



**Free Questions for 1D0-623 by certsinside**

**Shared by Mack on 29-01-2024**

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## Question 1

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**Question Type:** MultipleChoice

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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?

**Options:**

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

**Answer:**

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A

## Question 2

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**Question Type:** MultipleChoice

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

**Options:**

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

**Answer:**

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A

## Question 3

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**Question Type:** MultipleChoice

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A yarn store is running an online group with several hundred members on a popular social media site to share newly developed patterns and projects. The group manager notices that only a few members are regularly posting. What can she do to encourage more people to share their projects?

### Options:

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- A- Offer free yarn skeins to first time posters.
- B- Encourage the frequent posters to contribute more.
- C- Cross post new projects from a quilters group.
- D- Create instructional videos of previously posted projects.

### Answer:

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A

## Question 4

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**Question Type:** MultipleChoice

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Connie is the social media risk manager for a large retail shopping service. She has a comprehensive strategy to manage social media risks. She has implemented a program to train all departments within the company to be risk-aware. What tasks should she perform to ensure all departments are performing as expected?

**Options:**

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- A-** Create and revise policies for risk assessment, monitor activities for risks and create reports that assess risks and suggest controls
- B-** Identify control requirements for risk assessment, identify regulatory or financial risks and create reports that assess risks and suggest controls
- C-** Monitor activities for risks, train employees to identify risks and search social media data to support discovery or legal questions.
- D-** Monitor activities for risks, measure and gather appropriate data and create reports that assess risks and suggest controls.

**Answer:**

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C

## Question 5

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**Question Type: MultipleChoice**

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Katie has launched a new natural makeup company and is looking to offer her lipstick line to potential new customers using a social media campaign. She has recently seen her competitors successfully use influencers to help promote their products to new customers. What should she look for when trying to identify the right potential influencers for her audience?

**Options:**

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- A- The 90/9/1 rule.
- B- Promotion, sharing, and engagement
- C- Reach, relevance, and resonance.
- D- The 80/20 rule

**Answer:**

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B

## Question 6

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**Question Type:** MultipleChoice

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Sam, the CEO of a clothing company, is very vocal on political topics and expresses his opinions on the company Twitter account. What are the most likely risks due to this behavior?

**Options:**

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- A- Theft of intellectual property and cybercrime
- B- Financial loss and corporate identify theft.

**C-** Reputation damage and financial loss

**D-** Reputation damage and cybercrime.

**Answer:**

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A

## Question 7

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**Question Type: MultipleChoice**

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Which of the following is the chief disadvantage to using social media?

**Options:**

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**A-** A company must establish policies covering social media usage and provide training

**B-** You can gather information about what customers want in products.

**C-** In a crisis situation, a company's reputation can be damaged quickly.

**D-** A company can lose control of how its corporate logo is used.

**Answer:**

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C

## Question 8

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**Question Type:** MultipleChoice

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A mid-sized technical company has an active presence on multiple social media sites. It has a variety of followers who communicate regularly about products and industry information. The company wants to increase the size of its social network in order to increase sales and revenue. The company plans to add paid advertising, as well as leveraging their organic advertising. What would help them choose the best platform to achieve their goals?

**Options:**

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- A-** Compare the advertising rates of multiple platforms and choose the least expensive one
- B-** Identify the most common characteristics of their followers and select the platform that best targets them.
- C-** Select the best possible graphic designer to create eye-catching, compelling advertisements.
- D-** Consolidate the multiple platforms, by migrating users into one network.

**Answer:**

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C

## Question 9

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**Question Type:** MultipleChoice

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A self-employed motivational speaker is active on several forms of social media including Twitter, Facebook and YouTube. However, he does not have the time or resources to maintain a presence on other social media site. What is the most cost effective way to make sure potential customers can still reach him?

### Options:

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- A- Ignore the other sites because his primary audience does not participate on them.
- B- Hire someone to create and maintain his online presence on other social media sites.
- C- Create placeholder pages that redirect visitors to his Web site or other social media sites.
- D- Expand his marketing efforts to reach potential customers through traditional marketing (direct mail advertising, etc)

### Answer:

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C

## Question 10

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**Question Type:** MultipleChoice

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Dylan works for a small software start-up firm that is looking to use Facebook and Twitter to increase future revenues by building a larger potential customer base for their upcoming software release. Which of the following is a metric that could be used to evaluate the success of this social media campaign?

### Options:

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- A-** The total number of followers on each platform. If each platform gains at least 10% more followers, the campaign will be considered a success.
- B-** The number of link-clicks each post receives. If more than 50 followers did campaign, it will be considered a success.
- C-** The number of likes and comments each post receives. If more than 10 followers like or comment on each post in the campaign, it will be considered a success.
- D-** An increase in sales of their current software release. If sales increase by 5%, the campaign will be considered a success.

### Answer:

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D

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