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CIW Social Media Specialist

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QUESTION 1

Which of the following is a benefit researching and social media personas for a business?

- A. Helps you focus on who your main brand consumer is and seeing your products from their perspective.
- B. Helps you identify the demographics of your current audience.
- C. Helps you identify problem areas in your campaign during the monitor and adjust phase.
- D. Helps you keep the cost of purchasing social media ads to a minimum.

Correct Answer: C

QUESTION 2

Mariah works for a local community organization and is creating a social media campaign to drive their followers to sign-up for their monthly e-mail newsletter. Which of the following would be the most effective way for her to optimize her social media campaign?

- A. Use multiple variations of the post over the duration of the campaign with catchy headlines and images that are tailored to each platform. Make sure to never use the exact post twice.
- B. Use the same post headlines and images across all platforms for brand uniformity. Use the same post multiple times over the course of the campaign in order to create a consistent message.
- C. Use headlines and images that are optimized for each platform. Post the information only once on each platform to avoid annoying the user base.
- D. Use descriptive headlines and text that give users as much information as possible. Use images that are optimized for each social media platform Use the same images each time the information is posted for brand consistency.

Correct Answer: A

QUESTION 3

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 4

A mid-sized technical company has an active presence on multiple social media sites. It has a variety of followers who communicate regularly about products and industry information. The company wants to increase the size of its social network in order to increase sales and revenue. The company plans to add paid advertising, as well as leveraging their organic advertising

What would help them choose the best platform to achieve their goals?

- A. Compare the advertising rates of multiple platforms and choose the least expensive one
- B. Identify the most common characteristics of their followers and select the platform that best targets them.
- C. Select the best possible graphic designer to create eye-catching, compelling advertisements.
- D. Consolidate the multiple platforms, by migrating users into one network.

Correct Answer: C

QUESTION 5

A company noticed a recent spike in online posting about their products. In response, they increased the amount of paid advertising for that particular product. However, sales of the product dropped by 75% in the next 3 months. Which big data value component was missing from the analysis about the spike?

- A. Choice the company used an inadequate data analysis system
- B. Confidence the combined data had insufficient certainty.
- C. Complexity, data from multiple sources was poorly matched and imprecise.
- D. Context; most of the posts were complaints about product performance.

Correct Answer: D

QUESTION 6

What kind of social media metric best measures the number of followers who noticed and responded to a paid advertisement?

- A. Cost per click
- B. Conversion attribution
- C. Total revenue earned
- D. Click-through rates

Correct Answer: D

QUESTION 7

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 sites. 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 8

A small business is selling widgets A recent customer is enthusiastic about social media network. What kind of social media communication is this?

- A. Paid communication
- B. Posted communication
- C. Owned communication
- D. Earned communication

Correct Answer: C

QUESTION 9

A major winter storm has closed a highway that runs through a national park The park service announces the closure on microblogging sites and major social media sites. They get several responses from park visitors requesting evacuation assistance. This behavior is commonly referred to as:

- A. crowdrising.
- B. crowdfunding
- C. crowdsourcing
- D. crowdshapping

Correct Answer: C

QUESTION 10

A marketing team has received a report that identifies several target audiences. They develop a plan to offer new products to the audiences based on the data in the report.

What stage of social media mining is this?

- A. Target data preprocessing
- B. Evaluation and interpretation
- C. Data transformation
- D. Data mining and patterning

Correct Answer: A

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