

EXPERT SESSION QUIZ

Title: **How to Run a Successful Giveaway**

Name: **Van Oakes**

1. True or False: Van suggests having multiple ad accounts on Facebook.
 - a. True
 - b. False

2. What is Van's first step to conducting a successful giveaway?
 - a. Know your niche
 - b. Establish a giveaway
 - c. Find a product with margins to run a giveaway
 - d. Set up a website up for the giveaway

3. Van's third step to conducting a successful giveaway includes setting up a website for the giveaway. When visiting the website, what should be front and center for visitors?
 - a. Your products
 - b. The giveaway
 - c. Testimonials
 - d. Ads

4. What is the minimum engagement percentage you should look for when finding the correct influencer?
 - a. 1%
 - b. 2%
 - c. 3%
 - d. 4%

5. True or False: When finding the correct influencer, a high follower count is more important than a high engagement rate.
 - a. True
 - b. False

6. True or False: You'll get higher quality content from an influencer when his or her payout is performance-based.
 - a. True
 - b. False

7. Which of the following is the correct order for requesting access to run ads on people's Facebook pages?
- Go into Business Manager>Business Settings>Pages>Add Page>Request Access
 - Go into Business Manager>Pages>Business Settings>Request Access>Add Page
 - Go into Business Manager>Pages>Business Settings>Add Page>Request Access
 - Go into Business Manager>Request Access>Pages>Business Settings>Add Page
8. When are you most likely to have your audience's attention during a video?
- During the first five seconds
 - During the first 20 seconds
 - During the last five seconds
 - During the last 20 seconds
9. During his first campaign, Van allocates most of his ad spend to
- PPE video
 - Video views
 - Conversions
 - PPC advertising
10. What is the last step in Van's 10-step giveaway model?
- Start another giveaway
 - Show the winners
 - Pre-select the winner
 - Spend the rest of your budget