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Question 1

Question Type: MultipleChoice

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?

Options:

- 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

Answer:

C

Question 2

Question Type: MultipleChoice

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;

Options:

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

Answer:

C

Question 3

Question Type: MultipleChoice

Which of the following is a benefit of social media auditing?

Options:

- A- Compare your social media presence to your competitors.
- B- Focus efforts on only the most important social media sites.
- C- Maintain a specific style and tone in future social media posts.
- D- Prevent bad data from entering the campaign decision making process.

Answer:

A

Question 4

Question Type: MultipleChoice

Matthew and Ashely are trying to decide whether their company would benefit from having an instagram account. What is some of the demographic information they must consider in order to make this decision?

Options:

- A- Marital status, customer income and brand loyalty

- B-** Age of their customers, customer income and gender
- C-** Geography, favorite activities and customer income
- D-** Gender, personality and geographic segment

Answer:

B

Question 5

Question Type: MultipleChoice

Jared has been assigned to review the company's social media policies and determine what changes should be considered for modification. As the review the ethical guidelines he identifies that he code of conduct section needs modification regarding employee's personal social media usage guidelines. Why is it important to include personal social media usage guidelines?

Options:

- A-** Competitors may recruit employees who are vocal about the company through their personal social media usage
- B-** Privacy laws prohibit a company from issuing guidelines regarding personal social media usage.

- C- Personal social media usage can have a negative impact on the company's reputation.
- D- Personal social media usage would not provide transparency.

Answer:

C

Question 6

Question Type: MultipleChoice

Alice works in social media marketing for an established online shoe company. The company uses many simultaneous social media campaigns to encourage current and potential customers to purchase the latest fashion trends. During which stage of these social media campaigns should Alice define her audience's positions in the social media funnel?

Options:

- A- Implementation and measurement
- B- Planning
- C- Development

D- Preparation

Answer:

B

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