

Congratulations! You passed!
Grade received 90%
To pass 80% or higher
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1. Tracking and analyzing social media conversations and mentions related to a brand is an example of which pillar of social media marketing? 1 / 1 point

- ☐ Analytics and reporting
- ☐ Paid social media
- ☐ Planning and publishing
- ☒ Social listening and engagement

✓ Correct
Tracking and analyzing social media conversations and mentions related to a brand is an example of social listening and engagement. This is one of the five pillars of social media marketing.

2. Which of the following are advantages of using paid social media ads? Select all that apply. 0.75 / 1 point

✓ Expanding a brand's reach

✓ Correct
The advantages of using paid social media ads include: expanding a brand's reach, remarketing products, and serving ads to highly specific customer groups.

✓ Remarketing products

✓ Correct
The advantages of using paid social media ads include: expanding a brand's reach, remarketing products, and serving ads to highly specific customer groups.

✓ Serving ads to highly specific customer groups

✓ Correct
The advantages of using paid social media ads include: expanding a brand's reach, remarketing products, and serving ads to highly specific customer groups.

✓ Customizing email content for individual subscribers

✗ This should not be selected
The advantages of using paid social media ads include: expanding a brand's reach, remarketing products, and serving ads to highly specific customer groups. Customizing email content for individual subscribers refers to personalization, which is an email marketing strategy.

3. What is email marketing?

1 / 1 point

- ☒ Sending messages to a list of existing subscribers to share information, drive sales, or create community
- ☐ Focusing on a company's brand or reputation to increase credibility and loyalty
- ☐ Making a plan for achieving specific goals through online channels to support and advance business objectives
- ☐ Creating and publishing content for platforms like Instagram or Twitter to drive engagement and promote a brand or product

☒ Correct
Email marketing is when a brand sends messages to a list of existing subscribers to share information, drive sales, or create community. When it is done well, email marketing helps brands build and maintain relationships with potential and existing customers.

4. Fill in the blank: Dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history is called ____.

1 / 1 point

- ☐ paid social media
- ☒ email segmentation
- ☐ email personalization
- ☐ spam

☒ Correct
Dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history is called email segmentation.

5. Which of the following are examples of email personalization? Select all that apply.

0.75 / 1 point

☒ Sending messages that match where customers are in the marketing funnel

☒ Correct
Email personalization includes: addressing each recipient directly, sending messages that match where customers are in the marketing funnel, and following up on previous interactions.

☒ Sending unwanted emails out in bulk to a mass recipient list

☐ This should not be selected
Email personalization includes: addressing each recipient directly, sending messages that match where customers are in the marketing funnel, and following up on previous interactions. Unwanted emails sent out in bulk to a mass recipient list are called spam.

☒ Following up on previous interactions

☒ Correct
Email personalization includes: addressing each recipient directly, sending messages that match where customers are in the marketing funnel, and following up on previous interactions.

☒ Addressing each recipient directly

☒ Correct
Email personalization includes: addressing each recipient directly, sending messages that match where customers are in the marketing funnel, and following up on previous interactions.