

Congratulations! You passed!
Grade received 75%
To pass 75% or higher
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1. Which of the following email marketing tasks can you automate with a tool? Select all that apply. 0.75 / 1 point

- ☒ Build your list
- ☒ Correct
Place sign up forms on a website to collect emails from potential customers. With automation tools you can also segment your list, and send welcome emails to new subscribers.
- ☒ Segment your list
- ☒ Correct
Segment email lists automatically based on criteria such as interest, location, or purchase history. With automation tools you can also build your list, and send welcome emails to new subscribers.
- ☒ Send welcome emails to new subscribers
- ☒ Correct
As soon as a new subscriber is added to a list, automation software sends them a welcome email. Automation tools will also help build and segment your list.
- ☒ Design graphics
- ☐ This should not be selected
Email marketing automation tools will not help you design graphics. The automation tools will help you build a list, segment a list, and send welcome emails to new subscribers.

2. Which of the following are popular email marketing automation tools? Select all that apply. 0.75 / 1 point

- ☒ HubSpot
- ☒ Correct
Through personalization, HubSpot allows different automated experiences based on customer personas and key audiences. Other email marketing tools are Mailchimp and Salesforce.
- ☒ Hootsuite
- ☐ This should not be selected
Hootsuite is a social media marketing automation tool. Email marketing automation tools include HubSpot, Mailchimp, and Salesforce.
- ☒ Salesforce

- ☒ Correct
Salesforce offers powerful customization options, such as customizing your interface. Other email marketing tools are HubSpot and Mailchimp.

☒ Mailchimp

- ☒ Correct
Mailchimp automation tools include pre-built journeys, which offer customizable workflows for common marketing automation tasks. Other email marketing tools are HubSpot and Salesforce.

3. Which of the following are mistakes people commonly make when sending out emails?
Select all that apply.

0.75 / 1 point

☒ Send a broken hyperlink

- ☒ Correct
A broken hyperlink sends users to an incorrect website. One way to ensure this does not happen is to get at least one person to review every email before sending it out. Other common mistakes are to send an email to the wrong segmented list, and to send an email with personalization mistakes.

☒ Send out the incorrect email sign-up form

- ☐ This should not be selected
The email sign up form is typically displayed on a website, not in an email. Common mistakes include sending a broken hyperlink, sending an email to the wrong segmented list, and sending an email with personalization mistakes.

☒ Send an email to the wrong segmented list

- ☒ Correct
This occurs when a marketer selects the incorrect segment to send an email out to, such as the incorrect age group. Other common mistakes are to send a broken hyperlink, or send an email with personalization mistakes.

☒ Send an email with personalization mistakes

- ☒ Correct
An example of a personalization mistake could be that the email includes a name that is not the recipient's name. Other common mistakes are to send a broken hyperlink, and to send an email to the wrong segmented list.

4. Which of the following are preventions to email marketing mistakes? Select all that apply.

0.75 / 1 point

☒ Double check every hyperlink.



Correct

In addition to yourself, you should ask someone to test the hyperlinks as well. Other preventions are to create a quality control (QC) process, and to use grammar checker software.



Undo the email send.



This should not be selected

Once an email has been sent out of a platform, you cannot undo the email send. Preventions to email mistakes include to create a quality control process, to double check every hyperlink, and to use a grammatical checker software.



Create a quality control (QC) process.



Correct

Quality control is a process through which a business seeks to ensure that product quality is maintained or improved. Other preventions are to double check every hyperlink, and use grammar checker software.



Use grammar checker software.



Correct

Grammar checker software, such as Grammarly, may be available as a plugin to your internet browser. Other preventions are to create a quality control process, and to double check every hyperlink.