

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will write email subject lines and preview text for three business scenarios.

Effective subject lines grab the reader's attention, while preview text tells them what to expect when they open the email. Although brief, both are critical elements of marketing emails. They can influence whether customers open your message—or simply delete it. Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

You work for a digital marketing agency that serves businesses in a variety of industries. You're currently developing marketing emails for three clients: a veterinary clinic, a massage therapist, and an automotive repair shop. You've written the message bodies for the following three emails:

A newsletter for the veterinary clinic, sharing information on dental care for dogs and cats

A promotional email for the massage therapist, offering 20% off signature massages for the month of June

A retention email for the automotive repair shop, reminding customers to make a service appointment for their cars or trucks

As a last step, you'll write subject lines and preview text for each message.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Client emails](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity Template_Client emails](#)
[DOCX File](#)

Step 2: Review the first email

Review Email 1: Veterinary clinic newsletter. Consider the following guiding questions as you plan your subject line and preview text:

What information is the most essential for readers to know?

What is the tone of the message? (e.g., playful, serious, witty, formal, etc.)

What kind of relationship does the business have with its customers? (e.g., professional, friendly, etc.)

Step 3: Write a subject line for the first email

Write a subject line in the Subject line field. Your subject line should:

Clearly state what's being offered or requested

Match the tone of the message body

Be brief (no more than 50 characters, including spaces)

Note: If you want to personalize your subject line, you can provide a name or use “{{fname }}.”

Step 4: Write preview text for the first email

Write preview text in the Preview text field. Your preview text should:

Convey (or hint at) the most important part of the message

Align with the content and tone of the subject line

Be no more than 50 characters in length (including spaces)

Step 5: Write subject lines and preview text for the remaining emails

Repeat Steps 2–4 for Email 2: Massage therapist promotional email and Email 3:

Automotive repair shop retention email (on pages two and three of the template).

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed emails:

Each email has a brief subject line that makes it clear what the message is about.

Each email has preview text that aligns with the subject line and conveys the most important part of the message.