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CIW Social Media Specialist

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QUESTION 1

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 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

Drew is managing a social media advertising campaign. He has selected a popular social site. The site has a flat membership fee, plus a pay per-click fee. Drew will also be outsourcing the graphical design of the ads. What information do you need to calculate the cost-per-click of the campaign?

- A. Graphic design cost, membership fee, pay-per-click fee and total clicks made.
- B. Employee compensation, cost of goods sold and pay-per-click fee.
- C. Total budget amount, pay-per-click fee and total clicks made.
- D. E-commerce site listing fees, Web* site development costs and pay-per-click fees.

Correct Answer: C

QUESTION 4

Connie is the social media risk manager for a large retail shopping service. She has a comprehensive strategy to manage social media risks. She has implemented a program to train all departments within the company to be risk-aware. What tasks should she perform to ensure all departments are performing as expected?

- A. Create and revise policies for risk assessment, monitor activities for risks and create reports that assess risks and suggest controls
- B. Identify control requirements for risk assessment, identify regulatory or financial risks and create reports that assess risks and suggest controls
- C. Monitor activities for risks, train employees to identify risks and search social media data to support discovery or legal questions.
- D. Monitor activities for risks, measure and gather appropriate data and create reports that assess risks and suggest controls.

Correct Answer: C

QUESTION 5

Ten is the Social Media Strategic for a large educational institution and is responsible for social media risks with their communicates. She has implemented a quarterly comprehensive evaluation and daily checks for threats and weaknesses. What stage require assigning probability levels to threatsTen is the Social Media Strategic for a large educational institution and is responsible for social media risks with their communicates. She has implemented a quarterly comprehensive evaluation and daily checks for threats and weaknesses.

What stage require assigning probability levels to threats?

- A. Manage and mitigate
- B. Asses and evaluate
- C. Monitor and revise
- D. Identify and resolve

Correct Answer: D

QUESTION 6

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 7

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 8

A small book publishing company wants to promote their titles through social media

Which strategy would best support them?

- A. Post videos of interviews with published authors bundled with "buy now" social commerce options.
- B. Offer low cost writing workshops scheduled as shareable events.
- C. Auction signed copies of the books on retail shopping sites.
- D. Cultivate a relationship with an online book club to share announcements and offer free books

Correct Answer: D

QUESTION 9

Which of the following is a social media optimization technique that can aid in search engine optimization?

- A. Creating as many posts as possible, regardless of user engagement.
- B. Make sure all social media posts link back to your company's Web site.
- C. Share content from third parties that will engage users.
- D. Filling out all social media profiles completely.

Correct Answer: D

QUESTION 10

A company specialization in Europeriver cruises wants to expand its business to ocean cruises. It has a growing base of followers on popular social media platforms. Which social media tool can they use to attract new followers who are interested in ocean cruising?

- A. Banner advertising
- B. Organic advertising
- C. Paid advertising
- D. Viral advertising

Correct Answer: B

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