



Social Media Strategy CPD Quiz

This is a self-assessed Continuing Professional Development (CPD) quiz for the 50-minute Social Media Strategy online training. Please answer the following questions based on the training content. The answers can be found at the end.

Questions

- 1. To determine the effect of social media engagement on your business outcomes, you should keep track of:**
 - a. Social media likes
 - b. Number of shares of your social media posts
 - c. Comments on your blog
 - d. Business conversions such as email sign ups, product downloads or purchases, contact us form submissions

- 2. When a potential customer is in the initial awareness stage, which of the following strategies should you utilize to lead them on the journey?**
 - a. Optimize your website for key search terms for your business
 - b. Invest in paid search marketing and paid social media ads to have a presence when they are searching
 - c. Provide free and valuable content on your website
 - d. All of the above

- 3. True or False - the most important parts of the customer journey to focus resources and investment are the evaluation and experience stages.**
 - a. True
 - b. False

4. To move a customer to the advocacy and bond stage, you should focus on the following strategies:

- a. Offering ongoing discounts via weekly emails to get your customer to buy more products
- b. Post generic content on your website and social media communities so you constantly have a presence
- c. Continue to delight your customer post experience with appropriate strategies and tactics that continue to create a positive experience post purchase

5. Which of the following statements is an accurate example of using the “Goal-Pain-Solution-Measure” framework for a content strategy?

- a. I will grow my private practice by helping people achieve a healthy lifestyle and I will measure by asking my clients for feedback
- b. I will grow my private practice by asking GPs for referrals and I will measure the number of referrals I receive each month
- c. I will grow my private practice by promoting my services to GP clinics who have patients that require nutrition support and I will monitor referrals
- d. I will grow my private practice by 5 new clients per month. This will be achieved by sending e-newsletters outlining my business services to a GP database with patients that require nutrition support to achieve specific health outcomes.