

1. In this exercise, you will reflect on the email lists you are subscribed to. You will consider how long you have been a subscriber, how frequently the brands send emails, and why you believe you stay subscribed to the lists. 1 point

As a digital marketer, you may be tasked with creating emails that keep customers subscribed to a list. Thinking about why you are subscribed to email lists may inspire you to create emails with similar features and themes and help you create more effective email marketing campaigns.

Are you ready to begin?

☐ I'm ready!

2. List 2–5 email lists that you are subscribed to. 1 point

What do you think?

Your answer cannot be more than 10000 characters.

3. Comment on how long you have been subscribed to each list. 1 point

What do you think?

Your answer cannot be more than 10000 characters.

4. Comment on how often you typically receive an email from each list. 1 point

What do you think?

Your answer cannot be more than 10000 characters.

5. Choose three email lists you are subscribed to. Discuss why you are subscribed to each list. For example, is it for entertainment, information, or discounts? Are there features in the email that grab your attention or keeps you interested in receiving future emails? 1 point

What do you think?

Your answer cannot be more than 10000 characters.