



1D0-623^{Q&As}

CIW Social Media Specialist

Pass CIW 1D0-623 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.pass4itsure.com/1d0-623.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by CIW Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers



**QUESTION 1**

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, Wet* site development costs and pay-per-click fees.

Correct Answer: C

QUESTION 2

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

QUESTION 3

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 4**

When evaluating a visualization of social network members, the influencers are generally considered the most important. This is known as?

- A. Transitivity
- B. Structural equivalence
- C. Reciprocity
- D. Centrality

Correct Answer: A

QUESTION 5

Allan works for an event planning company and is creating a curated content article about the ten best games for breaking the ice at parties. He has found articles on the Internet, describing various games, which he wants to incorporate into his own content.

Which of the following is a best practice for using curated content ethically?

- A. Use the full text from two articles, plus snippets from others with links to the original articles\ Web sites
- B. Create a new title, links to the original sources and add personal editorial comments
- C. Choose multiple articles, pull snippets from them and use one of the titles from the articles.
- D. Use the images and full text from the longest article, add personal editorial comments and create a new title.

Correct Answer: B

[Latest 1D0-623 Dumps](#)

[1D0-623 VCE Dumps](#)

[1D0-623 Study Guide](#)