

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 use Constant Contact, an online marketing tool, to upload a list of contacts and then divide it into three segments based on demographic information and geography.

Segmenting is the act of dividing an email subscriber list into smaller groups based on specific criteria, like demographics, geography, or interests. When companies segment their email lists, they are able to deliver the targeted, relevant content to their subscribers.

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 are a digital marketing coordinator working for Clean and Bright Skincare, a skincare brand that uses all-natural ingredients. In order to prepare for three upcoming email marketing campaigns, you will upload a list of recent Clean and Bright Skincare subscribers to Constant Contact and create three list segments. The details of the upcoming campaigns—and the related list segments needed for each—are as follows:

. Campaign: Clean and Bright Skincare is preparing to introduce a new line of hydrating products designed for dry skin. You will create an email campaign targeting people who live in the arid, desert climates of the Southwest United States.

Segment: People who live in Arizona, California, New Mexico, Nevada, Texas, and Utah

. Campaign: The company is offering a free gift to people who spend a certain amount on their purchase. The gift set is a selection of samples from their aging prevention product line, so you will create an email campaign geared at people in their mid-thirties to mid-fifties.

Segment: People between the ages of 36 and 55

. Campaign: Subscribers are offered a 15% discount on all online orders during their birthday month. You will prepare an email presenting this offer to people with April birthdays.

Segment: People who have birthdays in April

Step-By-Step Instructions

Step 1: Access supporting materials

The following supporting materials will help you complete this activity. Download and save the file attached below.

Note: If you are on a Chromebook, right click on the attachment and select Save link as to save the file to your computer.

 [Contact List](#)
[XLSX File](#)

Step 2: Open a free Constant Contact account

To open a free six-month trial account, go to [ConstantContact.com](https://www.constantcontact.com), enter your email address where prompted, and click *Sign up free*.

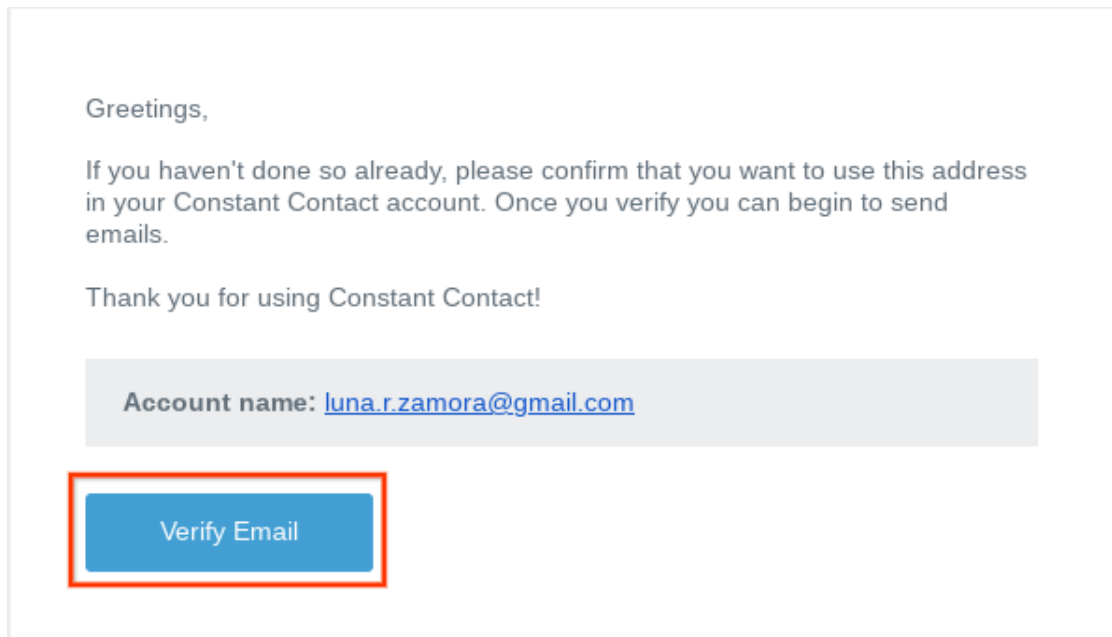
luna.r.zamora@gmail.com

Sign up free

No risk. No credit card required.

