

MKT-101 Latest Test Report, Examinations MKT-101 Actual Questions

MKT 101 Full Questions and Answers (2023/2024) (Complete and Accurate)

1) All of the following are accurate descriptions of modern marketing EXCEPT which one?

- A) Marketing is the creation of value for customers.
- B) Marketing is managing profitable customer relationships.
- C) Selling and advertising are synonymous with marketing.
- D) Marketing involves satisfying customers' needs.
- E) Marketing is used by for-profit and not-for-profit organizations. ✓✓C

2) According to management guru Peter Drucker, "The aim of marketing is to _____."

- A) create customer value
- B) identify customer demands
- C) make selling unnecessary
- D) set realistic customer expectations
- E) sell products ✓✓C

3) _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.

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Salesforce MKT-101 certification exam is designed to test the knowledge and skills of professionals who use Salesforce Marketing Cloud to build and analyze customer journeys. Build and Analyze Customer Journeys using Marketing Cloud certification exam validates the expertise of individuals in using Marketing Cloud to create personalized and engaging customer experiences across multiple channels. MKT-101 exam covers a wide range of topics such as email marketing, mobile messaging, social media marketing, customer data management, and analytics.

The Salesforce MKT-101 Exam covers a wide range of topics, including email marketing, mobile marketing, social media marketing, data management, and analytics. MKT-101 exam also includes questions related to customer journey mapping, segmentation, and personalization. Candidates are required to demonstrate their knowledge of the Marketing Cloud platform, its features, and its capabilities.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q94-Q99):

NEW QUESTION # 94

What two additional best practices could be applied to the company's new email design?
Choose 2 answers

- A. Use of emojis in preheader text
- **B. Mobile optimized emails**
- C. Corresponding call-to-action included in primary message
- D. A mix of old branding with new branding

Answer: B

NEW QUESTION # 95

A file is received daily from a data provider to the account SFTP. This file needs to be imported into Marketing Cloud as soon as it arrives. The arrival time of this file varies by several hours from day to day.
What tools should be used to accomplish this?

- **A. Automation Studio File Drop Starting Source**
- B. Journey Builder Fire Event Entry Source
- C. Automation Studio Schedule Starting Source
- D. Journey Builder Import Activity Entry Source

Answer: A

NEW QUESTION # 96

Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send.
What should be used to prevent emails from being sent if they exceed 2500 contacts?

- A. Stop Activity
- **B. Verification Activity**
- C. Script Activity
- D. Query Activity

Answer: B

Explanation:

A Verification Activity can be used to prevent emails from being sent if they exceed a certain number of contacts. A Verification Activity checks the number of records in a data extension or list and stops the automation if the number is above or below a specified threshold. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_verification_activity.htm&type=5

NEW QUESTION # 97

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety

notifications, schedule or room changes, and surprise pop-up sessions.
Which solution should they use?

- A. CloudPages opt in to Event Journey
- B. Smart Capture and Triggered email messaging
- C. Existing Email Event Notification Subscription
- **D. Keyword opt in and SMS Messaging**

Answer: D

Explanation:

Keyword opt in and SMS Messaging can be used to allow attendees to request event-specific notifications by texting a keyword to a short or long code. The keyword can trigger an SMS message with the requested information or a link to a CloudPage with more details. Reference: https://help.salesforce.com/articleView?id=sf.mc_moc_keyword_opt_in.htm&type=5
https://help.salesforce.com/articleView?id=sf.mc_moc_sms_messaging.htm&type=5

NEW QUESTION # 98

Northern Trail Outfitters (NTO) launched a new custom Preference Center to allow customers to provide details around their personal information such as age, gender, and outdoor sporting interests.

In which two ways should NTO honor customers' preferences when creating emails? (Choose two.)

- **A. Use AMPscript to dynamically pull in content associated with customers' preferences.D18912E1457D5D1DDCDBD40AB3BF70D5D**
- B. Create emails to include all preference options so that customers don't miss any content.
- C. Send customers one email per preference choice to ensure customers receive what they want.
- **D. Create dynamic rules based on customers' preferences in order to send specific content.**

Answer: A,D

NEW QUESTION # 99

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