



Expert Session Quiz

Expert: Matt Umbro

Title: Growing a Community and Brand – The Story of PPC Chat

1. What was the speaker's number one tip for finding a job upon graduation?
 - a. Be persistent
 - b. Apply everywhere
 - c. Build your brand first
 - d. Be open minded

2. The presenter said testimonials and case studies were the best way to do what?
 - a. Demonstrate results
 - b. Create backlinks
 - c. Drive traffic to a site
 - d. Generate new business

3. How did the presenter begin to bring together the PPC community?
 - a. Sent a tweet
 - b. Created a blog
 - c. Created a logo
 - d. Bought a URL

4. What role did the developer of PPCChat create for himself when he first started the online community?
 - a. Moderator
 - b. Editor
 - c. Topic expert
 - d. Blogger

5. In order to make the chat _____, the presenter committed to have the chat every week and adequately prepare for it.
- consistently good
 - valuable
 - profitable
 - memorable
6. Where does the developer of PPCChat first post the upcoming week's topic?
- LinkedIn
 - Twitter
 - Facebook
 - Instagram
7. Leading up to each chat, Umbro sends out five to seven tweets in preparation for the chat to keep it _____.
- top of mind
 - fresh
 - interesting
 - trending
8. _____ are compilations of all the tweets for a particular chat as a transcript that Umbro puts on his personal blog.
- Streamcaps
 - Summaries
 - Tweetaries
 - Tweetcaps
9. To help spread the PPCChat brand online, those who join the chat constantly can put a PPCChat _____ on their own site to identify themselves as a regular participant.
- badge
 - logo
 - backlink
 - transcript

10. At one year anniversary, Umbro wanted to show that PPCChat was here to stay, and therefore created what?

- a. A logo
- b. A website
- c. A blog
- d. A hashtag

11. The second social media channel that Umbro created for PPCChat after Twitter was _____.

- a. LinkedIn
- b. Facebook
- c. Instagram
- d. Pinterest

12. In order to monetize PPCChat, Umbro began to do what?

- a. Sell sponsorships for each chat
- b. Sell ads on the website
- c. Create a membership structure
- d. Charge for access

13. In order to continue spreading the brand online, Umbro made sure new logo included what?

- a. The website URL
- b. The PPCChat hashtag
- c. The LinkedIn address
- d. His email address