

# MKT-101 Exam Demo | MKT-101 Exam Bible

## 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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We can say that how many the MKT-101 certifications you get and obtain qualification certificates, to some extent determines your future employment and development, as a result, the MKT-101 exam guide is committed to helping you become a competitive workforce, let you have no trouble back at home. Actually, just think of our MKT-101 Test Prep as the best way to pass the MKT-101 exam is myopic. They can not only achieve this, but ingeniously help you remember more content at the same time.

The MKT-101 exam covers a range of topics related to Marketing Cloud, including email marketing, social media advertising, and mobile messaging. It also covers the fundamentals of customer journey mapping and how to use Marketing Cloud to create targeted campaigns that engage customers at every stage of their journey. MKT-101 exam is designed to test your knowledge of Marketing Cloud best practices, as well as your ability to use the platform to build effective customer journeys that drive business results.

Achieving the Salesforce MKT-101 Certification can help professionals advance their careers in the marketing field. It shows that they have the knowledge and skills to leverage Marketing Cloud effectively to drive business growth and improve customer engagement. Additionally, it demonstrates a commitment to professional development and staying up-to-date with the latest marketing technologies and trends.

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**100% Pass 2026 MKT-101: Build and Analyze Customer Journeys using**

## Marketing Cloud –Valid Exam Demo

For the convenience of the Exams candidates, the difficult portions of the syllabus have been explained with the help of experts to be simplified. One remarkable feature of MKT-101 actual dumps questions and answers is their similarity with the real exam scenario. They not only give you understanding of the MKT-101 Exams but also impart you an opportunity to master it. To enhance further your exam ability and strengthen your learning, you can benefit yourself getting practice Salesforce real dumps.

### Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q50-Q55):

#### NEW QUESTION # 50

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign. What hierarchy should be recommended?

- A. One parent business unit and a child business unit for each franchise owners
- B. One parent business unit and a child business unit for franchise owners.
- C. One business unit.
- D. A parent business unit for each franchise owner

**Answer: A**

Explanation:

A parent business unit is the top-level business unit in an account hierarchy that can share data, content, and settings with its child business units. A child business unit is a lower-level business unit that inherits data, content, and settings from its parent business unit but can also have its own data, content, and settings. By creating a parent business unit for the corporate office and a child business unit for each franchise owner, the customer can achieve data and content sharing as well as customization and segmentation for each local store. Reference: [https://help.salesforce.com/articleView?id=sf.mc\\_overview\\_business\\_units.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_overview_business_units.htm&type=5)

#### NEW QUESTION # 51

The Northern Trail Outfitters' (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send using the Send Preview functionality.

Which three items does Preview and Test check for in an email message? Choose 3 answers

- A. Personalization strings map to attributes or data extension fields.
- B. Words or phrases used may trigger spam filters.
- C. Each content block specified in a dynamic content rule exists.
- D. Correct syntax is used on any AMPscript in the email's code.
- E. Grammar and spelling in the email text is correct.

**Answer: A,C,D**

#### NEW QUESTION # 52

A marketing manager would like to run the Recent Email Sending Summary report and have the resulting file sent via email. Which results file format is available for selection when generating this report?

- A. Image File (.jpg)
- B. Compressed File (.tar.gz)
- C. Word Document (.docx)
- D. Data File (.csv)

**Answer: D**

#### NEW QUESTION # 53

Northern Trail Outfitters' marketing team includes the nearest store to customers in the template of its emails. This data extension only needs to be updated when store information changes, such as when a new store opens or a store closes.

How can this be achieved?

- A. Create a scheduled automation to import the file on a recurring basis with store information.
- **B. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.**
- C. Create a file drop automation to initiate when the store's data extension is updated via import.
- D. Create an automation to begin when Information changes on a store object using a workflow rule.

**Answer: B**

#### NEW QUESTION # 54

Northern Trail Outfitters has acquired a new company and is importing customer data to Marketing Cloud. They want to ensure commercial emails are not sent to email addresses who have previously opted-out.

Which feature should they use?

- A. Suppression List
- B. Exclusion Script
- **C. Auto-suppression List**
- D. Exclusion List

**Answer: C**

Explanation:

An auto-suppression list is a list of subscribers who should not receive any commercial emails from a sender. It can be applied to all sends or specific sends based on sender profile or delivery profile. It is useful for complying with legal or contractual obligations to avoid sending to certain email addresses. Reference: [https://help.salesforce.com/articleView?id=sf.mc\\_es\\_auto\\_suppression\\_lists.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_es_auto_suppression_lists.htm&type=5)

#### NEW QUESTION # 55

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