

Which tools are you familiar with or would like to be familiar with?

Lately, you've focused on email marketing best practices. From building and segmenting a mailing list, to writing effective emails and choosing automation tools, you've learned a lot in this module. Now it's time to bring this knowledge into your everyday life to practice thinking like a digital marketer.

For this discussion prompt, consider the following questions:

Which email marketing tools are you familiar with?

Which email marketing tools would you like to become familiar with and why?