

Salesforce MKT-101 Valid Test Objectives, MKT-101 Valid Exam Answers

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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Earning the Salesforce MKT-101 certification can help you advance your career as a marketing professional and demonstrate your expertise in Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification can enhance your credibility and open up new job opportunities with higher salaries. Moreover, it can help you stay up-to-date with the latest trends and best practices in the marketing industry and improve your skills in creating personalized and engaging customer experiences.

Salesforce MKT-101 exam is an excellent opportunity for marketing professionals to showcase their knowledge and skills in using Marketing Cloud to build and analyze customer journeys. It is a challenging exam, but with the right preparation and dedication, you can pass it and take your career to the next level.

One of the key areas that the Salesforce MKT-101 Exam focuses on is Journey Builder. This powerful tool within the Marketing Cloud platform allows you to create complex, multi-channel journeys that can be tailored to the needs and preferences of your customers. You will be tested on your ability to use Journey Builder to create and manage customer journeys that are effective,

personalized, and engaging.

>> **Salesforce MKT-101 Valid Test Objectives** <<

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As we all know, it is a must for all of the candidates to pass the MKT-101 exam if they want to get the related MKT-101 certification which serves as the best evidence for them to show their knowledge and skills. If you want to simplify the preparation process, here comes a piece of good news for you. We will bring you integrated MKT-101 Exam Materials to the demanding of the ever-renewing exam, which will be of great significance for you to keep pace with the times. Before your purchase, you can free download the demo of our MKT-101 exam questions to check the outstanding quality.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q116-Q121):

NEW QUESTION # 116

Northern trail Outfitters' marketing department wants to review lastyear's holiday engagement to this year's engagement. What should they use to access the historical engagement data?

- **A. SQL activity using data views**
- B. Tracking Data extract
- C. Audit Trail extract

Answer: A

NEW QUESTION # 117

Northern Trail Outfitters upgraded their Marketing Cloud account which now includes a Sender Authentication Package (SAP), They send regularly 300,000 What should they be aware of with respect to sender reputation?

- A. They should have one dedicated IP address for every 100,000 messages send per month.
- B. They should have one SAP for transactional sends and another for commercial sends.
- C. They should have a shared IP since their volume is under 500,000 messages per month.
- **D. They should send at least 250,000 messages per month to maintain their sender reputation.**

Answer: D

Explanation:

To maintain a good sender reputation, Northern Trail Outfitters should have one dedicated IP address for every 100,000 messages send per month. This will help them avoid IP throttling and blacklisting issues. A shared IP address is not recommended for their volume, and having multiple SAPs for different types of sends is not necessary. They should also send consistently and avoid large spikes or drops in their sending volume. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_dedicated_ip_addresses.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_reputation.htm&type=5

NEW QUESTION # 118

Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email.

Which personalization string should they include as the href attribute in the link?

- A. %%view_online%%
- B. %%vawp%%
- C. %%view_email_url%%
- **D. %%view_as_webpage%%**

Answer: D

NEW QUESTION # 119

Northern Trail Outfitters wants to display the current date in order emails. What could they use to display the date in real-time?

- A. Enhanced Dynamic Content
- **B. AMPscript**
- C. Live Content
- D. Reference Content

Answer: B

NEW QUESTION # 120

Northern Trail Outfitters (NTO) is launching a monthly newsletter for its subscribers to opt in to. NTO needs to ensure CAN-SPAM compliance.

In which two ways can they avoid emails being blocked or marked as spam? Choose 2 answers

- A. Use animated emojis in subject lines to draw the eye.
- **B. Use a clear "From" name that is easily recognized.**
- **C. Include a physical mailing address of the company.**
- D. Include a "Contact Us" link in the footer.

Answer: B,C

NEW QUESTION # 121

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