**Digital Marketing: Strategy & Tactics**

**Chapter 4: Email Marketing**

**MULTIPLE CHOICE**

1. What is email mainly used for in marketing?

|  |  |
| --- | --- |
| a. | Ads in email |
| b. | Customer communications like newsletters |
| c. | Receipts and shipping notifications |
| d. | All of the above |

**ANS:** D

**Notes:** Email is used for ads but even more for customer engagement and basic business communications and support.

1. Why is measuring email’s marketing value by dollars spent (compared to other channels) misleading?

|  |  |
| --- | --- |
| a. | Email is retro, so its prices haven’t been updated in a while. |
| b. | Email is free. |
| c. | Email spending is mostly on the tools and services to send the emails, unlike ads. |
| d. | Email budgets don’t come from marketing |

**ANS:** C

**Notes:** Most of email spending is on email service providers, the tool providers allow for creating, tracking, and managing large email campaigns and customer lists.

1. When building an email list, the method most likely to lead to highly engaged recipients is:

|  |  |
| --- | --- |
| a. | Buying a list |
| b. | Opt out |
| c. | Opt in |
| d. | Double opt in |

**ANS:** D

**Notes:** All things being equal, the harder it is to sign up for the list, the more motivated the signer is and more likely to welcome emails sent.

1. From a legal/business perspective, Spam is:

|  |  |
| --- | --- |
| a. | Any email I don’t want |
| b. | Emails from people not in my address book |
| c. | Unsolicited bulk email |
| d. | Emails that come too often |

**ANS:** C

**Notes:** Spam is defined as email that wasn’t asked for, sent to more than 200 recipients. Business relationships are a legitimate reason to send email!

1. What element increases an email’s “open rate”?

|  |  |
| --- | --- |
| a. | Nice formatting |
| b. | A recognizable sender |
| c. | An effective subject line |
| d. | Both B and C |

**ANS:** D

**Notes:** An email coming from a familiar sender and engaging subject line is more likely to be opened.

1. An email cadence is:

|  |  |
| --- | --- |
| a. | The emotional tone of the message |
| b. | A personalized series of messages timed according to criteria |
| c. | The email service provider’s timed delivery of email |
| d. | Receipts sent by email |

**ANS:** B

**Notes:** A cadence is a sequence of emails deployed according to a set of criteria on a person by person basis, in response to their actions or information—like using certain features in a service.

1. Which is not a common email marketing metric when sending email?

|  |  |
| --- | --- |
| a. | Open rate |
| b. | Click-through rate |
| c. | Number of views |
| d. | Bounce rate |

**ANS:** C

**Notes:** Most email campaign metrics will revolve around the delivery, open, and action in the email itself.

**SHORT ANSWER**

1. Explain email’s role in a person’s online identity.

**ANS:** Email is like the “ID card” by which we sign up for other things, receive e-commerce notifications, sign up for and confirm identity on social networks. Advanced answers will discuss ad targeting and how email addresses are used as the index key in customer databases.

**Notes:** Email is the unique identifier by which online marketing drives customer communication and targeting.

1. Describe an example of a trigger-based email.

**ANS:** Examples include: a birthday reminder, travel updates, Black Friday sale. Advanced answers will differentiate between calendar based (absolute, like a holiday) and dynamic (related to the person’s actions) event.

**Notes:** Any event on the calendar or dynamic event—personal birthday, anniversary, travel—can be used to trigger an email.

1. Discuss how email is used in social media (Facebook) ad targeting.

**ANS:** Custom audiences are built around email address lists. Advanced answers will discuss varying messaging by segments in email.

**Notes:** Email is the identifier to match social media profiles. Advertisers can then message customers differently than others.