

EXPERT SESSION QUIZ

Title: **Instagram Master Class Part 5: Influencer Marketing**

Name: **Anna Semyanova**

1. What percent of consumers trust peer recommendations?
 - a. 20 percent
 - b. 30 percent
 - c. 80 percent
 - d. 90 percent

2. True or False: The majority of people believe the advertising industry does not act with integrity.
 - a. True
 - b. False

3. True or False: Traditional marketing results in 11 times lower return on investment (ROI) than influencer marketing content.
 - a. True
 - b. False

4. According to Anna, businesses earn roughly _____ for every \$1 they spend on influencer marketing.
 - a. \$14
 - b. \$16
 - c. \$18
 - d. \$20

5. True or False: Social proof is a psychological phenomenon where people conform to the actions of others under the assumption that those actions are reflective of the correct behavior.
 - a. True
 - b. False

6. Fill in the blank: Whenever you use influencer marketing you are gaining _____ for your brand.
 - a. Integrity
 - b. Followers
 - c. Social proof
 - d. Customers

7. Which of the following is NOT a benefit of influencer marketing according to Anna?

- a. Increased sales
 - b. Help raise brand awareness
 - c. Drive engagement
 - d. Increase your follower count
8. How does Anna redefine the term influencer?
- a. An influencer is a person who has thousands, even millions, of followers.
 - b. An influencer is a person who has the ability to convince their followers to take action.
 - c. An influencer is anyone who is willing to represent your business or brand on their social profiles.
 - d. An influencer is not a person but is only a brand.
10. How much does the average sponsored Instagram post cost?
- a. \$271
 - b. \$434
 - c. \$320
 - d. \$172
12. What is the average cost per post for influencers with less than 1,000 followers?
- a. \$107.50
 - b. \$82.50
 - c. \$240.20
 - d. \$763.30