CIW 1D0-623 Practice Questions

Shared by Cash on 15-11-2026

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

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:

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, if 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:

A

Explanation:

Evaluating the success of a social media campaign for a software start-up firm, particularly when the goal is to build a larger potential customer base, involves looking at metrics that indicate growth and engagement. Among the options, the total number of followers on each platform (Option A) is a relevant metric because an increase in followers indicates that the campaign is effectively attracting new potential customers. Gaining at least 10% more followers on each platform can be seen as a tangible goal that reflects increased brand awareness and potential market expansion. This metric aligns with the objective of building a larger customer base and provides a clear, measurable target for success.

Social Media Examiner: 'How to Measure Your Social Media Marketing Success'

HubSpot: 'Social Media Metrics: How to Measure and Prove ROI'

Question 2

Question Type: MultipleChoice

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?

Options:

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.

Answer:

A

Explanation:

To calculate the cost-per-click (CPC) of a campaign, you need to consider all relevant expenses associated with generating clicks. This includes the cost of graphic design for the ads, the membership fee of the social site, the pay-per-click fee charged by the site, and the total number of clicks received. By summing the fixed and variable costs (graphic design cost, membership fee, and pay-per-click fee multiplied by total clicks) and then dividing by the total number of clicks, you can determine the CPC. This metric is crucial for assessing the efficiency and cost-effectiveness of the advertising campaign.

Question 3

Question Type: MultipleChoice

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

Options:

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

Answer:

A

Explanation:

Using statistics from social media to predict behavior falls under social analysis. This involves analyzing data generated from social interactions to identify patterns, trends, and insights that can inform business decisions. Social analysis leverages big data to understand consumer behavior, preferences, and potential future actions. Performance management, decision science, and data exploration are broader concepts that encompass various types of data analysis, but social analysis specifically focuses on extracting valuable insights from social media platforms.

P2P exams

Question 4

Question Type: MultipleChoice

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 dale/time the product is available. What kind of business client would best benefit from this social media strategy's?

Options:

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.

P2P exams

Answer:

B

Explanation:

A gourmet food truck would benefit the most from a social media strategy that includes daily posts about its location and product availability. This is because a food truck's business model relies on constantly changing locations, and potential customers need real-time updates on where they can find the truck. Additionally, daily posts can help build a loyal following by keeping customers informed and engaged with the brand. Franchise restaurants, art galleries, and mobile pet grooming services have more stable locations and schedules, reducing the need

for such frequent updates.

Question 5

Question Type: MultipleChoice

A startup business is designing fabric patterns for the home fashion industry What kind of platforms will best meet the business' social media marketing needs?

Options:

A- Photo oriented sites, such as Instagram or Pinterest
B- Microblogging sites, such as Twitter.
C- Content sharing sites, such as Facebook or MySpace.
D- Professional networking sites, such as Linkedin

Answer:

A

Explanation:

For a startup business designing fabric patterns for the home fashion industry, visual content is key to showcasing the product effectively. Photo-oriented sites like Instagram and Pinterest are ideal platforms because they emphasize high-quality images and visual storytelling. Instagram allows for engaging with followers through posts, stories, and reels, while Pinterest is excellent for creating visual boards that can drive traffic to the business's website. Both platforms are popular for fashion and home decor inspiration, making them highly effective for reaching the target audience and generating interest and sales.

Question 6

Question Type: MultipleChoice

A company specialization in Europe river cruises wants to expand its business to ocean cruises. It has a growing base of followers on popular social media platforms. Which social media tool can they use to attract new followers who are interested in ocean cruising?

Options:

A- Banner advertising
B- Organic advertising
C- Paid advertising
D- Viral advertising

Answer:

C

Explanation:

To attract new followers interested in ocean cruising, the company specializing in river cruises should use paid advertising on social media. Paid advertising allows for precise targeting based on demographics, interests, and behaviors, making it possible to reach a new audience specifically interested in ocean cruises. This approach can quickly expand their follower base and generate leads. Banner advertising is more static and less targeted, organic advertising relies on existing followers to spread the word, and viral advertising is unpredictable and cannot be relied upon as a primary strategy. Paid advertising offers control and scalability, essential for targeted expansion.

