

Text Message Marketing Practice Test Questions and Answers

1. What is the most important legal requirement for text message marketing?

- A) Using colorful messages
- B) Obtaining explicit opt-in consent from recipients
- C) Sending messages only on weekends
- D) Using specific phone numbers

2. What is the typical character limit for SMS messages?

- A) 50 characters
- B) 160 characters
- C) 500 characters
- D) No limit

3. Which metric is most important for measuring SMS marketing success?

- A) Message length
- B) Open rate and click-through rate
- C) Number of emojis used
- D) Time of day sent only

4. What should every marketing text message include?

- A) Company logo
- B) Clear opt-out instructions (like STOP)
- C) Customer's full address
- D) Product images

Answers: 1-B 2-B 3-B 4-B

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