

# Project 7

## Market with Email





# Marketing Objective & KPI

- **Marketing Objective** - get 100 new students to apply for Udacity DMND by the end of August
- **KPI** - number of new Udacity DMND students by the end of August.

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>● Age 19</li><li>● Male</li><li>● Undergraduate</li><li>● lives in the middle east</li></ul>	Abdelrahman Ali	<ul style="list-style-type: none"><li>● Flexible study schedule</li><li>● High quality education</li><li>● Theoretical education and practical application</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>● Reading</li><li>● Football</li><li>● listening to music</li><li>● Watching documentaries</li></ul>	<ul style="list-style-type: none"><li>● Becoming a Digital Marketer</li><li>● Enhance his career</li><li>● Create a digital marketing agency</li></ul>	<ul style="list-style-type: none"><li>● Confused and doesn't know from where to start</li><li>● Busy schedule, limited time for studying and developing new skills</li></ul>

# Email Series

Email 1: Digital Marketing Nanodegree Application

Email 2: Learn with Udacity

Email 3: Apply for Udacity DMND



# Content Plan: Email 1

Overarching Theme: 3-5 Sentences

**General**

*This email is a reminder to the student, to remind him complete his application.*

**Subject Line 1**

*Digital Marketing Nanodegree*

**Subject Line 2  
(for A/B  
testing)**

*Udacity Digital Marketing Nanodegree*

**Preview Text**

**Complete your digital marketing marketing application**

**Body**

*You almost there, 1 week to go. Complete your application to join digital marketing nanodegree August cohort.*

**Outro CTA 1**

*Apply Now*

**Outro CTA 2  
(for A/B  
testing)**

*Continue your application*

# Content Plan: Email 2

Overarching Theme: 3-5 Sentences

**General**

*This email will be sent to potential students to inform them about Udacity educational programs.*

**Subject Line 1**

*Udacity Nanodegrees*

**Subject Line 2**

*Udacity scholarships*

**Preview Text**

*Learn and Develop new skills to build your future.*

**Body**

*We offer you +1000 schools like Programming, Digital Marketing, Business and etc.. with more than 4000 programs to help you develop new skills and build a bright future.*

**Outro CTA**

*Apply Now*



# Content Plan: Email 3

Overarching Theme: 3-5 Sentences

## General

*This will be sent to students who clicked on the CTA and choose the digital marketing nanodegree but didn't take an action about the application.*

## Subject Line 1

*Udacity DMND*

## Subject Line 2

*Udacity Digital Marketing Nanodegree*

## Preview Text

*Apply for Udacity digital marketing nanodegree and get your hand over valuable skills*

## Body

*Start your digital marketing journey with udacity, We offer you valuable topics, skills like SEO, SEM & SMM, etc. We also offer practical applications on real projects to be sure that you understand your syllabus*

## Outro CTA

*Start Now*

# A/B Test Overview

## **Email 1:**

*A/B test 1* - Change subject line to (Udacity Digital Marketing Nanodegree), as it more descriptive and it catch the reader's eye with Udacity to ensure that he doesn't consider the email as it from another educational platform.

*A/B test 2* - Change the CTA to (Continue your application) instead of (Apply Now), to make it obvious that he is going to continue his application not applying from the beginning.

# A/B Test Overview

## Email 2:

*A/B test 1* - Change subject line to (Udacity Scholarships) as it is more used than nanodegrees so it will lead to more clicks and actions.

*A/B test 2* - Change the CTA to (Learn More) instead of (Apply Now), Apply Now CTA is not really appropriate in this early stage, we should let the potential students read and learn about our programs first, we don't want them feel like we are forcing them to apply or buy something.

# A/B Test Overview

## Email 3:

*A/B test 1* - Change subject line to (Udacity Digital Marketing Nanodegree), because in this phase “DMND” still not remarkable and the student may not understand that it means digital marketing nanodegree, so we change it to a clear descriptive sentence.

