

EXPERT SESSION QUIZ

Title: **User Generated Content: The Social Proof Content Strategy You Already Have, But Are Not Using**

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1. What is user generated content?
 - a. content that you ask your users to create
 - b. Images, video, text, audio created by product users to convey their experience.
 - c. Marketing content made by someone at your company
 - d. Content created by influencers who you pay to use your product

2. The two options for recruiting influencers are to _____ or _____ influencers.
 - a. Buy; Sell
 - b. Create; Trade
 - c. Buy; Create
 - d. Trade; Sell

3. Which of the following is NOT a part of getting started with influencers?
 - a. Write a creative brief
 - b. Identify your budget
 - c. Write a script or storyboard
 - d. Reach out to influencers directly

4. True or False: When sending information over to an influencer, it's good to include information about your company or brand like a style guide, logos, top product shots, current video content, and a product brief.
 - a. True
 - b. False

5. True or false: Influencer costs can range from \$0 to over \$1 Million.
 - a. True
 - b. False

6. Which of the following is a platform that can be used for user generated content contests.
 - a. Woobox
 - b. Shortstuff
 - c. Glim
 - d. Stackr

7. True or false: It's NOT very effective or helpful to keep a folder of all the UGC you get.

- a. True
- b. False

8. What does it mean to have a 3.5 ROAS?

- a. For every \$1 spend on advertising you got \$3.50 back in revenue
- b. You got 3.5 out of 5 stars
- c. You are ranking 3.5 in ad spend
- d. You're audience just grew by 3.5 times