



Expert Session Quiz

Expert: Larry Kim

Title: The New Way of Email Marketing

1. According to the B2B marketing survey done in 2014, which lead generation channel is the most popular?
 - a. Social networks
 - b. Email marketing
 - c. PPC/Display ads
 - d. Webinars
2. Email click-through rates have been steadily increasing over the past years.
 - a. True
 - b. False
3. How would you create a custom tailored audience?
 - a. By following a bunch of people on Twitter that you believe to be your target audience
 - b. By advertising to them locally
 - c. By uploading an email list directly to the social and search platforms
 - d. By using an online service that searches public records for relevant triggers
4. How can you market to a custom tailored audience?
 - a. Using targeted paid search ads
 - b. Direct mail
 - c. Listening to product reviews
 - d. None of the above
5. Which best describes the power of social remarketing?
 - a. You get to delete all of the poor performing ads and start over fresh
 - b. Social networks reward you for uploading custom tailored audiences
 - c. Your engagement rates increase 10x, and your conversion rates increase by 5x
 - d. Your engagement rates increase 3x, and your conversion rates increase by 2x
6. Which is not one of the problems that people-based marketing fixes for email marketing?
 - a. .5-2% unsubscribes each day
 - b. People need to opt into your list
 - c. Tons of unqualified emails on the list
 - d. All of the above
7. How did Larry leverage the power of a custom audience to promote his blog post about the breakup between Gmail and Google+?
 - a. He emailed blasted everyone on his Wordstream company email list

- b. He ran Google ads to his blog post
 - c. He curated a list of influential people (reporters, journalists, etc.), and then ran a paid promoted post to them on Facebook and Twitter
 - d. He sent an email out to all of his most influential friends in the industry
8. Instead of the normal email marketing that you're used to, you should consider paid advertising targeted by _____?
- a. Emails
 - b. Phone numbers
 - c. Klout score
 - d. Number of followers on Twitter
9. Which is not a way that Larry generates new email addresses?
- a. Facebook social direct response ads
 - b. Twitter lead generation card format
 - c. Pay an email mining company to deliver you leads
 - d. Google customer match