Follow the prompts to enter your email address, password, first and last name, organization*, and phone number. (*For organization, you may enter “student.”) Click *Go to my account*.

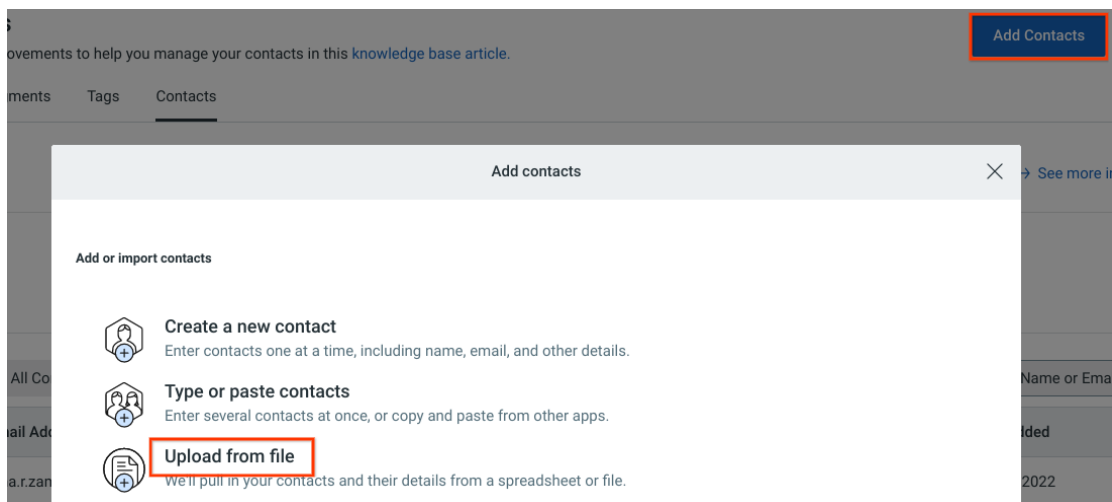
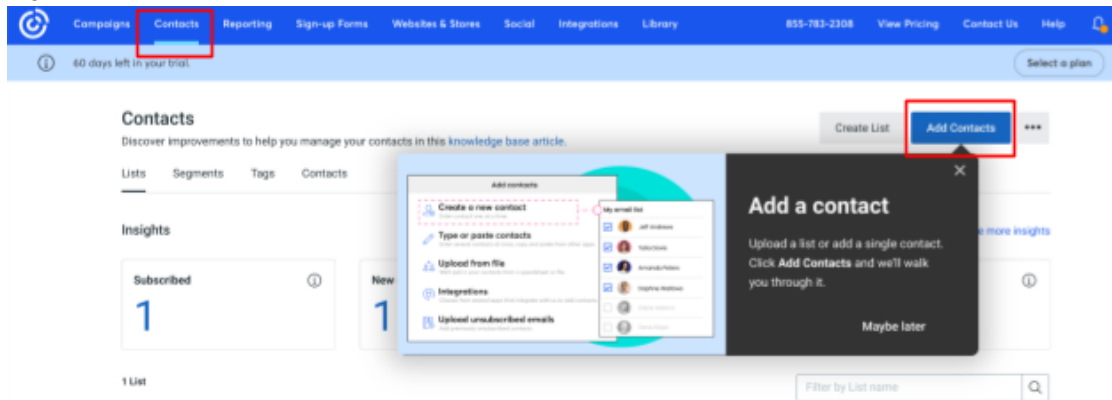
Then, go to your email account and verify your email address.



Step 3: Upload a contact list

To email customers through Constant Contact, you'll first need to add contacts.

Click *Contacts* in the menu, click the *Add Contacts* button, and then select *Upload from file*.



Drag and drop the Contact List spreadsheet you downloaded in Step 1 into the box, or click *browse your computer* to upload the file from your computer.

