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QUESTION 1

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 2

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?

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

Correct Answer: A

QUESTION 3

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 4

A large grocery store chain has an print media operation. They publish weekly flyers to be inserted into newspapers. The also frequency send direct mail flyers. How can they best incorporate social media to their advertising mix?

- A. Post the weekly coupon flyer as a PDF.
- B. Post a link to their corporate Web site.
- C. Schedule promotionevents at various store locations.
- D. Post recipes with coupons for the ingredients.

Correct Answer: C

QUESTION 5

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?

- A. Target data preprocessing
- B. Evaluation and interpretation
- C. Data transformation
- D. Data mining and patterning

Correct Answer: A

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