Question 7

Question Type: MultipleChoice

A well known CEO of a large company regularly makes keynote speeches at industry conferences. How can these presentation be made more social?

Options:

A- Contract with a reality television producer to create a short run series for cable broadcast.
B- Share them as live streaming events and invite the audience to ask questions, which the CEO will answer immediately.
C- the format of the speeches to a question and answer panel with four to five participant
D- Record the speech and post it on the company's Web site with a text transcript.

Answer:

B

Explanation:

Live streaming events are an effective way to engage with a wider audience in real-time. By live-streaming keynote speeches, the CEO can interact directly with viewers, making the experience more interactive and engaging. Inviting the audience to ask questions during the live stream allows for immediate feedback and creates a more personal connection with the viewers. This method leverages the interactive nature of social media platforms, increases reach, and can lead to higher engagement rates compared to static content. Moreover, live streaming can be promoted across various social media channels, maximizing exposure and participation.

'The Power of Live Streaming on Social Media,' Hootsuite Blog.

'Why Live Streaming Is Important for Your Business,' Sprout Social.

Question 8

Question Type: MultipleChoice

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?

Options:

A- Target data preprocessing
B- Evaluation and interpretation
C- Data transformation
D- Data mining and patterning

Answer:

B

Explanation:

The stage of social media mining where the marketing team evaluates a report that identifies target audiences and develops a plan to offer new products based on the data is known as evaluation and interpretation. This stage involves analyzing the results obtained from data mining to draw actionable insights and conclusions. It helps in understanding the patterns and trends identified during data mining and transforms them into strategic decisions. Target data preprocessing, data transformation, and data mining and patterning are earlier stages that deal

with preparing and processing the data before it reaches the evaluation and interpretation phase.

Question 9

Question Type: MultipleChoice

A large paper products company has recently hired a new CEO She is blogging regularly on social media to discuss ways to improve products and reduce negative impact on the environment. Other leaders in the company have engaged in her blog discussions and shared with their departments. This behavior is known as:

Options:

A- executive buy-in.
B- market repositioning
C- return on engagement (ROE)
D- corporate reorganization

Answer:

A

Explanation:

The behavior described is known as executive buy-in. Executive buy-in refers to the support and active participation of top executives in initiatives, such as social media activities. When a new CEO actively engages in blogging about product improvements and environmental impact, and other leaders follow suit, it demonstrates their commitment and endorsement of the initiatives. This involvement can drive company-wide engagement and alignment with corporate goals, fostering a culture of openness and innovation. It also shows that the leadership values communication and feedback, which can positively influence employee morale and public perception.

Question 10

Question Type: MultipleChoice

An electronics manufacturer recently released an updated product that corrects the defects of a previous version. Many customers are liking.

Options:

A- Impression.
B- Reach
C- Exposure
D- Engagement

Answer:

D

Explanation:

When customers interact positively with an updated product, it indicates that they are engaging with it. Engagement refers to the various ways users interact with content on social media, such as likes, comments, shares, and reviews. This is a key metric for assessing how well the audience is responding to the content or product. High engagement levels suggest that the audience is actively participating and showing interest in the product, which is essential for building a strong online presence and fostering customer loyalty.

Question 11

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- crowfunding
C- crowsouring
D- crowshapping

Answer:

C

Explanation:

The behavior described in the scenario, where the park service announces a highway closure and receives responses from visitors requesting evacuation assistance, is commonly referred to as crowdsourcing. Crowdsourcing involves obtaining information or input into a task or project by enlisting the services of a large number of people, typically via the internet. In this context, the park service is leveraging the collective input of park visitors to manage and respond to the situation effectively.

P2P exams

P2P exams

To Get Premium Files for 1D0-623 Visit

https://www.p2pexams.com/products/1d0-623

For More Free Questions Visit

https://www.p2pexams.com/ciw/pdf/1d0-623

