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QUESTION 1

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 2

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 3

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

Davids 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\?

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



Correct Answer: A

QUESTION 4

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 5

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?

- A. Return on engagement
- B. Follower sentiment
- C. Customer loyalty
- D. Return on investment

Correct Answer: A

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