



Expert Session Quiz

Expert: Julbert Abraham

Title: Maximize The Power of LinkedIn

1. How many professionals are registered on LinkedIn?
 - A. 528 million +
 - B. 500 million +
 - C. 1.1 billion +
 - D. 932 million +
2. What country has the most LinkedIn members?
 - A. UK
 - B. Brazil
 - C. United States
 - D. China
 - E. India
3. What percentage of LinkedIn users are senior level executives and above?
 - A. 28%
 - B. 39%
 - C. 46%
 - D. 54%
4. There are over ____ million company pages on LinkedIn.
 - A. 5
 - B. 10
 - C. 15
 - D. 35
5. You can use LinkedIn for?
 - A. Networking
 - B. Strategic partnerships
 - C. Brand awareness
 - D. Fundraising
 - E. All the above
6. You can write an organic content article within LinkedIn?
 - A. True
 - B. False

7. Status updates are very important on LinkedIn?
 - A. True
 - B. False
8. To do lead generation on LinkedIn, you can use which of the following?
 - A. AdWords
 - B. LinkedIn Messenger
 - C. Sales Navigator
 - D. Grapevine6
 - E. Social Selling Index
9. Short essay, 3 to 4 sentences. Explain the benefits of leveraging LinkedIn.

10. What question would you ask the presenter?