

Valid Test MKT-101 Fee - Accurate MKT-101 Prep Material

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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Passing the Salesforce MKT-101 exam demonstrates that you have the skills and knowledge needed to create effective marketing campaigns using Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is recognized by employers and can help you stand out in a competitive job market.

The MKT-101 exam covers a broad range of topics, including understanding customer data, creating personalized messaging, implementing automation, and analyzing campaign performance. Successful completion of MKT-101 Exam demonstrates that the individual has the skills and knowledge necessary to design and execute successful marketing campaigns that improve customer engagement and drive revenue growth. Certification in Salesforce MKT-101 is highly valued by employers and can help marketing professionals advance their careers.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q64-Q69):

NEW QUESTION # 64

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud.

Which method should they use to send the email from Marketing Cloud?

- A. Create a scheduled Automation with a Query Activity and a Send Email Activity
- B. Create a Journey with a Salesforce Data entry source and an Email Activity
- C. Create a Journey with a Salesforce Campaign entry source and an Email Activity
- **D. Use Content Builder Send Flow to send the email to the Salesforce Campaign**

Answer: D

NEW QUESTION # 65

Northern Trail Outfitters has determined they will initially deploy messaging to email and SMS channels, but also plan for social advertising. Customer data originates within their point-of-sale system which communicates to Marketing Cloud in real-time via API. They want to configure their customer data for long-term cleanliness and maintainability.

Which two best practices should be utilized? (Choose 2 answers)

- A. Configure Contact Builder to automatically generate a unique subscriber key.
- B. Define the subscriber key as a unique value that does not relate to a specific channel.
- **C. When using an external database of record, utilize that system's identifier as the contact key.**
- **D. Regularly merge duplicate contacts to keep tracking data accurately.**

Answer: C,D

NEW QUESTION # 66

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails.

What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

- A. Scoring Split
- B. Path Optimizer
- **C. Frequency Split**

Answer: C

NEW QUESTION # 67

What tool is recommended to render personalization strings, AMPscript, and dynamic content in an email message before sending it to a subscriber?

- A. Send Flow
- B. List Detective
- C. Test Send

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