

NEW MEXICO BROADBAND PROGRAM

INTERNET TOOLS FOR SMALL BUSINESS MODULE 5 - E-NEWSLETTERS - ASSESSMENT

1. Outbound marketing occurs when businesses find and send information to their customers, rather than waiting for their customers to find them.
 - a. True
 - b. False
2. E-newsletters can
 - a. draw customers to your website.
 - b. help build your brand.
 - c. develop a personal connection with your customers.
 - d. all of the above
3. Disadvantages of e-newsletters are
 - a. you must be careful to conform to anti-spam laws.
 - b. customers may become annoyed if they receive unwanted email.
 - c. newsletters may be ignored.
 - d. all of the above
4. Constant Contact provides you with
 - a. templates for a professional-looking newsletters.
 - b. tools for managing newsletter mailing.
 - c. easy editing options.
 - d. all of the above
5. With Constant Contact, you will
 - a. need to enter your contacts manually.
 - b. be able to import your contacts from Gmail and other email providers.
 - c. not be able to group your contacts into segmented markets.
6. With e-newsletter, you will no longer need to
 - a. meet customers personally
 - b. update your website
 - c. send individual email notices of sales
 - d. maintain a website