

1D0-623^{Q&As}

CIW Social Media Specialist

Pass CIW 1D0-623 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.pass2lead.com/1d0-623.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by CIW Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers



QUESTION 1

A marketing company is developing a promotional service that it will offer to various clients. The service includes daily posts on popular social media platforms including information about selected products, a map of the client's current location and the date/time the product is available. What kind of business client would best benefit from this social media strategy's?

- A. A franchise restaurant company with 30 locations.
- B. A gourmet food truck selling upscale sandwiches.
- C. An art gallery selling antique paintings.
- D. A mobile pet grooming service.

Correct Answer: C

QUESTION 2

An electronics manufacturer recently released an updated product that corrects the defects of a previous version. Many customers are liking.

- A. Impression.
- B. Reach
- C. Exposure
- D. Engagement

Correct Answer: D

QUESTION 3

Jenn works for a company that sells non-toxic, environmentally friendly cleaning products. She is making a list of content she would like to use in the social media campaign.

What content should she create in order to have an impact across multiple social media platforms?

- A. Several trendy collage images with various filters, an elaborate infographic explaining the chemistry behind their cleaning products and video interviews with various members of the marketing and sales team
- B. A profile and a cover photo to repurpose across all platforms and a full length video of an infomercial the company recently aired on regional television
- C. Images that contain the brand color scheme and products, infographics on the impact of toxic cleaning chemicals on the environment compared to their products and videos demonstrating how well the products work
- D. A wide variety of images with eye-popping color schemes, infographics similar to their competitors' and a podcast discussing how well their products work

Correct Answer: C

QUESTION 4

A marine biology expert works as a guide with a whale-watching tour company. He wants to communicate information on Scientific research, videos of whale sighting and other events to potential tour customer and whale conservation. He also wants to share information from this industry peers. Which social media tool can he use to meet these needs?

- A. Live streaming
- B. Business blog
- C. Micro blog
- D. Webinar

Correct Answer: C

QUESTION 5

David is the social media manager of a privately owned teenage sports club social media site. When an individual or organization signs up on the site, they must agree to the terms of use and privacy policies before being allowed to create a profile or post on the site. These policies provide

David's organization the ability to collect and use data about the user, such as their interests. Which of the following would be an inappropriate use of this information?

- A. The owner of the site uses the contact information to sell them services from other companies he owns
- B. The social media marketing manager identifies users with similar sports interests and sends links of upcoming sports events and group activities
- C. The legal department sends notices to users who are using the site inappropriately, to stop these specific behaviors
- D. The social media community manager collects data to identify and measure user engagement and to locate influencers who can assist in building the community

Correct Answer: A

[Latest 1D0-623 Dumps](#)

[1D0-623 Study Guide](#)

[1D0-623 Exam Questions](#)