

1D0-623^{Q&As}

CIW Social Media Specialist

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QUESTION 1

In order to be considered as part of a brand's primary audience, a persona must be:

- A. someone who is interested in the product, needs the product and is able to afford the product.
- B. a returning customer who shares the product with other users and who regularly interacts with your brand.
- C. considered a brand ambassador, a customer who regularly interacts with your brand and a returning customer.
- D. someone who is interested in the product, wants to share the product with more users and is able to afford the product.

Correct Answer: A

QUESTION 2

During which stages of the social media strategy planning cycle should you perform social media optimization (SMO)?

- A. Define strategies, implement; monitor and adjust; listen and analyze
- B. Listen and analyze, identify the target audience, set goals, define strategies, implement, monitor and adjust
- C. Implement, monitor and adjust, listen and analyze.
- D. Implement, monitor and adjust.

Correct Answer: B

QUESTION 3

A yarn store is running an online group with several hundred members on a popular social media site to share newly developed patterns and projects. The group manager notices that only a few members are regularly posting. What can she do to encourage more people to share their projects?

- A. Offer free yarn skeins to first time posters.
- B. Encourage the frequent posters to contribute more.
- C. Cross post new projects from a quilters group.
- D. Create instructional videos of previously posted projects.

Correct Answer: A

QUESTION 4

A company has determined that their typical customer hears about their products from their social media network. Then visits the company Web site and then makes a purchase. What type of conversion attribute model is this?

- A. Multi source
- B. Last social touch
- C. Position based
- D. Single source

Correct Answer: A

QUESTION 5

Bill owns a small, local video production company. His current customer base consists mostly of local musicians looking for live concert music videos and small start-up businesses in need of social media video advertising. His goal is to increase his bookings.

When he creates a social media posting, which of the following messages would be an effective call to action?

- A. Share this with all of your friends
- B. Watch this video compilation to see what services we have to offer.
- C. Message me for details
- D. Schedule a video shoot today, to receive a 10% discount

Correct Answer: D

QUESTION 6

A company can use statics from social media to predict behavior. What kind of big data strategy is this?

- A. Social analysis
- B. Performance management
- C. Decision science
- D. Data exploration

Correct Answer: D

QUESTION 7

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 8

A self-employed motivational speaker is active on several forms of social media including Twitter, Facebook and YouTube. However, he does not have the time or resources to maintain a presence on other social media site. What is the most cost effective way to make sure potential customers can still reach him?

- A. Ignore the other sites because his primary audience does not participate on them.
- B. Hire someone to create and maintain his online presence on other social media sites.
- C. Create placeholder pages that redirect visitors to his Web site or other social media sites.
- D. Expand his marketing efforts to reach potential customers through traditional marketing (direct mail advertising, etc)

Correct Answer: C

QUESTION 9

Erin has been assigned to grow the social media community for a health care provider association She wants to include open job postings and mentoring sections in the community to help people network

What types of risks will she need to address as she develops the strategy for these community areas?

- A. Damage to reputation and legal issues.
- B. Regulatory compliance and privacy violations
- C. Cybercrime and financial loss
- D. Theft of intellectual property and corporate identity

Correct Answer: B

QUESTION 10

The author, graphic designer and publisher of a series of graphic novels will be making appearances to sign their work at a major fan conference

What would be the best strategy to attract the largest number of customers to the signing?

- A. Share videos of previous signings on YouTube.
- B. Schedule an event on Facebook.
- C. Update their biographies on LinkedIn
- D. Post images from the novels to Pinterest

Correct Answer: A

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