

NEW MEXICO BROADBAND PROGRAM

INTERNET TOOLS FOR SMALL BUSINESS

MODULE 9 – INTRODUCTION TO SOCIAL MEDIA MARKETING - ASSESSMENT

1. How is relationship marketing different from standard forms of marketing?
2. How many of the types of social media can you name? Can you describe them?
3. What are the “big three” in social media sites for marketing opportunities?
4. What factors should you consider when choosing a social media marketing platform, such as Facebook or MySpace?
5. What are the steps involved in social media marketing?
6. Is it necessary to post frequently to a website for successful social media marketing?
7. What general, overall tone should you take in your social media marketing posts and correspondence?
8. If your target audience is between 20 and 40 years old, should you use Facebook as one of your social media marketing tools?