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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 write an email to fix and apologize for mistakes in a previous message. Even the best email marketers sometimes make mistakes. Knowing what to do when errors occur can help you recover and maintain a good relationship with your 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're a digital marketer at Pixelated Games, a video game design company. Your team has sent out the launch announcement for the company's latest release, *Infinity Gateway*—the hotly anticipated fourth installment in a time-travel game series called *The Thelos Chronicles*. Unfortunately, the announcement was sent with two major mistakes:

- A significant error: The email listed two different launch dates. May 15th is in the subject line and July 15th is in the message body. The correct launch date is July 15th.
- A broken link: Clicking the pre-order link prompted an error message and prevented customers from buying the game. *Note: The company is fictional and the link in the template and exemplar will not work.*

As an apology, Pixelated Games will offer affected customers a 15% discount on *Infinity Gateway* pre-orders for the next 24 hours. Your task is to write an email that apologizes for the errors, links to the correct page, and offers the discount to affected customers.

### 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: [Apology\\_email](#)

OR

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

 [Activity\\_Template\\_Apology\\_email](#)  
[DOCX File](#)

#### Step 2: Review the original email (with mistakes)

To begin crafting your apology message, first review the original email (on the first page of the template). Think about the errors and how you can address them most effectively. When planning your message, consider the type of company sending the email, as well as the content and tone of voice of the original message.

#### Step 3: Write a subject line for the apology email

In the apology email (page two of the template), write a subject line for the message where it says [Subject line]. Your subject line should:

Use plain language

Make it clear what the message is about

Be no more than 45 characters in length (including spaces)

#### Step 4: Write a message body for the apology email

Write the body of the message where it says [Message body]. The content of your message body should:

Take responsibility for the mistakes and apologize directly

Describe the actions the company is taking (or has taken) to correct the errors

Explain the terms of the discount (15% off *Infinity Gateway* pre-orders for 24 hours)

Offer the discount code INFINITY15

It should also:

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

Be clear, conversational, and concise

Be about 100–160 words in length (roughly 6–8 sentences)

Step 5: Write a call to action for the apology email

Write a call to action on the button where it says [CTA]. Your call to action should:

Begin with a verb

Encourage the reader to use the discount code for pre-orders

Be no more than five words in length

Step 6: Write a closing for the apology email

Write a closing for the message where it says [Closing]. Your closing should:

Express thanks and appreciation for your subscribers

Be signed, “The Pixelated Games Team”

Step 7 (Optional): Format the email

Many email tools include templates with preset formatting options you can use to draw attention to important information. If you would like, you can adjust the formatting of your email (using bold, underline, italics, etc.). Any formatting should be limited, so as not to distract from the content of the message.

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 apology email:

The subject line makes it clear what the message is about.

The message body apologizes for the errors, describes the company’s response, and offers the discount code.

The call to action encourages readers to click the button.

The closing expresses thanks and appreciation.