkedIn is inviting you to import email addresses from your Twitter account.

Correct Answer: A

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