



# 1D0-623<sup>Q&As</sup>

CIW Social Media Specialist

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**QUESTION 1**

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?

- A. Multi source
- B. Last social touch
- C. Position based
- D. Single source

Correct Answer: A

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**QUESTION 2**

Which organization is likely to experience the highest impact of implementing an aggressive social media marketing campaign?

- A. A large financial services company providing payroll processing
- B. A car manufacturer that makes trucks, sedans and hybrids
- C. A political campaign for mayor of a large city
- D. A circus performance troupe that travels the country

Correct Answer: A

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**QUESTION 3**

James is creating a social media strategy plan in order to help drive company sales. He is selecting various personas that might shop at the online store and ranking them based on their possible level of interest in the product. Which stage of the social media strategy plan cycle is he in?

- A. Set goals
- B. Listen and analyze
- C. Identify the target audience
- D. Define strategies

Correct Answer: C

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**QUESTION 4**

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?

- A. Share videos of previous signings on YouTube.
- B. Schedule an event on Facebook.
- C. Update their biographies on LinkedIn
- D. Post images from the novels to Pinterest

Correct Answer: A

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#### QUESTION 5

A major winter storm has closed a highway that runs through a national park. The park service announces the closure on microblogging sites and major social media sites. They get several responses from park visitors requesting evacuation assistance. This behavior is commonly referred to as:

- A. crowdrising.
- B. crowdfunding
- C. crowdsourcing
- D. crowshapping

Correct Answer: C

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