

## 1D0-623<sup>Q&As</sup>

CIW Social Media Specialist

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**QUESTION 1**

Which organization is likely to experience the highest impact of implementing an aggressive social media marketing campaign?

- A. A large financial services company providing payroll processing
- B. A car manufacturer that makes trucks, sedans and hybrids
- C. A political campaign for mayor of a large city
- D. A circus performance troupe that travels the country

Correct Answer: A

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**QUESTION 2**

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

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**QUESTION 3**

You suspect that some of your social media posts are not reaching your target audience. What can you do to improve the effectiveness of your posts?

- A. Create compelling ads and promote well-received organic posts.
- B. Evaluate the click through rates to your Web site.
- C. Repeat the same posts over and over.
- D. Address posts to the entire platform audience.

Correct Answer: A

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**QUESTION 4**

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

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## QUESTION 5

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

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