

DUMPS ARENA

Social Media Strategist

CIW 1D0-623

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QUESTION NO: 1

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

ANSWER: C**QUESTION NO: 2**

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?

- A.** Implementation and measurement
- B.** Planning
- C.** Development
- D.** Preparation

ANSWER: B**QUESTION NO: 3**

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?

- 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 NO: 4

You suspect that some of your social media posts are not reaching your target audience. What can you do to improve the effectiveness of your posts?

- A. Create compelling ads and promote well-received organic posts.
- B. Evaluate the click through rates to your Web site.
- C. Repeat the same posts over and over.
- D. Address posts to the entire platform audience.

ANSWER: A

QUESTION NO: 5

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?

- 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, Web* site development costs and pay-per-click fees.

ANSWER: C

QUESTION NO: 6

Kameron is assigned to minimize the vulnerabilities in his company's social media communications and online chatting features. His company is launching a new product. Information about the new product has been leaked to the public, ahead of

schedule To mitigate the situation. Kameron first focused on redefining who has access to new product information What would be the next area to improve?

- A. Update computers to eliminate system vulnerabilities and to prevent theft of intellectual property.
- B. Provide training for all employees in the company regarding legal and regulatory compliance
- C. Eliminate ambiguous policies and inconsistent procedures for the roles with access to the new product information
- D. Implement regular reviews of outbound communications

ANSWER: C

QUESTION NO: 7

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

ANSWER: A

QUESTION NO: 8

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

ANSWER: D

QUESTION NO: 9

What kind of social media metric best measures the number of followers who noticed and responded to a paid advertisement?

- A. Cost per click
- B. Conversion attribution
- C. Total revenue earned
- D. Click-through rates

ANSWER: D

QUESTION NO: 10

In order to be considered as part of a brand's primary audience, a persona must be:

- A. someone who is interested in the product, needs the product and is able to afford the product.
- B. a returning customer who shares the product with other users and who regularly interacts with your brand.
- C. considered a brand ambassador, a customer who regularly interacts with your brand and a returning customer.
- D. someone who is interested in the product, wants to share the product with more users and is able to afford the product.

ANSWER: A