

EXPERT SESSION QUIZ ANSWERS

TITLE: **HOW TO SET SMART GOALS**

EXPERT: **SAM HIRBOD**

1. How can you attract more leads?
 - A. Have a CRM platform
 - B. Build forms on your site
 - C. Start a blog
 - D. Have lead scoring

2. “Once you know the essentials, focus on: _____.”
 - A. generating leads
 - B. customer satisfaction
 - C. converting leads to customers
 - D. up selling

3. True or False: Less friction equals lower customer satisfaction.
 - A. True
 - B. False

4. What does the acronym SMART stand for?
 - A. Social, marketing, awareness, responsive, timely
 - B. Specific, measurable, awareness, relevant, timely
 - C. Social, measurable, awareness, rewarding, telling
 - D. Specific measurable, attainable, relevant, timely

5. What is one way that you can stay proactive with your SMART goals?
 - A. Analyze your data before, during and after a campaign
 - B. Micromanage
 - C. Set easily attainable goals
 - D. Check socials to see how your campaign is doing

6. What should you review if you're not hitting SMART goals?
 - A. Optimization
 - B. Your clients
 - C. Budget
 - D. Your company

7. Which of the following is one of Sam's three success factors?
 - A. Listen to your audience
 - B. Keep your client in the loop

- C. Work harder than anyone else
 - D. Never give up
8. True or False: You should base your goals off data.
- A. True
 - B. False
9. "If you are not setting goals, then you will never reach your _____."
- A. Objective
 - B. SMART goal
 - C. Potential
 - D. Benchmark
10. True or False: When setting SMART goals with a client, you should ask them what their biggest challenge is preventing them from reaching their goal.
- A. True
 - B. False