STUKENT

Expert Session Quiz

Expert: Michael Brito

Title: Data Driven Story Telling

1. What is the role of a Promoter in the 1:9:90 model?
   a. Take influencer content, provide context and share it
   b. Driving the conversation about a topic
   c. Consume the content
   d. Verify and validate decisions
2. Michael defines an audience by separating them into what two categories?
   a. B2B Audience and Consumer Audience
   b. Consumer Audience and Social Audience
   c. Social Audience and B2B Audience
   d. Online Audience and Consumer Audience
3. According to Michael, who on the internet is influential?
   a. Everyone
   b. Social Media networks
   c. Newsrooms
   d. Celebrities
4. What are the four R's that define how influence is measured?
   a. Relevance, Reference, Reach and Resonance
   b. Reach, Run, Reference and Relevance
   c. Resonance, Reconnect, Reach Relevance
   d. Represent, Reach, Reference, Relevance
5. Besides research purposes, what are the benefits of knowing what topics the influencers in your audience are talking about?
6. What does the index number mean when Michael explains what the audience is reading?
   a. The uniqueness of your audience
   b. The age of your audience
   c. How many people viewed your content
   d. Time they spent on viewing the content
7. According to Michael, what are two benefits of focused influencer engagement (Select all that apply)?
   a. It gets you on the influencers radar
   b. Your audience will find your content more relevant
   c. Your account gets more likes
   d. Your audience will share your content
8. What is the goal of the Real-time Content and Activation flow chart?
   a. To be able to engage your audience in a structured and quick manor
   b. To help distinguish what is relevant content and what is not

       c. It shows the way an audience will react to certain content

       d. It is a way to plan out marketing campaigns ahead of time

9. What are two benefits of collaborating with influencers?

       a. Bigger Reach

       b. Popularity

       c. Credibility

       d. Clarity

10. Based off the presentation, how can data be used to grow brand relevance?