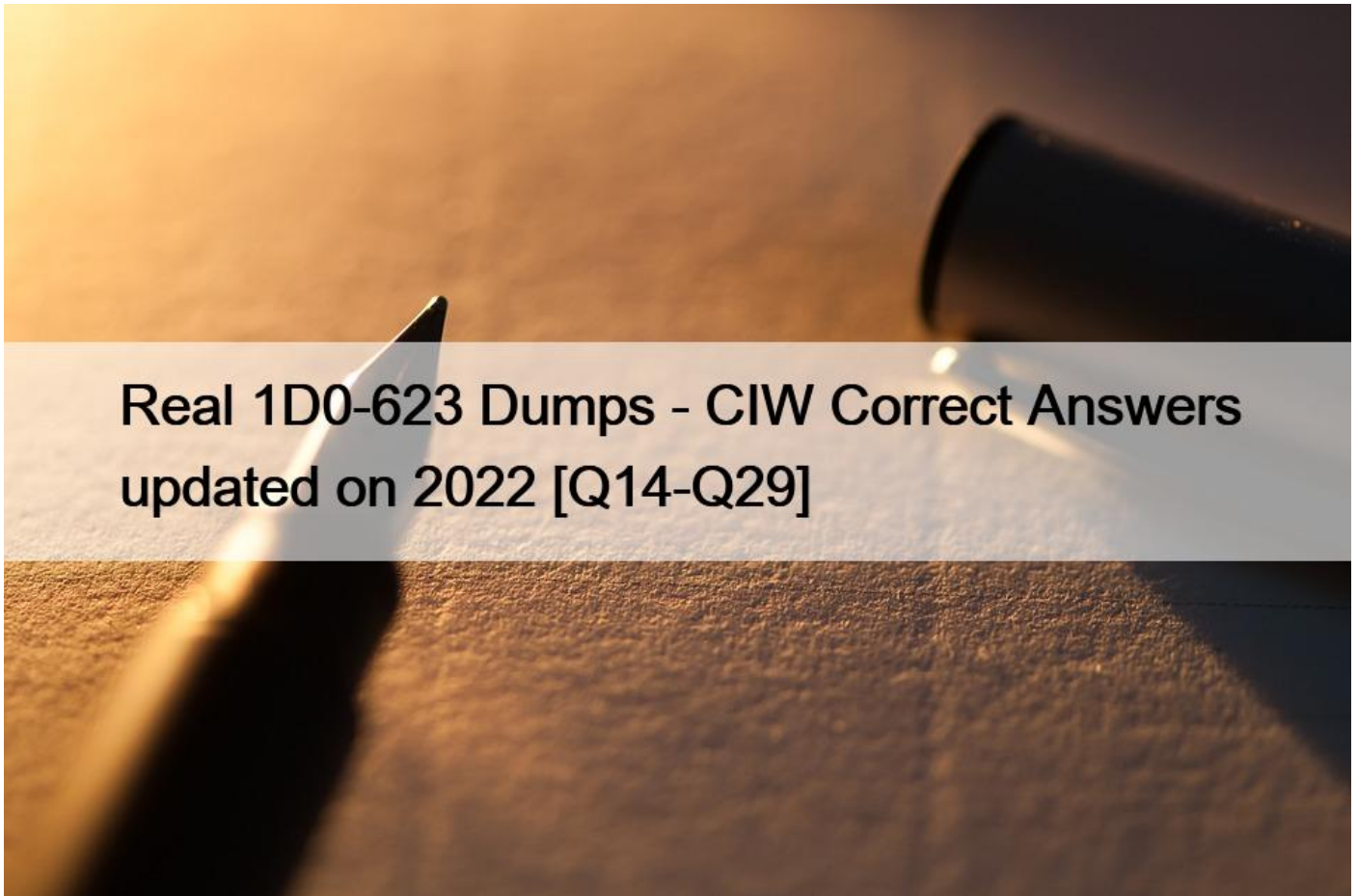


Real 1D0-623 Dumps - CIW Correct Answers updated on 2022 [Q14-Q29]



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CIW Web and Mobile Design Series 1D0-623 Exam Practice Dumps

Topics of CIW 1D0-623: CIW Social Media Specialist Exam **1D0-623 exam dumps** include the following topics:
- Introduction to Social Media- Using Social Media in Business- Developing a Social Media Strategy- Creating a Social Media Campaign- Social Media Platforms- Presentations and Business Blogs- Risks, Reputation, and Crisis Response- Social Media Advertising- Social Media Metrics and Analytics

Salary of CIW 1D0-623: CIW Social Media Specialist Exam Certified Professional

United States: 90,000 USD

Europe: 80,000 Euro

India: 6,600,100 INR

England: 68,000 Pound

NO.14 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.15 A company can use statistics from social media to predict behavior. What kind of big data strategy is this?

- * Social analysis
- * Performance management
- * Decision science
- * Data exploration

NO.16 Which of the following is a social media optimization technique that can aid in search engine optimization?

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

NO.17 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.18 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?

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

NO.19 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.20 A small business is selling widgets. A recent customer is enthusiastic about social media network. What kind of social media communication is this?

- * Paid communication
- * Posted communication
- * Owned communication
- * Earned communication

NO.21 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.22 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?

- * Live streaming
- * Business blog
- * Micro blog
- * Webinar

NO.23 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.24 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?

- * Multi source
- * Last social touch
- * Position based
- * Single source

NO.25 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.26 A large paper products company has recently hired a new CEO She is blogging regularly on social media to discuss ways to improve products and reduce negative impact on the environment. Other leaders in the company have engaged in her blog discussions and shared with their departments. This behavior is known as:

- * executive buy-in.
- * market repositioning
- * return on engagement (ROE)
- * corporate reorganization

NO.27 Dylan works for a small software start-up firm that is looking to use Facebook and Twitter to increase future revenues by building a larger potential customer base for their upcoming software release. Which of the following is a metric that could be used to evaluate the success of this social media campaign?

- * The total number of followers on each platform If each platform gains at least 10% more followers, the campaign will be considered a success.
- * The number of link-clicks each post receives If more than 50 followers did campaign, it will be considered a success.
- * The number of likes and comments each post receives. If more than 10 followers like or comment on each post in the campaign, it will be considered a success.
- * An increase in sales of their current software release. If sales increase by 5%, the campaign will be considered a success.

NO.28 A company has a goal of increasing revenue from social media sites by 15% in the next quarter. They know the costs of their paid advertising and internal resources to promote the social media platform. They also have a readily available metric (sales orders) and are collecting data on conversions from failover to lead to sale.

What is the company trying to calculate?

- * Return on engagement
- * Follower sentiment
- * Customer loyalty
- * Return on investment

NO.29 A game development company wants to create a new action adventure game. They already have an established online presence that includes many players of their existing games . They ask the players for ideas and scenarios for the new game. What stage of social community building is this?

- * Creation
- * Growth
- * Leverage
- * cultivation

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