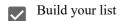
Congratulations! You passed! Grade received 75% To pass 75% or higher Go to next item

1. Which of the following email marketing tasks can you automate with a tool? Select all that apply.

0.75 / 1 point



Correct

Place sign up forms on a website to collect emails from potential customers. With automation tools you can also segment your list, and send welcome emails to new subscribers.

Segment your list

Correct

Segment email lists automatically based on criteria such as interest, location, or purchase history. With automation tools you can also build your list, and send welcome emails to new subscribers.

- Send welcome emails to new subscribers
 - As soon as a new subscriber is added to a list, automation software sends them a welcome email. Automation tools will also help build and segment your list.
- Design graphics
 - This should not be selected
 Email marketing automation tools will not help you design graphics. The automation
 tools will help you build a list, segment a list, and send welcome emails to new
 subscribers.
- 2. Which of the following are popular email marketing automation tools? Select all that apply.

0.75 / 1 point

HubSpot

Correct
Through personalization, HubSpot allows different automated experiences based on customer personas and key audiences. Other email marketing tools are Mailchimp and Salesforce.

- Hootsuite
 - This should not be selected Hootsuite is a social media marketing automation tool. Email marketing automation tools include HubSpot, Mailchimp, and Salesforce.
- Salesforce

\bigcirc	Correct Salesforce offers powerful customization options, such as customizing your interface. Other email marketing tools are HubSpot and Mailchimp.
✓ ¹	Mailchimp
\bigcirc	Correct Mailchimp automation tools include pre-built journeys, which offer customizable workflows for common marketing automation tasks. Other email marketing tools are

3. Which of the following are mistakes people commonly make when sending out emails? Select all that apply.

0.75 / 1 point

Send a broken hyperlink

HubSpot and Salesforce.

Correct

A broken hyperlink sends users to an incorrect website. One way to ensure this does not happen is to get at least one person to review every email before sending it out. Other common mistakes are to send an email to the wrong segmented list, and to send an email with personalization mistakes.

- Send out the incorrect email sign-up form
 - This should not be selected
 The email sign up form is typically displayed on a website, not in an email. Common
 mistakes include sending a broken hyperlink, sending an email to the wrong segmented
 list, and sending an email with personalization mistakes.
- Send an email to the wrong segmented list
 - Correct
 This occurs when a marketer selects the incorrect segment to send an email out to, such as the incorrect age group. Other common mistakes are to send a broken hyperlink, or send an email with personalization mistakes.
- Send an email with personalization mistakes
 - Correct
 An example of a personalization mistake could be that the email includes a name that is not the recipient's name. Other common mistakes are to send a broken hyperlink, and to send an email to the wrong segmented list.
- 4. Which of the following are preventions to email marketing mistakes? Select all that apply.

0.75 / 1 point

Double check every hyperlink.

- Correct
 In addition to yourself, you should ask someone to test the hyperlinks as well.
 Other preventions are to create a quality control (QC) process, and to use grammar checker software.
- Undo the email send.
 - This should not be selected
 Once an email has been sent out of a platform, you cannot undo the email send.
 Preventions to email mistakes include to create a quality control process, to
 double check every hyperlink, and to use a grammatical checker software.
- Create a quality control (QC) process.
 - Correct
 Quality control is a process through which a business seeks to ensure that product quality is maintained or improved. Other preventions are to double check every hyperlink, and use grammar checker software.
- Use grammar checker software.
 - Correct
 Grammar checker software, such as Grammerly, may be available as a plugin to your internet browser. Other preventions are to create a quality control process, and to double check every hyperlink.