

Choose the correct option.

1. What level of ____ does your company have? What does it do to build trust among clients?

- a. ☐ **credibility**
- b. ☐ **loyalty**

4. Who would be a perfect ____ to recommend your company product? Why? Who would you never ask to do it?

- a. ☐ **influencer**
- b. ☐ **lead**

7. You are going to start an ad campaign of your company's new product on Facebook. What would it be? What ____ button will you choose to attract more people?

- a. ☐ **lead**
- b. ☐ **call-to-action**

10. Have you ever taken part in a ____ organized in a social network? Do you think they are helpful to attract new clients?

- a. ☐ **raffle**
- b. ☐ **call-to-action**

2. What ____ would you post to show a high level of credibility?

- a. ☐ **data**
- b. ☐ **content**

5. Does your company take actions to raise ____ of environmental problems among workers and clients? If yes, how?

- a. ☐ **credibility**
- b. ☐ **awareness**

8. How can people who show ____ to your company be useful in social networks?

- a. ☐ **loyalty**
- b. ☐ **awareness**

3. If your company organized ____, what prize would be the best? What would you ask your subscribers to do?

- a. ☐ **a giveaway**
- b. ☐ **a campaign**

6. Are there enough clients in your ____? What can the company do to increase it?

- a. ☐ **data**
- b. ☐ **database**

9. Did you buy something recommended by a blogger and then realize it was just a ____?

- a. ☐ **raffle**
- b. ☐ **hype**