Drag and drop your file here
or [browse your computer](#)

Accepted file formats: .xls, .xlsx, .vcf, .csv, .txt

Step 4: Create custom fields

Many of the titles of column headers in the Contact List spreadsheet (e.g., first name, last name) will automatically be matched with corresponding field names in Constant Contact. However, you may have some unmatched field names for which you will need to add titles manually.

To create a custom field, select *Create new custom field* from the dropdown menu at the top of each unmatched column. Type in the associated field name (e.g., Age Range) and then click *Create*.

Create a new custom field

Field Type

Text Field ▼

Field Name

Age Range

Cancel

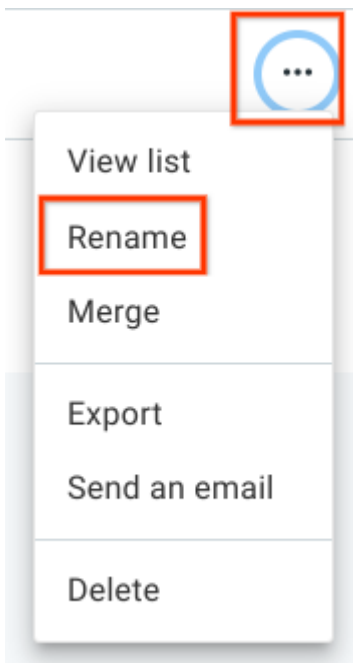
Create

Once all the fields are matched, click *Continue*.

Step 5: Rename your list

Giving your email list a unique name makes it easier to identify which contacts the list contains. As a reminder, the list you uploaded contains contacts who have recently subscribed to Clean and Bright Skincare's email list.

To rename your email list, click the three dots in the box and then click *Rename*.



Give the list a title that categorizes the people in the list. Then click **Save**.

A screenshot of a 'Rename list' dialog box. The title bar at the top says 'Rename list' with a close button (X) on the right. Below the title bar, there is a text input field labeled 'List name' with a character count '0/255' on the right. The input field is highlighted with a red rectangle. At the bottom of the dialog, there are two buttons: 'Cancel' and 'Save'. The 'Save' button is highlighted with a red rectangle.

Step 6: Create a segment

To prepare for the three upcoming email marketing campaigns, you will create three segments for your list:

- . People who live in the Southwest United States (Arizona, New Mexico, California, Nevada, Texas, or Utah)
- . People between the ages of 36 and 55
- . People who have birthdays in April

To create your first segment, click *Segments* and then *Create Segment*.



Give each segment a name that describes the people in that segment (e.g., people who live in southwestern states).

Segment Name

46/80

People who live in the Southwest United States

Contacts whose **state** is California or Arizona or New Mexico or Nevada or Texas or Utah.

Step 7: Add contact details

Select *Choose a criteria block* from the dropdown menu. You can choose criteria blocks based on Contact Activity, List Membership, Contact Details, or Tags.

Add a block

Create segments based on email a

Choose a criteria block ▾

For this activity, select *Contact Details*.

Add details about people you want to include in each segment in the Contact Details section. For example, if you want to include people who live in the state of California, click the *Select details* dropdown menu and select *State* for the first box. Then select *is* for the second box and type "California" in the third box. To add contacts who live in different states, click *or* and repeat the process.

Contact Details

State ▾	is ▾	California
OR		
State ▾	is ▾	Arizona
OR		
State ▾	is ▾	New Mexico
OR		
State ▾	is ▾	Nevada
OR		
State ▾	is ▾	Texas
OR		
State ▾	is ▾	Utah
<div><div>+ OR</div><div>+ AND</div></div>		

When you're done adding contact details, click *Save and Preview*.

Step 8: Add additional segments

To create additional segments, click *Back to segments*.

[← Back to segments](#)

People who live in the Southwest United States

Summary

Contacts whose **state** is California or Arizona or New Mexico or Nevada or Texas or Utah.

Follow the process described in Steps 6 and 7 to create the remaining two segments.

What to Include in Your Response

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

A new Constant Contact account

A list of contacts uploaded from the Contact List spreadsheet

A new custom field created for Age Range

A unique name for your email list

The following three list segments: people who live in southwestern states, people who are between the ages of 36–55, and people who have birthdays in April