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1. When creating email newsletters, which of the following tactics should you use to capture the reader's attention? 1 / 1 point

- ☐ Inform readers about changes in company management
- ☐ Repurpose content from old newsletters
- ☐ Write in a similar style and tone as other businesses
- ☒ Mention trending topics or current events

☒ Correct

2. A marketer creates an email to attract new customers. They include a brief description of their offering and its value to the customers. They also add a "Click here" button and write a funny subject line to encourage customers to click on the email. What additional best practice should they follow to create a successful acquisition email? 1 / 1 point

- ☐ Include information about recent management changes at the company
- ☒ Offer recipients something, such as a free trial or educational information
- ☐ Assume that recipients know about the business and its products
- ☐ Add additional calls to action for recipients to choose from, such as "Learn more" and "Buy now"

☒ Correct

3. A marketer creates a welcome email. In the body copy, they use a conversational tone to encourage customers to click the call-to-action button. What information should they include to make this an effective welcome email? 1 / 1 point

- ☒ A summary of what makes the brand unique.
- ☐ Two to three additional call-to-action buttons.
- ☐ A subject line that includes "Welcome email."
- ☐ A survey that asks customers to rate their buying experience.

☒ Correct

4. Which of the following marketing emails should include mentions of trending topics, pop culture, or current events? 1 / 1 point

- ☐ Feedback email
- ☒ Newsletter
- ☐ Acquisition email
- ☐ Retention email

☒ Correct

5. When crafting a promotional email, what best practice should you follow to make it successful? 1 / 1 point

- ☐ Keep the heading short and the body of the email long
- ☒ Focus on the promotion instead of product features
- ☐ Include a survey for customers to share their feedback
- ☐ Announce the promotion in the body of the email

☒ Correct

6. What is the purpose of sending a cart abandonment email to a customer? 1 / 1 point

- ☒ Encourage the customer to purchase the item they left behind
- ☐ Enroll the customer in the company newsletter
- ☐ Provide the customer with information about a new product
- ☐ Share external articles about relevant and interesting information

☒ Correct

7. A marketer sends follow-up emails to customers after they make a purchase. What do they ask customers to do in the follow-up email? 1 / 1 point

- ☒ Provide feedback on their shopping experience
- ☐ Confirm when they will order from the business again
- ☐ Share their social media usernames
- ☐ Buy again, using a promotion included in the email

☒ Correct

8. Which of the following types of email fall into the loyalty bucket of the marketing funnel? Select all that apply.

0.75 / 1 point

- ☐ Promotional emails
- ☒ Retention emails

✓ Correct

- ☐ Acquisition emails
- ☒ Newsletters

✓ Correct

You didn't select all the correct answers

9. Which of the following types of marketing emails fall into both the consideration and loyalty stage of the marketing funnel?

0 / 1 point

- ☐ Promotional emails
- ☒ Retention emails
- ☐ Acquisition emails
- ☐ Welcome emails

✗ Incorrect
Please review [the video on promotional emails](#).

10. A marketer sends regular newsletters to customers. They include relevant content about the company and its products. What additional content should they include in their newsletters?

1 / 1 point

- ☐ Links to employees' social media pages
- ☐ Links to several external sites created by the business
- ☒ Resources such as articles relevant to the subscriber's lifestyle
- ☐ Surveys with questions to learn more about the customer

✓ Correct