

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 complete a short email series welcoming new subscribers to an email list. Each email in the series should have:

A subject line that reflects what the message is offering

A body that provides helpful content for the reader

A call to action that encourages the reader to do something

By writing quality email content that delivers value to subscribers, you can increase conversions and drive sales.

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.

As the digital marketer in charge of the email campaign for the launch of the *For All* furniture line, you've already set SMART goals and segmented your email list. Now you're planning the email content for your campaign.

One of your tasks is to write a series of three emails designed to welcome new subscribers and encourage them to make a purchase:

- . A welcome email with a discount code, sent to all subscribers immediately after signup
- . A newsletter that introduces subscribers to the *For All* line
- . A promotional email that remarkets products subscribers visited on the website and reminds them of the discount code

The emails are already partially drafted. To complete them, you will provide a subject line, body text, or call to action for each.

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: [Email series](#)

OR

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

 [Activity Template - Email series](#)
[DOCX File](#)

Step 2: Write a subject line for the welcome email

Review the message body and call to action for the welcome email. Consider the content and write a subject line where it says [Subject line].

Your subject line should:

Use clear language

Align with the body of the email

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

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

Step 3: Write a message body for the newsletter

Review the subject line and call to action for the newsletter. Write the body of the message where it says [Message body].

The content of your message body should:

Introduce the *For All* line

Highlight the line's main features (quality craftsmanship at a lower cost)

Emphasize the potential benefits to the reader

Use at least two of the following keywords:

Classic, affordable, luxury (or luxurious), craftsmanship, signature style

It should also:

Address the reader in the second person (e.g., "you," "your")

Be clear, conversational, and concise

Be no more than 90 words in length (about 5–6 sentences)

Step 4: Write a call to action for the promotional email

Review the subject line and message body of the promotional email. Write a call to action on the button where it says [CTA].

Your call to action should:

Describe a specific action

Begin with a verb

Encourage the reader to make a purchase

Be no more than five words in length

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 email series template:

A welcome email subject line that uses clear language and aligns with the email body

A newsletter body that introduces the *For All* line, highlights main features and benefits to the reader, and uses at least two specified keywords

A promotional email call to action (CTA) that describes a specific action and encourages the reader to make a purchase