

# MKT-101 Exam Reference & Latest MKT-101 Test Notes

## 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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achieving the Salesforce MKT-101 certification on the first attempt.

One of the key benefits of taking the MKT-101 exam is that it demonstrates your expertise in Marketing Cloud, which is highly valued in today's job market. By passing MKT-101 exam, you'll be able to showcase your skills to potential employers and clients, and differentiate yourself from other marketing professionals. You'll also gain a deeper understanding of Marketing Cloud and be able to use it more effectively in your work.

Salesforce MKT-101 Exam covers a wide range of topics related to customer journey creation, management, and analysis using the Marketing Cloud. It tests the candidate's ability to create and manage personalized customer journeys, design and automate marketing campaigns, and analyze customer behavior and campaign performance using Marketing Cloud tools and features. MKT-101 Exam also covers topics related to email marketing, mobile messaging, social media advertising, and data management.

## Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q46-Q51):

### NEW QUESTION # 46

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day, as a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return the site and continue their shopping.

What action should NTO take? Select One

- A. Create a user-initiated message to logged-in customers to send once the website is restarted
- B. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- C. Create and send an apology email that includes a discount for a future purchase to all customers.
- D. Import a file of logged-in customers into NTO's existing abandoned cart journey in Journey builder.

**Answer: A**

### NEW QUESTION # 47

The Chief Marketing Officer at Northern Trail Outfitters would like to increase engagement of existing subscribers. Which method should the team use to accomplish this goal?

- A. Create a re-engagement campaign for all subscribers asking to opt-in again.
- B. Remove inactive subscribers from the target population.
- C. Create a re-engagement campaign for inactive subscribers asking to opt-in again.
- D. Create a list of inactive subscribers and suppress them from campaigns.

**Answer: C**

### NEW QUESTION # 48

Northern Trail Outfitters has a file that drops intermittently to their SFTP account. Once this file drops, they want to be able to have it immediately imported and then segmented to enter a specific journey depending on the data inside the file.

Which two options would meet these requirements?

Choose 2 answers

- A. Decision Split
- B. File Drop Automation
- C. Scheduled Automation
- D. SQL Query

**Answer: B,D**

Explanation:

A File Drop Automation can be used to trigger an automation when a file is uploaded to the Marketing Cloud FTP. A SQL Query can be used to segment the audience based on the data inside the file and populate a data extension for each segment. The data extensions can then be used as entry sources for different journeys. Reference: [https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_define\\_a\\_triggered\\_automation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_define_a_triggered_automation.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_query\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5)

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### NEW QUESTION # 49

A marketer has created an event confirmation email which is sent to all registration of their cooking-while-camping sessions. They use Connect to integrate into their CRM and want to update records directly when a recipient clicks the 'Confirm RSVP' button. Which automation solution should easily allow this action?

- A. Automation Studio
- **B. Journey Builder**
- C. Behavioral Triggers

**Answer: B**

### NEW QUESTION # 50

Northern Trail Outfitters (NTO) needs to provide an IT staff member with access to Marketing Cloud. The staff member needs to perform the following tasks:

- \* Maintain NTO's master suppression list
- \* Configure data relationships
- \* Create new subscriber attributes

Which role should be assigned to the IT staff member?

- A. Analyst
- B. Administrator
- C. Content Creator
- **D. Data Manager**

**Answer: D**

### NEW QUESTION # 51

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