**IU.DE TESTING SERVICE**

ADVANCED WORKBOOK

# Assignment 1:

Viral marketing is a way of preparing social media content that appeals to a large number of users. Explain the specific features of viral marketing and use a real example that you have selected to highlight the potential of this form of advertising.

# Assignment 2:

The start-up “Hello World” recently launched, and it would like to create an Instagram account. The managers at the start-up think it is very important to have participating users that they can interact with, since they want to incorporate user feedback to further develop the company and its products. They therefore want to pay particular attention to user-generated content and hold regular sweepstakes. What legal aspects does “Hello World” need to consider?

# Assignment 3:

Social media marketing can achieve different goals depending on an individual company’s ultimate aims. First, outline the seven target categories of the German Association of the Digital Economy. Then show how one of these goals can be achieved in practice, using a real example of a company’s social media presence/social media campaign of your own choosing.

# Assignment 4:

Define the term “social networks” and describe the five most common features that social networks offer their users.

# Assignment 5:

Explain what is meant by “owned,” “earned,” and ”paid” media using a real example of your own choosing.

# Assignment 6:

What is the relationship between community management and social media monitoring? Explain both terms and then describe the relationship between them.