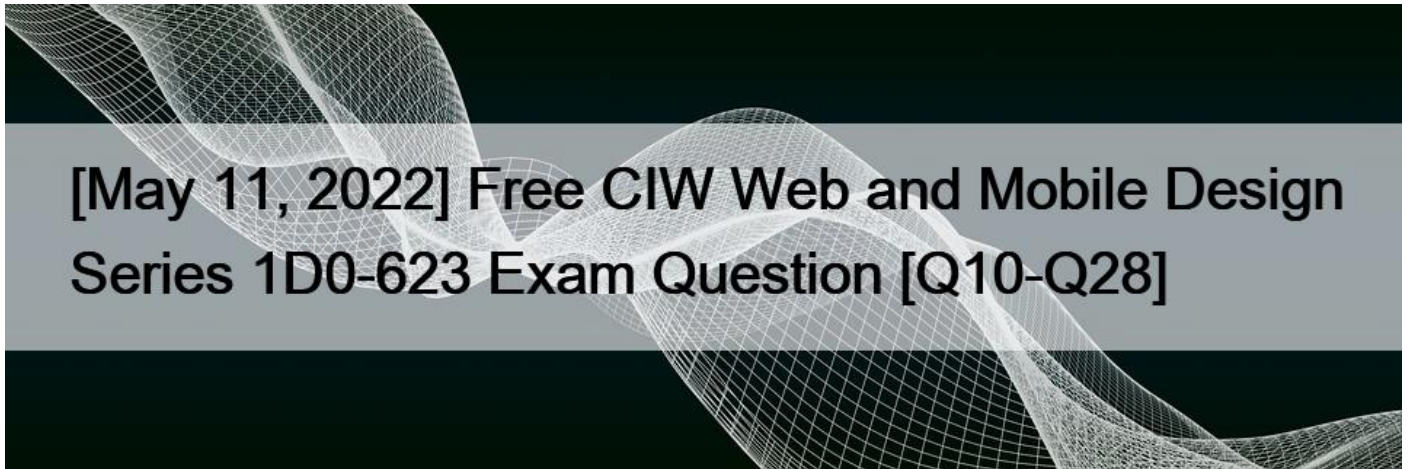


[May 11, 2022 Free CIW Web and Mobile Design Series 1D0-623 Exam Question [Q10-Q28]



[May 11, 2022] Free CIW Web and Mobile Design Series 1D0-623 Exam Question
1D0-623 dumps & CIW Web and Mobile Design Series sure practice dumps

NO.10 Katie has launched a new natural makeup company and is looking to offer her lipstick line to potential new customers using a social media campaign She has recently seen her competitors successfully use influencers to help promote their products to new customers. What should she look for when trying to identify the right potential influencers for her audience?

- * The 90/9/1 rule.
- * Promotion, sharing, and engagement
- * Reach, relevance, and resonance.
- * The 80/20 rule

NO.11 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?

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

NO.12 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?

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

NO.13 Kameron is assigned to minimize the vulnerabilities in his company's social media communications and online chatting features His company is launching a new product Information about the new product has been leaked to the public, ahead of

schedule To mitigate the situation. Kameron first focused on redefining who has access to new product information What would be the next area to improve?

- * Update computers to eliminate system vulnerabilities and to prevent theft of intellectual property.
- * Provide training for all employees in the company regarding legal and regulatory compliance
- * Eliminate ambiguous policies and inconsistent procedures for the roles with access to the new product information
- * Implement regular reviews of outbound communications

NO.14 Which of the following is the chief disadvantage to using social media?

- * A company must establish policies covering social media usage and provide training
- * You can gather information about what customers want in products.
- * In a crisis situation, a company's reputation can be damaged quickly.
- * A company can lose control of how its corporate logo is used.

NO.15 Jared has been assigned to review the company's social media policies and determine what changes should be considered for modification. As the review the ethical guidelines he identifies that he code of conduct section needs modification regarding employee's personal social media usage guidelines. Why is it important to include personal social media usage guidelines?

- * Competitors may recruit employees who are vocal about the company through their personal social media usage
- * Privacy laws prohibit a company from issuing guidelines regarding personal social media usage.
- * Personal social media usage can have a negative impact on the company's reputation.
- * Personal social media usage would not provide transparency.

NO.16 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?

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

NO.17 A fitness gym club has spent a significant amount of time and money building an online presence in social media. They have built pages on several platforms, gathered an audience and post content regularly. How can the club ensure they are staying on top of rapidly changing trends in social media?

- * Focus on analytic data from their current platforms to identify the customer preferences and demographics.
- * Schedule quarterly or semi-annual reviews of social media trends to identify new opportunities.
- * Start live streaming videos of exercise classes to encourage more people to join.
- * Hire an outside company to take over customer communications on current social media platforms.

NO.18 In order to be considered as part of a brand's primary audience, a persona must be:

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

NO.19 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?

- * Target data preprocessing
- * Evaluation and interpretation
- * Data transformation
- * Data mining and patterning

NO.20 Alice works in social media marketing for an established online shoe company. The company uses many simultaneous social media campaigns to encourage current and potential customers to purchase the latest fashion trends. During which stage of these social media campaigns should Alice define her audience's positions in the social media funnel?

- * Implementation and measurement
- * Planning
- * Development
- * Preparation

NO.21 Sarah works for a company that sells professional-wear clothing for women both online and in select retail stores. She is conducting a SWOT analysis of the company's social media plan. Which of the following should she have completed first?

- * Development of a persona.
- * A social media audit and a list of social media goals.
- * Analysis of current user demographic segmentation.
- * A social media audit.

NO.22 Jonathan works on the marketing team of a regional sporting goods retailer. He has been asked to give a short presentation at a company-wide meeting about the results of the marketing team's social media campaigns over the year. What type of social media report would be the most appropriate to use as the basis for this presentation?

- * Executive
- * Platform
- * Campaign
- * Community

NO.23 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?

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

NO.24 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?

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

NO.25 Which of the following is a benefit of social media auditing?

- * Compare your social media presence to your competitors.
- * Focus efforts on only the most important social media sites.
- * Maintain a specific style and tone in future social media posts.
- * Prevent bad data from entering the campaign decision making process.

NO.26 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?

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

NO.27 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?

- * 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.
- * 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.
- * Use headlines and images that are optimized for each platform. Post the information only once on each platform to avoid annoying the user base.
- * 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.

NO.28 Which of the following is a benefit researching and social media personas for a business?

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

CIW 1D0-623 Actual Questions and Braindumps: <https://www.topexamcollection.com/1D0-623-vce-collection.html>