

Email Marketing Interview Questions And Answers Guide.



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Email Marketing Job Interview Preparation Guide.

Question # 1

Describe the point of email marketing?

Answer:-

Email marketing is a way of reaching many people at once in order to encourage them to do business with you. However, it's important that email marketers keep their end goals in mind (sales, conversions, web traffic, etc.), and execute their strategy in a way that leads their subscribers to willingly complete a desired action. This approach builds audience trust through emails that are valuable and entertaining for the reader, thus increasing the sender's credibility and getting that sender closer to their desired goal.

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Question # 2

How to grow email subscriber list?

Answer:-

Email marketing is only as successful as the email list. A large email list doesn't automatically equal success, though so make sure that you're growing your list with the right people. If they're not actively engaged with you (or interested in what you have to say), your email marketing efforts will be for naught.

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Question # 3

What is Good content marketing?

Answer:-

Good content marketing like this is centered on your customers. Find out what problems they have and write about them. Learn about their habits and hobbies and pair your expertise with content that will strike a chord with them. Make sure that what you write is serving their interests, not your own agenda.

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Question # 4

How to figure out what to write about?

Answer:-

If you're not writing something that your audience cares about, you won't get their attention, even if you do land the email in their inbox. The emails should be directly tied to the subject line and written in a short, consistent way that makes it quickly readable and easily digested.

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Question # 5

List the laws of email marketing?

Answer:-

As I mentioned above, it's good to email people you personally know. However, some email lists might include people from bought lists or lead gen services (which you should generally avoid). We don't recommend buying lists because there are laws in place to protect people from receiving certain types of unsolicited communications.

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Question # 6

Which practices are best for email subject lines?

Answer:-

You have only 3-4 seconds before someone decides whether or not they are going to open your email, so it's important to make an impact. Best practices for subject lines are debatable, especially when trying to compare different industries and topics. However, there are some ballpark best practices for subject lines that you can feel confident about following.

Fifty characters is generally a good, safe rule of thumb to follow. However, people have seen great success with subject lines over 70 characters and less than 49, so feel free to experiment. Other tactics that work well in subject lines include asking questions, numbered lists and personalization.

The best email subject lines tend to be specific, short and compelling. Set expectations up front and let the email content do the rest.



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Question # 7

Tell me about the best time and day to send emails?

Answer:-

Early mornings and weekends ... but also says those days/times are also the most likely to get you unsubscribes and bounces. There are many right answers to this question. If you're looking for a fairly safe bet, try Wednesday afternoons around 2 p.m. But every person, recipient and email list is different. Try different days and times and find what works best for your audience.

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Question # 8

How often should send emails to customers?

Answer:-

The jury is not as undecided on this as they are on the best time and day to send emails. The optimal frequency to contact your customers is one to four times a month. This is the frequency we use for our customers, and our clients see great results with a twice-a-month schedule.

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Question # 9

How much emails should i send to my customers?

Answer:-

Once a month is fine for keeping your name in front of someone. Two-three times a month leaves enough time in between emails so you don't become a nuisance. Obviously, four times a month gets you to a weekly consistency. Essentially, you can keep increasing your send frequency as much as you want, but be conscious of your open and unsubscribe rates. When your engagement starts to decline, you know you've taken it too far.

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Question # 10

Tell me about good email open rate?

Answer:-

Similar to the best day/time to send an email, this question can also be a bit slippery to nail down. It's like comparing apples and oranges. Even if two people in the same industry sent the same email at the same time with the same content, they could have very different open rates due to factors like list quality and personal relationship. In short, there's no definite answer to this question.

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Question # 11

Which metrics should I track for email marketing?

Answer:-

Over time, you need to track your email marketing efforts alongside your larger goals, whether they're direct sales (like B2C retail companies), website traffic and conversions (B2B or B2C with long sales cycles) or referral business.

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Question # 12

What are Bounce rates?

Answer:-

Bounce rates: the percentage of emails that were rejected by recipients' mail servers.

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Question # 13

What is Inbox rates?

Answer:-

Inbox rates: how many delivered emails actually made it into someone's inbox (rather than their junk folder).

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Question # 14

Explain Unsubscribes?

Answer:-

Unsubscribes: how many people unsubscribed from your emails.

