

Questions answered correctly:

- What is the definition of an email marketing strategy?
- When was the first email sent?
- How can email marketing fuel your overall inbound strategy?
- What does it mean to create an inbound email marketing strategy?
- Segmentation is an important piece of your inbound email marketing strategy. What does segmentation primarily help you do?
- When sending email you can segment contacts by their buyer personas. What is a buyer persona?
- The significance of segmentation, the power of personalization, and the impact of data-driven analysis are the three pillars of an _____.
- As an inbound professional you might be sending many different types of emails, even one-to-one communication emails. What will you need to send one-to-many emails?
- Fill in the blank: A _____ strategy is focused on using a software program to easily store and source a contact's information, including their name, contact history, email information, and more.
- You can use your database and contact management strategy to do a few things: see the whole picture of every contact, organize contacts to keep a healthy database at all times, and what else?
- Each year your contacts database will decay, so to successfully cater to the needs and interests of your contacts, what do you need to begin with?
- Before emailing any contacts in your database, what question do you need to ask yourself or your team?
- To help you track the health of your database, you'll typically want to have a few segments that help you monitor that health. What is one example of a segment to track health?
- If explicit data is information that is intentionally shared between a contact and a company, what is implicit data?
- There are three best practices for creating a successful segmentation strategy. Two of them are having a clean and organized database and collecting the right information. What is the third?
- True or false? When you take a specific action on a website around a certain topic, and an email is triggered to you that follows up with additional educational content around that topic, this is an example of sending the right email.
- What helps to ensure you deliver the right email to the right person?
- Fill in the blank: Connecting the different stages of the buyer's journey with the content you're sending is an example of _____.
- Using the data you have on each of your contacts-such as when they open, click, and convert-and scheduling your emails to send when your contacts are mostly likely to engage with your email is the definition of what?
- Sending the right email requires tactical aspects. Which of these are tactical aspects of sending the right email?
- By adding the following copy to your email, what are you doing for your contacts? "Thanks for subscribing to my blog. I'm thrilled to have you here! You'll be receiving updates from me on how to send better emails on a monthly basis, but if you're looking to update your email preferences, you can do so anytime here. Invite your team members to subscribe because when we learn together, we grow together."
- What does AIDA stand for?
- There are three key components to sending the right email. Two of them are the right email and the right time. What is the third?
- What are the two key actions to look at when optimizing each part your email?

- What is the ideal length of a subject line?
- Fill in the blank: Words like "free" or "percent off" will not only trigger spam filters for your email, but will also _____.
- You have one goal for your email, and your CTA should drive the reader toward that goal. In addition to your CTA button, how else can you link to your CTA?
- True or false? On average, for every dollar spent on email, it has consistently produced anywhere from a \$40-44 return.
- Taking the essential pieces of any email and optimizing each piece to help drive conversions towards your set goal will help you create high-performing emails. What are these essential pieces?
- What is graymail?
- In the email world, consent can be defined as any time you collect verifiable permission from an email recipient to send them email. What is one way you can collect consent?
- Someone on your team hands you a list to send out your newest marketing email to. You have been working on this email for a while, and they said the contacts on this list will appreciate the content. As an inbound professional, you know you can't send to a purchased or enriched list of contacts. You need more information about this list in order to send to them. How could you respond to your co-worker?
- Through sources, permissions, and expectations, you're taking a close look at the contacts lists that you're sending email to. This will help you _____.
- True or false? Any email marketing vendor of value will not allow you to send to a purchased list.
- What are the two buckets that your post-send metrics fall into?
- What are the three levels of opt-in?
- What does email delivery refer to?
- A computer program that allows you to access and manage your email is the definition of what?
- True or false? Analysis is only important in your inbound email marketing strategy.
- There are three types of metrics you want to analyze and track. Two of them are individual email metrics and whole marketing channel metrics. What is the third?
- When sending emails and setting goals, you want to go beyond checkpoints of activities for your goals. What are examples of checkpoints of activity?
- True or false? You want to strive for a very little drop off between the number of people you sent to and the number of people you were able to successfully deliver to.
- Fill in the blank: Return on investment is used in many aspects of your inbound strategy. In your email marketing strategy, it is defined as the overall return your _____.
- What is one common cause of low click-through rates?
- What is the definition of analysis?
- When deciding to run an A/B test, your team discusses the length of time you want to run your test for. What should you and your team do to define the time range?
- True or false? Every test you run needs to have statistically significant results.
- What is the definition of lead nurturing?
- Lead nurturing can be defined as a way to build relationships. While building these relationships, there are key benefits to your business. Lead nurturing will help you build relationships by being the _____.
- Software with the goal of automating your marketing actions is the definition of what?
- How many contacts do you need on your list to run an A/B test?
- Fill in the blank: _____ will give you the number for each email recipient sample size that will help yield conclusive results.
- When using a significance test calculator, what is the "margin of error" called?
- True or false? Trust is not a factor of your lead nurturing strategy.
- What is the definition of email deliverability?

- What are the three ways to look at your contacts list through?
- True or false? Are there three levels of opting in types?
- When planning an effective lead nurturing campaign, what is the first step that you should take as an inbound professional?
- What is the the last step of running effective lead nurturing campaigns?
- A lead views a specific page on your website, say, your case study page. You then send targeted follow-up content like one of your more popular case studies. This is an example of what type of email?