

## Chapter 22—Social Media and Marketing

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### TRUE/FALSE

1. For most people, social media is a marketing experience.

ANS: F

For most people, social media is meant to be a social experience, not a marketing experience.

PTS: 1                      REF: 351                      OBJ: 22-1                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Strategy | CB&E Model Customer                      MSC: BLOOMS Comprehension

2. A new alt-country band, Pike 27, wants to use a social media Web site to generate some buzz about their first album. Because of its large music-oriented following, MySpace would be a good site for the band to choose.

ANS: T                      PTS: 1                      REF: 352                      OBJ: 22-1  
TOP: AACSB Reflective Thinking                      KEY: CB&E Model Strategy | CB&E Model Creativity  
MSC: BLOOMS Application

3. Social commerce combines social media with the basics of e-commerce.

ANS: T                      PTS: 1                      REF: 353                      OBJ: 22-1  
TOP: AACSB Reflective Thinking                      KEY: CB&E Model Strategy  
MSC: BLOOMS Knowledge

4. In 2000, Jones Soda used its Web site to ask its mostly teenage customers to suggest new flavors, names, and labels and let other customers vote on which flavors should be introduced into stores. Jones Soda was practicing co-creation.

ANS: F

Using consumers to develop and market product is called crowdsourcing.

PTS: 1                      REF: 353                      OBJ: 22-1                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Strategy                      MSC: BLOOMS Application

5. Erica was so impressed by the customer service she received from Mindware Toys that she tweeted all of her followers about her experience. Erica's tweets are a good example of owned media.

ANS: F

Erica's tweets are an example of earned media, not owned media. Earned media includes viral videos, retweets, comments on blogs, and other forms of customer feedback resulting from a social media presence.

PTS: 1                      REF: 354                      OBJ: 22-2                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Strategy | CB&E Model Promotion                      MSC: BLOOMS Application

6. Marketers need to understand that, in cyberspace, paid media is essentially dead; consequently, they should no longer expend any resources into paid media.

ANS: F

Paid media is not dead but should serve as a catalyst to drive customer engagement.

PTS: 1 REF: 355 OBJ: 22-2 TOP: AACSB Reflective Thinking  
KEY: CB&E Model Strategy | CB&E Model Promotion MSC: BLOOMS Comprehension

7. The first action a marketing team should take when beginning a social media campaign is simply to listen to what is being said about the brand, the industry, the competition, and the customer.

ANS: T PTS: 1 REF: 355 OBJ: 22-2  
TOP: AACSB Reflective Thinking KEY: CB&E Model Strategy  
MSC: BLOOMS Comprehension

8. The best way a company can increase sales using social media is to improve customer service.

ANS: F

The clearest path to increasing the bottom line using social media is to get customers talking about products and services, which usually translates into sales.

PTS: 1 REF: 356 OBJ: 22-2 TOP: AACSB Reflective Thinking  
KEY: CB&E Model Strategy | CB&E Model Product MSC: BLOOMS Evaluation

9. Malik hopes to use social media to find some new customers for his bicycle shop. Technorati and Tweetdeck would be good tools for this purpose.

ANS: T PTS: 1 REF: 357 OBJ: 22-3  
TOP: AACSB Reflective Thinking KEY: CB&E Model Strategy | CB&E Model Creativity  
MSC: BLOOMS Application

10. Most marketers have not yet been able to determine how to measure the benefits of social media.

ANS: T PTS: 1 REF: 357 OBJ: 22-3  
TOP: AACSB Reflective Thinking KEY: CB&E Model Strategy  
MSC: BLOOMS Comprehension

11. Monette has posted over 100 book reviews on Amazon.com. She also frequently reviews products and services on Epinions and posts her impressions of local restaurants on Yelp. As a social media user, Monette would best be characterized as a joiner.

ANS: F

Joiners are those who maintain a social networking profile and visit other sites. Monette would best be characterized as a critic because she posts comments, ratings, and reviews of products and services on blogs and forums.

PTS: 1 REF: 358 OBJ: 22-4 TOP: AACSB Reflective Thinking  
KEY: CB&E Model Strategy | CB&E Model Customer MSC: BLOOMS Application

12. Research indicates that the number of people who contribute content on social media sites is actually decreasing.

ANS: T                    PTS: 1                    REF: 358                    OBJ: 22-4  
TOP: AACSB Reflective Thinking                    KEY: CB&E Model Strategy  
MSC: BLOOMS Comprehension

13. A publicly accessible Web page that serves as an interactive journal is called a tweet.

ANS: F

A publicly accessible Web page that serves as an interactive journal is called a blog. A tweet is the name given to a post on Twitter.

PTS: 1                    REF: 357                    OBJ: 22-5                    TOP: AACSB Reflective Thinking  
KEY: CB&E Model Strategy | CB&E Model Creativity                    MSC: BLOOMS Knowledge

14. Mary is a stay-at-home mom who loves to cook. She shares recipes and cooking tips on her popular blog, What's Cooking with Mary. Because of her blog's popularity, many food and cookware companies send her products to try, hoping for a good review. Sometimes Mary even receives money in exchange for a review. Under Federal Trade Commission regulations, Mary is obligated to disclose any financial relationship she may have with these companies.

ANS: T                    PTS: 1                    REF: 359                    OBJ: 22-5  
TOP: AACSB Reflective Thinking                    KEY: CB&E Model Strategy  
MSC: BLOOMS Application

15. A large part of Twitter's success results from the one-dimensional nature of the platform—it is limited to text messages only, which makes it simpler for people to use than platforms that allow the sharing of photos or external links.

ANS: F

Twitter is actually a very versatile platform, and tweets can be amended with photos, videos, and external links.

PTS: 1                    REF: 359                    OBJ: 22-5                    TOP: AACSB Reflective Thinking  
KEY: CB&E Model Strategy | CB&E Model Creativity                    MSC: BLOOMS Comprehension

16. Facebook can best be characterized as a microblog.

ANS: F

Facebook is best characterized as a social networking site.

PTS: 1                    REF: 360                    OBJ: 22-5                    TOP: AACSB Reflective Thinking  
KEY: CB&E Model Strategy                    MSC: BLOOMS Comprehension

17. Estefan works as a production editor for a major textbook publisher. He hopes to build a list of freelancers whom he can call on to edit and proofread materials for his company. LinkedIn would be a good place for Estefan to find such individuals.

ANS: T                    PTS: 1                    REF: 361                    OBJ: 22-5  
TOP: AACSB Reflective Thinking                    KEY: CB&E Model Strategy | CB&E Model Promotion  
MSC: BLOOMS Application

18. Teenage boys make up the vast majority of YouTube users.