

Congratulations! You passed!
Grade received 85%
To pass 80% or higher
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1. Fill in the blank: In email marketing, _____ are regularly sent out to subscribers and are used to tell stories or update them on any relevant offers or anecdotes from within a company. 1 / 1 point

- ☒ newsletters
- ☐ bi-annuals
- ☐ annuals
- ☐ throwaways

✓ Correct
Newsletters are regularly sent out to subscribers and used to tell stories or update them on any relevant offers or anecdotes from within a company.

2. What type of communications are sent out to inform a company's subscribers of new or existing products or services? 1 / 1 point

- ☒ Promotional emails
- ☐ Acquisition emails
- ☐ Survey emails
- ☐ Welcome emails

✓ Correct
Promotional emails are specifically sent out to inform a company's subscribers of new or existing products or services.

3. Which of the following are potential benefits of sending out newsletters? Select all that apply. 0.75 / 1 point

✓ Advertising a product or service

✓ Correct
Creating lasting relationships with customers, advertising a product or service, and informing and educating customers are all potential benefits of sending out newsletters.

✓ Creating lasting relationships with customers

✓ Correct
Creating lasting relationships with customers, advertising a product or service, and informing and educating customers are all potential benefits of sending out newsletters.

✓ Providing a virtual first impression

- ☐ This should not be selected
Creating lasting relationships with customers, advertising a product or service, and informing and educating customers are all potential benefits of sending out newsletters. Welcome emails, not newsletters, can help a company make a virtual first impression with potential customers.

☒ Informing and educating customers

- ☒ Correct
Creating lasting relationships with customers, advertising a product or service, and informing and educating customers are all potential benefits of sending out newsletters.

4. Which of the following are goals for promotional emails? Select all that apply.

0.75 / 1 point

☒ Speeding up the buying process

- ☒ Correct
Speeding up the buying process, encouraging subscribers to take some kind of action, and creating new or repeat customers are all goals for promotional emails.

☒ Creating new or repeat customers

- ☒ Correct
Speeding up the buying process, encouraging subscribers to take some kind of action, and creating new or repeat customers are all goals for promotional emails.

☒ Welcoming new customers

- ☐ This should not be selected
Speeding up the buying process, encouraging subscribers to take some kind of action, and creating new or repeat customers are all goals for promotional emails. Welcome emails, not promotional emails, help a company to greet and welcome customers.

☒ Encouraging subscribers to take some kind of action

- ☒ Correct
Speeding up the buying process, encouraging subscribers to take some kind of action, and creating new or repeat customers are all goals for promotional emails.

5. Which of the following are important to include in the preview text of a newsletter? Select all that apply.

0.75 / 1 point

☒ Include the most important piece of information from the email body

- ☒ Correct

☒ Break up blocks of text with white space

☐ This should not be selected

When writing preview text for a newsletter, it is important to align the preview text with the text in the subject line, as well as include the most important pieces of information from the email body. It is also important to keep the text between 35-50 characters so subscribers can read it quickly. Because preview text is shorter, there is no need to break up blocks of text with white space.

☒ Align preview text with the text in the subject line

☐ Correct

☒ Keep preview text between 35-50 characters so subscribers can read it quickly

☐ Correct