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# Digital Marketing Final Exam Study Guide

Chapter 8: What is Email Marketing (EM)? - A structured, systematic process that is one of the most successful channels for delivering highly relevant marketing communications to targeted subscribers

What is Spam? - SPAM - Unsolicited or bulk email that consumers did not ask for  
- Spam really is in the eye of the beholder - a consumer decides what's spam for him/her

Why is email one of the most important digital marketing channels? - While digital landscape keeps evolving, email has remained steadfast.

# email accounts worldwide is about 4 billion

# of all the social media accounts combined worldwide is about 3 billion

An email lands straight into a consumer's inbox

What are the three basic steps involved in EM? - 1. Cultivate a list of email addresses ("Opt-in")  
2. Optimize email content to maximize consumer response and ROI  
3. Ensure that company emails arrive smoothly to recipient's inbox (Working with Spam filters)

What are spam filters and what do they do? - Spam filters are built-in features of email clients that block emails with features such as:

- Image & text imbalance -high image to text ratio
- Too much formatting - ALL CAPS!!
- Atypical attachments
- Obscene terms - crazy, free money!!

What do you mean by email list capture? Know some methods that companies use to capture consumer emails. - Allows you to grow your subscriber list by collecting emailaddresses legally.

# Marketing Final Exam Study Guide

**Xiang Xie**



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