# 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?

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.



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