

Social Media Advertising Practice Test Questions and Answers

1. Which metric is most important for measuring social media advertising ROI?

- A) Number of likes and shares
- B) Cost per acquisition (CPA) and conversion rate
- C) Total number of followers gained
- D) Number of comments received

2. What is the primary advantage of Facebook's Lookalike Audiences?

- A) They cost less than other targeting options
- B) They target users similar to your existing customers
- C) They only show ads to current followers
- D) They guarantee higher click-through rates

3. Which social media platform is most effective for B2B advertising?

- A) TikTok
- B) LinkedIn
- C) Snapchat
- D) Pinterest

4. What is A/B testing in social media advertising?

- A) Testing ads only on weekends
- B) Comparing two versions of an ad to see which performs better
- C) Running ads only on mobile devices
- D) Testing ads with different budgets only

Answers: 1-B 2-B 3-B 4-B

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