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Question: 1

When running an employee advocacy program, eventually you'll need to pull data to demonstrate the program's effectiveness. Which of the following is not a common metric that program managers will look at?

- A. new employee recruitment and sales leads generated
- B. advocate engagement, which is measured by weekly and monthly active participants
- C. % decrease in cost per click and cost per impression
- D. social reach, which is a measure of the volume of content being shared to all different social networks
- E. website traffic resulting from employee shares, which can be measured through the use of UTM links

Answer: C

Question: 2

When creating a paid advertisement for Instagram, you can add a _____ that best represents the action you want your audience to take. For example, if you're promoting a product, select "Shop Now"; if you're promoting an event, "Learn More" would be a better choice.

- A. call to action button
- B. UTM parameter
- C. URL parameter
- D. Carousel menu
- E. Owly link

Answer: A

Question: 3

The value of social advertising lies in the large audience size your company has the potential to reach and the _____ social ad platforms offer.

- A. negative SEO benefits
- B. integration with print and TV campaigns
- C. finely tuned targeting capabilities
- D. collaborative relationships

Answer: C

Question: 4

When buying an ad for Instagram, begin by selecting an _____ that most closely matches your business needs. For example, Clicks to Website, Website Conversions, Video Views, or Page Post Engagement.

- A. Goal
- B. Tactic
- C. Strategy
- D. Objective
- E. Mission

Answer: D

Question: 5

On your Facebook Business page, which feature would you use to provide your followers with the ability to shop now, sign up, or contact your organization?

- A. third party app integration
- B. call-to-action button
- C. 'featured likes' column
- D. like-gating
- E. instant conversion

Answer: B

Question: 6

On your Facebook Business page, which feature would you use to provide your followers with the ability to Shop Now, Sign Up, or Contact Us.

- A. Like-gating
- B. Featured Likes column
- C. third party app integration
- D. Call to Action Button
- E. Instant Conversion

Answer: D

Question: 7

Which of the following statements describes a best practice regarding your Facebook page profile picture?

- A. Change once a week and use random images to create visual interest
- B. Keep your profile picture consistent
- C. Change it strategically to match your current campaigns
- D. Change it every day to keep your followers interested

Answer: B

Question: 8

Cover photos have a prominent location in your social media profiles, so you should use this space strategically – for example, it's a great place to _____.

- A. showcase Buy Buttons for new products
- B. put your company logo
- C. announce new product releases or generate interest in upcoming events
- D. display a professional headshot
- E. highlight CTAs (Call-to-Action)
- F. serve up Display Ads

Answer: E

Question: 9

To ensure your brand is being represented in the best light on Instagram, and to discover content from your customers, you should keep an eye on _____.

- A. Your connected business accounts section
- B. Your Instagram Insights metrics
- C. Photos in which your organization has been tagged
- D. Trending Instagram hashtags such as #TBT posts
- E. The comments section of boosted posts

Answer: D

Question: 10

As a rule of thumb, content about your company products and services should make up the following percentage of all content you share:

- A. 30%
- B. 65%
- C. there is no rule of thumb
- D. 90%

Answer: A

Question: 11

Why is it important for social media managers to share insights into the performance of content shared on social media channels with individuals or teams within the organization responsible for creating branded content?

- A. These insights ensure content is never repeated.
- B. These insights can influence new content being created.
- C. These insights prove what a great job you've done promoting content.
- D. These insights show which networks content should be posted on.

Answer: B

Question: 12

A key tool to achieving your social marketing goals is a strong _____ which acts as a game plan for coordinating, creating, and distributing your organization's _____.

- A. Advocate relationship program, brand goals
- B. Social Media Strategy, mission
- C. Ads platform, banner ads
- D. Messaging interface, key messages
- E. content strategy; content
- F. None of these

Answer: E



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