



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

CIW Social Media Specialist

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#### QUESTION 1

A company can use statics from social media to predict behavior. What kind of big data strategy is this?

- A. Social analysis
- B. Performance management
- C. Decision science
- D. Data exploration

Correct Answer: D

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#### QUESTION 2

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's?

- 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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#### QUESTION 3

A large grocery store chain has a print media operation. They publish weekly flyers to be inserted into newspapers. They also frequently 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 promotional events at various store locations.
- D. Post recipes with coupons for the ingredients.

Correct Answer: C

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#### QUESTION 4

Bill owns a small, local video production company. His current customer base consists mostly of local musicians looking



for live concert music videos and small start-up businesses in need of social media video advertising. His goal is to increase his bookings.

When he creates a social media posting, which of the following messages would be an effective call to action?

- A. Share this with all of your friends
- B. Watch this video compilation to see what services we have to offer.
- C. Message me for details
- D. Schedule a video shoot today, to receive a 10% discount

Correct Answer: D

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#### 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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#### QUESTION 6

A game development company wants to create a new action adventure game. They already have an established online presence that includes many players of their existing games . They ask the players for ideas and scenarios for the new game. What stage of social community building is this?

- A. Creation
- B. Growth
- C. Leverage
- D. cultivation

Correct Answer: B

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### QUESTION 7

A small business is selling widgets. A recent customer is enthusiastic about social media network. What kind of social media communication is this?

- A. Paid communication
- B. Posted communication
- C. Owned communication
- D. Earned communication

Correct Answer: C

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### QUESTION 8

Jenn works for a company that sells non-toxic, environmentally friendly cleaning products. She is making a list of content she would like to use in the social media campaign.

What content should she create in order to have an impact across multiple social media platforms?

- A. Several trendy collage images with various filters, an elaborate infographic explaining the chemistry behind their cleaning products and video interviews with various members of the marketing and sales team
- B. A profile and a cover photo to repurpose across all platforms and a full length video of an infomercial the company recently aired on regional television
- C. Images that contain the brand color scheme and products, infographics on the impact of toxic cleaning chemicals on the environment compared to their products and videos demonstrating how well the products work
- D. A wide variety of images with eye-popping color schemes, infographics similar to their competitors' and a podcast discussing how well their products work

Correct Answer: C

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### QUESTION 9

The developers of a point-of-sale retail transaction software has a system error in their Web server. Users of the system were unable to upload data through their remote data entry service. The customer quickly grew angry about the situation and began posting negative comments on several popular social media sites and company's public message board. The company is in the response stage of managing the crisis. What should they do?

- A. Post responses to the messages, explaining the problem and when it will be resolved.
- B. Remove all postings from their message board and publicly deny the error on the popular social media sites.
- C. Monitor the messages, to determine how many are posted, until the error is corrected. Then contact the message posters privately by phone or e-mail.
- D. Prepare an executive report on the crisis, with recommendations for organizational changes to prevent similar



incidents in the future.

Correct Answer: A

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#### QUESTION 10

Ten is the Social Media Strategic for a large educational institution and is responsible for social media risks with their communicates. She has implemented a quarterly comprehensive evaluation and daily checks for threats and weaknesses. What stage require assigning probability levels to threatsTen is the Social Media Strategic for a large educational institution and is responsible for social media risks with their communicates. She has implemented a quarterly comprehensive evaluation and daily checks for threats and weaknesses.

What stage require assigning probability levels to threats?

- A. Manage and mitigate
- B. Asses and evaluate
- C. Monitor and revise
- D. Identify and resolve

Correct Answer: D

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