Congratulations! You passed!
Grade received 90%
Latest Submission Grade 90%
To pass 80% or higher
 Go to next item

1. Which of the following is an effective tool for promoting services, products, goods, and stories to potential, new, and existing customers?

1 / 1 point

- ○ Customer marketing
- ○ Data marketing
- ● Email marketing
- ○ Brand marketing

✓ Correct

2. Why are insights an important part of your email marketing strategy?

1 / 1 point

- ● Insights help improve your email strategy by using the information you collect and analyze.
- ○ Insights inform you how likely customers are to continue their shopping journey.
- ○ Insights saves you time when creating a campaign because it is automated.
- ○ Insights inform you how many customers will become repeat customers.

✓ Correct

3. Email marketers can expect that for every dollar they spend on email marketing, they will earn 42 dollars. This best describes what concept?

1 / 1 point

- ○ Narrative context
- ● Return on investment (ROI)
- ○ Key performance indicator (KPI)
- ○ Search engine optimization (SEO)

✓ Correct

4. How can a company analyze the political, economic, social, technological, legal, and environmental factors that may affect their marketing strategy?

1 / 1 point

- ○ Conduct a SMART audit
- ○ Conduct an ATTRIBUTION audit
- ● Conduct a PESTLE audit

○ Conduct a SWOT audit

⊘ Correct

5. Which of the following are characteristics of a SMART goal? Select all that apply.   1 / 1 point

☐ Reasonable

☑ Measurable

⊘ Correct

☑ Time-bound

⊘ Correct

☐ Simple

6. Fill in the blank: If there is evidence to prove whether a goal was successful or not, that goal is _____.   1 / 1 point

○ specific

○ attainable

◉ measurable

○ relevant

⊘ Correct

7. Fill in the blank: Segmenting email subscriber lists and testing various formats, lengths, links, and images in emails are examples of _____.   0 / 1 point

◉ email marketing

○ marketing do's

○ marketing audits

○ marketing don'ts

⊗ Incorrect
Please review the video on the do's and don'ts of email marketing ↗.

8. A digital marketer retains valuable subscribers by only sending them relevant emails. What email marketing recommendation did they follow?

1 / 1 point

- ● Do not send the same emails to every single subscriber
- ○ Prioritize the number of emails over the quality
- ○ Email several times a week to stay relevant
- ○ Use the same email length and images for consistency

✓ Correct

9. Why is segmenting an effective email marketing strategy?

1 / 1 point

- ○ Segmenting allows a company to schedule emails to be sent daily to ensure customers will enjoy them.
- ● Segmenting allows a company to target tailored emails to specific people to ensure the customers will enjoy them.
- ○ Segmenting allows a company to send interesting emails to all subscribers to ensure customers will enjoy them.
- ○ Segmenting allows a company to send emails to generalized groups of people to ensure customers will enjoy them.

✓ Correct

10. A digital marketer needs to increase their email open rate by making the emails more engaging. What changes should they first test to increase engagement?

1 / 1 point

- ○ Use uncommon phrases to describe special offers
- ○ Reuse previous newsletters that received a high open rate
- ● Use different links and images
- ○ Send emails at different times of the day

✓ Correct