

Set up an email marketing campaign

SMART goals in email marketing campaigns

Click funnel and segmentation

Practice Quiz: Activity: Segment an email list
1 question

Reading: Activity Exemplar: Segment an email list
10 min

Reading: How did segmentation go?
10 min

Practice Quiz: Activity: Complete an email series
1 question

Reading: Activity Exemplar: Complete an email series
10 min

Discussion Prompt: Reflect on example emails
10 min

Analysis and presentation

Review: Run your own email marketing campaign

Course review: Think outside the inbox: email marketing

Activity Exemplar: Segment an email list

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”

Link to exemplar: [Email segmentation](#)

OR

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

 **Activity Exemplar_ Email segmentation**
XLSX File

Assessment of Exemplar

Compare the exemplar to your completed email segmentation activity. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: To make it easier to check your activity against the exemplar, select Sort A → Z in both documents for each of the following columns:

Small kitchen solutions

The following subscribers selected “kitchen/dining room” and “small space,” so they should receive emails about small kitchen solutions:

- Ava
- Deonte
- Emmett
- Leona
- Stefania
- Penny
- Min

Exclusive in-store sales

The following subscribers selected “yes” for both **In-store events** and **Special promotions**, so they should receive emails about exclusive in-store sales:

- Deonte
- Leona
- Min
- Felix
- Rosa
- Casey
- Tarit
- Shirin
- Ahmet
- Riley
- Kenji

Pet-friendly content

The following subscribers selected “pet-friendliness” and “bedroom” OR “living room/den,” so they should receive emails with pet-friendly content:

- Felix
- Rosa
- Casey
- Shirin
- Ahmet
- Jaya
- Saanvi
- Quinn
- Hector
- Kenji

Mark as completed

