

Social Media Marketing and Digital Advertising

Lecture Title: Tutorial 2



Lecturer: PIERRE PORTELLI

Date: 13.05.2025

Simulating a Campaign Budget

ACTIVITY: 60 min

You have a budget of €5000 for a snap campaign of non-branded Summer slides that didn't sell well following its initial launch. How will you use them to generate sales and see a profit?



Simulating a Campaign Budget

ACTIVITY: 60 min

You should have covered the
following points:

Overview of the product

Target audience

Chosen platforms and ad formats

Budget allocation and justification

Expected outcomes and key metrics



TUTORIAL QUIZ

What is a common strategy for increasing engagement on Instagram?

- A) Posting only text-based updates
- B) Using only high-quality images
- C) Using high-quality images and add captions
- D) Avoiding the use of hashtags



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What is a lookalike audience in Facebook Ads?

- A) An audience that is similar to your existing customers
- B) An audience that is opposite to your existing customers
- C) An audience with similar interests on Facebook
- D) An audience from a different country



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What is the key benefit of using user-generated content (UGC) in social media marketing?

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- B) It helps build trust and authenticity
- C) It reduces engagement rates but looks and feels authentic
- D) It limits brand overdose



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- A) To increase visibility and discoverability
- B) To decrease the number of followers who are not engaging with your content
- C) To limit post reach only to those who like your product/service
- D) To filter spam accounts



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Which social media platform is ideal for live video streaming?

- A) LinkedIn
- B) X
- C) Facebook
- D) Instagram



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What is the primary advantage of using Facebook Pixel?

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- B) It helps you decrease the cost of ads by being more efficient
- C) It creates ads automatically
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TUTORIAL QUIZ

How can businesses use X (Twitter) for customer service?

- A) By automating responses
- B) By engaging with customers in real - time
- C) By reducing the number of posts that are irrelevant to your campaign
- D) By automatically sending their complaints to a server



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How can businesses use Twitter for customer service?

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Which type of content performs best on LinkedIn?

- A) Personal stories from the office
- B) Professional articles and industry news
- C) Job vacancies for people recruiting workers
- D) Memes and jokes



TUTORIAL QUIZ

Which type of content performs best on LinkedIn?

- A) Personal stories from the office (since 2024)
- B) Professional articles and industry news (until 2023)
- C) Job vacancies for people recruiting workers
- D) Memes and jokes



TUTORIAL QUIZ

How can businesses leverage TikTok for marketing?

- A) By posting professional articles
- B) By creating short, engaging videos
- C) By focusing on corporate networking
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Which feature allows businesses to collect customer data through Instagram Stories?

- A) Story Highlights
- B) IGTV
- C) Polls and Question Stickers
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What is the purpose of using augmented reality (AR) in social media marketing?

- A) To create text-based code from the video content
- B) To enhance user experience with interactive and immersive content
- C) To gather new psychographic data for machine learning to improve the marketing algorithm
- D) To automate content creation



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TUTORIAL QUIZ

Which platform is known for its use of augmented reality filters and lenses?

- A) Facebook
- B) X
- C) Snapchat
- D) LinkedIn



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How did Netflix leverage social media to increase viewer engagement?

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- B) By using interactive content and memes that resonated with their audience
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What strategy did Starbucks use to boost their social media presence?

- A) Long text-based posts about global social issues they support
- B) User-generated content and interactive campaigns
- C) Posting only during breakfast rush hour
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How did Red Bull use social media to enhance their brand image?

- A) By increasing the frequency of their posts to match the brand
- B) By sponsoring sports events for visibility
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TUTORIAL QUIZ

What is the primary purpose of programmatic advertising?

- A) Liberty to place and remove ads manually across different platforms
- B) Using software and algorithms to automate the buying and placement of ads in real-time
- C) Using software and algorithms to automate the cost and frequency of ads in real-time
- D) Limiting the number of ads shown to users not interested in your product/service



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How does real-time bidding (RTB) work in digital advertising?

- A) Advertisers manually bid on ad inventory at scheduled times
- B) Ads are pre-purchased and scheduled for real-time display later
- C) Advertisers automatically bid on ad inventory in real-time through an auction process
- D) Ads are shown based on fixed real-time rates



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What does the term "frequency capping" mean in digital advertising?

- A) Setting a limit on the number of times an ad is shown to a single user
- B) Restricting the total number of ads a campaign can run in one cycle
- C) Increasing the frequency of ads shown during peak hours
- D) Setting a minimum threshold for under-performing ad impressions



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THANK YOU FOR TODAY



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