

## Email Marketing Knowledge Assessment

1. Is there a situation when it's appropriate to not include a company's address and an unsubscribe link in an email?
  2. How can a company ensure its emails are not treated as SPAM? In your opinion, what is a deliverability success?
  3. You sent an email campaign; then discovered it was sent to the wrong audience. What are your next steps?
  4. Give us an example of an automation program & what types of campaigns should be automated?
  5. Walk us through your overall process when deciding on an automated program — what considerations should be made & how would you determine your audience selection?
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6. Is there anything wrong with the Cyber Week Deals template (below\*)?  
Subject Line: Cyber Monday Sale!
  7. Please code the WiFi template (below\*) and submit your work as a zip folder that includes HTML & Images.

**CYBER WEEK deals**  
Limited Time Only  
NOW THROUGH DECEMBER 8

**Exclusive Offer**  
GET A VISA GIFT CARD\*  
WHEN YOU ORDER ONLINE

100 MBPS INTERNET	250 MBPS INTERNET	GIG 940 MBPS INTERNET
FREE INSTALLATION	FREE INSTALLATION	FREE INSTALLATION
<b>\$29.99*</b> month for 12 months	<b>\$39.99*</b> month for 12 months	<b>\$49.99*</b> month for 12 months
GET A \$50 VISA GIFT CARD* USE CODE: PHCYBER50	GET A \$50 VISA GIFT CARD* USE CODE: PHCYBER50	GET A \$100 VISA GIFT CARD* USE CODE: PHCYBER100
*Experienced speeds may vary.	*Experienced speeds may vary.	*Experienced speeds may vary.
<b>ORDER NOW</b>	<b>ORDER NOW</b>	<b>ORDER NOW</b>

**CHOOSE YOUR ENTERTAINMENT!**

<b>ADD TV FOR LESS THAN \$20<sup>†</sup> per month</b>	OR	<b>Get a FREE TIVO STREAM 4K for 12 months*</b>  <b>Get \$10 off your sling subscription for 4 months!†</b>
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Minimum Internet speed of 100 Mbps required.

**LEARN MORE**

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eero takes your WiFi to a whole new level. [View in browser](#)

**GRANDE COMMUNICATIONS**

**WiFi that just gets it**

The smartest WiFi on the block

With Whole Home WiFi powered by eero, it doesn't matter how many devices are nearby. You can stream, download, or game — simply and easily.

Nearby devices won't slow you down	Control in the palm of your hand	Your WiFi stays safe and secure	Custom WiFi that can grow with you
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Update your WiFi today!  
Get amazingly fast WiFi everywhere.  
Call Today **1.866.247.2633**

**\$9.95** per month

Whole Home WiFi is an additional \$9.95 per month and includes 1 base eero and 1 Beacon eero. Each additional eero Beacon is \$5.95 per month.

\* The screenshots above show these templates exactly how users see it – there are no hidden elements.