

Social Media Marketing and Digital Advertising

Lecture Title: Tutorial 1



Lecturer: PIERRE PORTELLI

Date: 10.05.2025

Case Study: The Rise of TikTok



TUTORIAL QUIZZ

What is the primary goal of social media marketing?

- A) To increase product prices
- B) To improve supply chain logistics
- C) To enhance brand awareness and engagement
- D) To decrease the number of employees



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Which platform is known for its strong visual content and is popular among younger users?

- A) LinkedIn
- B) Instagram
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- B) Page Load Time
- C) Bounce Rate
- D) Likes, shares, and comments



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What is a social media influencer?

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- B) A company that manufactures social media platforms
- C) A software used to automate social media posts
- D) A type of social media advertisement



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Which social media platform is known for professional networking and B2B marketing?

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What is PPC in digital advertising?

- A) Pay Per Click
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- C) Post Per Click
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What is the primary benefit of using Google Ads?

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- B) It helps businesses reach users who are actively searching for related products or services
- C) It guarantees a top spot in search results
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What is retargeting in digital advertising?

- A) Targeting new customers
- B) Showing ads to users who have previously visited your website
- C) Changing the target audience of an ongoing ad campaign
- D) Removing ads from underperforming platforms



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What does ROI stand for in digital marketing?

- A) Return On Investment
- B) Rate Of Interest
- C) Return On Interaction
- D) Rate Of Investment



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What is the significance of Click-Through Rate (CTR) in digital advertising?

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- B) It tracks the overall engagement on a social media post
- C) It calculates the total sales generated from an ad
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Which metric is used to evaluate the effectiveness of email marketing campaigns?

- A) Open Rate
- B) Bounce Rate
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What is the purpose of using keywords in Google Ads?

- A) To ensure that ads appear in search results relevant to the user's search queries
- B) To randomly display ads across the internet
- C) To increase the loading speed of web pages
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What are skippable in-stream ads on YouTube?

- A) Ads that users must watch to the end
- B) Ads that users can skip after 5 seconds
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What does CPM stand for in digital advertising?

- A) Cost Per Minute
- B) Cost Per Million
- C) Cost Per Mille (Thousand Impressions)
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- B) To plan and schedule the timing of ads across various platforms
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What is A/B testing in digital marketing?

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- B) Automating ad placements
- C) Creating ads for two different products
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THANK YOU FOR TODAY



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