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Question 1

Question Type: MultipleChoice

Which of the following is a social media optimization technique that can aid in search engine optimization?

Options:

- A- Creating as many posts as possible, regardless of user engagement.
- B- Make sure all social media posts link back to your company's Web site.
- C- Share content from third parties that will engage users.
- D- Filling out all social media profiles completely.

Answer:

D

Question 2

Question Type: MultipleChoice

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

Options:

- 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

Question 3

Question Type: MultipleChoice

David is the social media manager of a privately owned teenage sports club social media site. When an individual or organization signs up on the site, they must agree to the terms of use and privacy policies before being allowed to create a profile or post on the site. These policies provide

David's organization has the ability to collect and use data about the user, such as their interests. Which of the following would be an inappropriate use of this information?

Options:

- A-** The owner of the site uses the contact information to sell them services from other companies he owns
- B-** The social media marketing manager identifies users with similar sports interests and sends links of upcoming sports events and group activities
- C-** The legal department sends notices to users who are using the site inappropriately, to stop these specific behaviors
- D-** The social media community manager collects data to identify and measure user engagement and to locate influencers who can assist in building the community

Answer:

A

Question 4

Question Type: MultipleChoice

Mariah works for a local community organization and is creating a social media campaign to drive their followers to sign-up for their monthly e-mail newsletter. Which of the following would be the most effective way for her to optimize her social media campaign?

Options:

- A-** Use multiple variations of the post over the duration of the campaign with catchy headlines and images that are tailored to each platform. Make sure to never use the exact post twice.
- B-** Use the same post headlines and images across all platforms for brand uniformity. Use the same post multiple times over the course of the campaign in order to create a consistent message.
- C-** Use headlines and images that are optimized for each platform. Post the information only once on each platform to avoid annoying the user base.
- D-** Use descriptive headlines and text that give users as much information as possible. Use images that are optimized for each social media platform Use the same images each time the information is posted for brand consistency.

Answer:

A

Question 5

Question Type: MultipleChoice

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

Options:

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

Answer:

C

Question 6

Question Type: MultipleChoice

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

Options:

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

Answer:

D

Question 7

Question Type: MultipleChoice

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?

Options:

- 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 8

Question Type: MultipleChoice

A small book publishing company wants to promote their titles through social media Which strategy would best support them?

Options:

- A-** Post videos of interviews with published authors bundled with 'buy now' social commerce options.
- B-** Offer low cost writing workshops scheduled as shareable events.
- C-** Auction signed copies of the books on retail shopping sites.
- D-** Cultivate a relationship with an online book club to share announcements and offer free books

Answer:

D

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