



Expert Session Quiz

Expert: Matt Siltala

Title: How to make the best content in the world

1. What are some of the problems Matt's clients talk about?
 - a. We need infographics
 - b. We need to be creating video
 - c. We need to be on all the social media
 - d. All of the above

2. What is the process of creating a visual snack pack?
 - a. infographic, infogram, 3 social media sizes, mini-motiongraphic
 - b. Videos, instagram, facebook, linkedin
 - c. 3 social media sizes, mini-motiongraphic, video, infographic
 - d. Infographic, video, facebook, instagram, linkedin

3. What 3 teams were mentioned in the video that should be getting involved to create better social media content? (select all that apply)
 - a. PPC
 - b. Marketing
 - c. SEO
 - d. Outreach

4. Why is it so important to get all the teams involved?
 - a. You want to hear everyone's ideas
 - b. You don't want the project shot down before work has been done
 - c. It's company policy
 - d. You don't want the project shot down after work has been done

5. You should create content in the hopes that it gets likes and links
 - a. True
 - b. False

6. When creating content it should have?
 - a. Bright colors
 - b. Brand exposure
 - c. Objectives
 - d. A large budget

7. You can create lots of content from one piece of content.
 - a. True
 - b. False

8. What is a content calendar?
 - a. Maps out the topics and content created on specific days
 - b. Shows what days of the week are best to post
 - c. Informs customers when businesses post
 - d. Helps keep managers organized so they don't miss business meetings

9. Think beyond the...
 - a. Numbers
 - b. Deadline
 - c. Business
 - d. Normal

10. One graphic led to over \$100,000 dollars in revenue for Avalaunch
 - a. True
 - b. False