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Question # 15

What are Spam reports?

Answer:-

Spam reports: how many times your emails were marked as junk mail/spam by recipients.



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Question # 16

What is the mean of "Email deliver-ability and email open rates"?

Answer:-

These are two important email marketing metrics that should serve as the initial measure of your email marketing success.

Email deliverability rate (or acceptance rate) is the success rate of getting an email delivered to a person's email address. To find out the deliverability rate of your email marketing, you simply take the number of emails delivered and divide it by the number that were sent.

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Question # 17

Email Marketing interview questions answers part 1:

Answer:-

- * What is a hard bounce?
- * Most important email metrics to track?
- * How many images per email?
- * What is an ESP?
- * What is a soft bounce?
- * Are multiple email templates a good idea?
- * What about social- sharing icons?
- * What is lead nurturing?

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Question # 18

Email Marketing interview questions answers part 2:

Answer:-

11. What's the average CTR for B2B emails?
12. What's the average CTR for B2C emails?
13. How much content is enough for an email newsletter?
14. Should I post my email newsletter on my website?
15. What is an acceptable unsubscribe rate?
16. How can I promote my email newsletter?
17. How frequently should I email my list?
18. Who should the email "From:" be?
19. How many offers should I include in my email message?
20. When should I send my email messages?

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Question # 19

Email Marketing interview questions answers part 3:

Answer:-

- How do I segment my email list?
22. What is a tracking URL?
 23. How would I use a tracking URL in my email?
 24. How do you measure Open Rate?
 25. What is CAN-SPAM?
 26. What makes a good subject line?
 27. What is a plain-text email?
 28. Should I test my emails?
 29. What should I measure?
 30. What is an email firewall?

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Question # 20

Email Marketing interview questions answers part 4:

Answer:-

- What is a spam filter?
32. Do email clients automatically accept images in email messages?
 33. Why is lead nurturing important?
 34. Is buying a 3rd-party email list a good idea?
 35. What does "opt-in" or "double opt-in" mean?
 36. How many links is too many in an email?
 37. What is an "out of office" reply?
 38. What does "previewing" an email mean?
 39. Should email messages be mobile-optimized?
 40. How often should I change out my email template?

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Question # 21

Email Marketing interview questions answers part 5:



Answer:-

41. What is a privacy policy?
42. How can I set expectations with my subscribers?
43. What is an email newsletter?
44. How can I avoid having my emails getting caught in a spam filter?
45. Should I "sign" my email messages?
46. What are some email list segmentation ideas?
47. What does "view in browser" mean?
48. What specific things should I be testing in my email marketing efforts?
49. What 3 things should be measured?
50. What words should you avoid in your subject lines?

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Question # 22

Email Marketing interview questions answers part 6:

Answer:-

51. What is a seed list?
52. How can I improve my email deliverability rate?
53. Are unsubsribes bad?
54. How can I improve on the CTR for my CTAs?
55. How can I make my email message stand out in the Inbox?
56. Should I be measuring the open rate of my emails?
57. Does my email marketing program need to have an objective?
58. Are there specific words I should avoid in my email subject lines?
59. How long should my lead nurturing campaign last?
60. Should I have someone ready to respond to email?

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Question # 23

Email Marketing interview questions answers part 7:

Answer:-

61. Is social media going to replace email marketing?
62. Will Facebook's new Send button impact email marketing?
63. What makes a successful email?
64. What makes a successful email campaign?
65. What makes a successful email lead nurturing program?
66. Did we answer all of your questions?

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Question # 24

What is Wrap-Up?

Answer:-

There are no dumb questions when it comes to email marketing. As you now know, there are many variables that affect the success or failure of your email marketing program. While it's nice to understand some of the industry standards and best practices for email marketing, the most important takeaway is that everyone's stats will be different as a result of these variables.

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Question # 25

What is CAN-SPAM Act?

Answer:-

The CAN-SPAM Act spells out the rules for email marketers, whether their intentions are good or bad. If you're sending emails for commercial use, you have to do the following:

Include an unsubscribe method.

Actually unsubscribe someone when they request it, and do it in a timely manner.

If sending for commercial uses, you need to include a physical address.

While not explicitly banned, sending to people who have not opted in is discouraged.

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