

EXPERT SESSION QUIZ ANSWERS

Title: **Launching Your Digital Marketing Career**

Name: **Nathan Tanner**

1. When is the best time to create your LinkedIn profile?
 - a. After you graduate college
 - b. After you get your first job
 - c. Right now (while you are a student)
 - d. It's really not necessary

2. Your LinkedIn profile image doesn't need to look professional since it's on a social media website.
 - a. True
 - b. False

3. The LinkedIn alumni tool is a great way to?
 - a. Find people within certain companies
 - b. Help you make introductions to people with whom you're wanting to connect
 - c. Get a scholarship
 - d. None of the above

4. If you have a fully complete and optimized LinkedIn profile, you are _____ times more likely to receive job opportunities on LinkedIn.
 - a. 40
 - b. 8
 - c. 90
 - d. 15

5. According to Nathan, what is effective networking?
 - a. Shaking the hands of everyone in a room
 - b. Carrying business cards on you at all times
 - c. Building genuine relationships
 - d. Telling people how awesome you are

6. 70% of jobs are found through networking.
 - a. True
 - b. False

7. According to Nathan, what is the most underrated tool for building relationships?
 - a. Text messaging
 - b. Informational interviews
 - c. LinkedIn advertising
 - d. All of the above

8. Which is not a way to gain work experience, according to Nathan?
 - a. Internships
 - b. Work for free
 - c. Course projects
 - d. All of the above

9. You can develop a professional competitive advantage by answering questions regarding your
 - a. Assets, desires, family
 - b. Aspirations, market realities, digital marketing knowledge
 - c. Assets, aspirations, market realities
 - d. Meaning of life

10. According to a quote shared by Nathan, “It is not the strongest or the most intelligent that survives. It is the one that is _____.”
 - a. Most adaptable to change
 - b. More motivated
 - c. Willing to take greater risks
 - d. All of the above