



Expert Session Quiz

Expert: Ben Dahl & Logan Young

Title: How to Begin a Dollar-a-Day Facebook Ad Strategy

1. True or False: Social media requires a lot of money upfront to get started.
 - a. True
 - b. False
2. What is the first step to getting started on a dollar a day ad strategy?
 - a. Budget your money for the ad campaign
 - b. Create content for your ads
 - c. Create a page
 - d. Collect target customers contact information
3. How many impressions can a dollar of ad spend get you?
 - a. 150 -250 impressions
 - b. 10-100 impressions
 - c. 250-300 impressions
 - d. 50-60 impressions
4. True or False: On average one in every ten post is a winner in the dollar-a-day ad strategy.
 - a. True
 - b. False
5. How long have some of the best dollar-a-day videos been promoted?
 - a. Less than a week
 - b. About a month
 - c. Less than a year
 - d. Over a year
6. What are the three types of content? (select all that apply)
 - a. Calendar driven
 - b. Creative

- c. Spontaneous
 - d. Evergreen
7. What is evergreen content?
- a. It's centered around nature
 - b. It's lively
 - c. It can live forever
 - d. It focuses on problems
8. If an ad is getting low reach and low engagement you should:
- a. Spend more money
 - b. Share on other social platforms
 - c. Wait and see what happens
 - d. Stop running the ad
9. True or False: Your personal preference about an ad should trump all other opinions
- a. True
 - b. False
10. What is the average time a tweet will live on twitter?
- a. 12 minutes
 - b. 1 hour
 - c. 1 day
 - d. 1 month