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QUESTION 1

In order to be considered as part of a brand's primary audience, a persona must be:

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

Correct Answer: A

QUESTION 2

An airline customer service department needs to notify passengers when a flight is delayed. Which of the following is an example of a SMART goal mission statement for the customer service department?

- A. Alert passengers via text message about special offers on future flights
- B. Notify passengers via text message within 15 minutes of flight delays
- C. Alert the baggage handling department to move bags to temporary storage
- D. Notify airport management to update departure boards hourly

Correct Answer: C

QUESTION 3

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:

- A. executive buy-in.
- B. market repositioning
- C. return on engagement (ROE)
- D. corporate reorganization

Correct Answer: A

QUESTION 4

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?

- A. Implementation and measurement
- B. Planning
- C. Development
- D. Preparation

Correct Answer: B

QUESTION 5

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. 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

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