*CTA* - in this email we will not make an A/B test for the CTA as the word “start Now” is the best for that phase and it is very encouraging

# Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	1st August	2nd August	3rd August	5th August
Email 2	8th August	9th August	10th August	12th August
Email 3	15th August	16th August	17th August	19th August

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
1	2	3	4	5	8	9	10	11	12	15	16	17	18	19

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
-----------	----------------	---------	------------	---------------



The image is a screenshot of a web browser displaying the Mailchimp email editor interface. The browser's address bar shows the URL 'us10.admin.mailchimp.com/email/editor?id=11800069'. The editor's left sidebar contains 'Styles' and 'Templates' sections. The main canvas displays a draft email for 'UDACITY'. The email content includes a link to 'View this email in your browser', the 'UDACITY' logo, a main heading 'Complete your Digital Marketing Nanodegree application', a subheading 'You almost there, 1 week to go. Complete your application to join digital marketing nanodegree August cohort.', a large purple banner with the text 'Digital Marketing Nanodegree Program' and an image of two people working, an 'APPLY NOW' button, social media icons for Facebook, Instagram, and Twitter, the 'UDACITY' logo again, and a footer with copyright information and a Mailchimp logo. A 'Help' tooltip is visible on the left side of the editor.

# Final Email

A

**Abdullah Tareq (DM Career Coach) via fwd**  
[fwd co...] [Recording] AMA session, July 22, 2022  
Abdullah-Tareq Career Mentor July 23 Hi everyone, You can... ☆

23 Jul

in

**LinkedIn Job Alerts**  
1 new job for 'social media marketing specialist'  
View jobs in Cairo, Cairo, Egypt ... ☆

23 Jul

A

**Ahmed Ismail via fwd**  
[fwd co...] July Quiz| Power of Digital Marketing ...  
Ahmed.Ismail Community Moderator July 23 Dear students,... ☆

23 Jul

A

**Ahmed Ismail via fwd**  
[fwd co...] July Quiz  
Ahmed.Ismail Community Moderator July 23 Dear champs,... ☆

23 Jul

foundr

**Nathan Chan - Foundr**  
Our new TikTok ads course is coming!  
Claim your complimentary access. Hi Abdelrahman Ali, A li... ☆

23 Jul

E

**Eduonix**  
Exclusive Extended Offer On FullStack Program  
Get Over 20% Off & FREE Web Dev Lifetime Pass | Last 24 H... ☆

23 Jul

T

**Tim at Copyblogger**  
Final Call — Get your Writer's Starter Kit today  
Sale ends tonight

23 Jul

99+

Mail

Meet

[Test] Digital Marketing Nanodegree Inbox



First Fitness gym Yesterday  
to me



THIS IS A TEST MESSAGE

View this email in your browser



UDACITY

## Complete your Digital Marketing Nanodegree application

You almost there, 1 week to go. Complete your application to join digital marketing nanodegree August cohort.

A

**Abdullah Tareq (DM Career Coach) via fwd**  
[fwd co...] [Recording] AMA session, July 22, 2022  
Abdullah-Tareq Career Mentor July 23 Hi everyone, You can... ☆

23 Jul

in

**LinkedIn Job Alerts**  
1 new job for 'social media marketing specialist'  
View jobs in Cairo, Cairo, Egypt ... ☆

23 Jul

A

**Ahmed Ismail via fwd**  
[fwd co...] July Quiz| Power of Digital Marketing ...  
Ahmed.Ismail Community Moderator July 23 Dear students,... ☆

23 Jul

A

**Ahmed Ismail via fwd**  
[fwd co...] July Quiz  
Ahmed.Ismail Community Moderator July 23 Dear champs,... ☆

23 Jul

foundr

**Nathan Chan - Foundr**  
Our new TikTok ads course is coming!  
Claim your complimentary access. Hi Abdelrahman Ali, A li... ☆

23 Jul

E

**Eduonix**  
Exclusive Extended Offer On FullStack Program  
Get Over 20% Off & FREE Web Dev Lifetime Pass | Last 24 H... ☆

23 Jul

T

**Tim at Copyblogger**  
Final Call — Get your Writer's Starter Kit today  
Sale ends tonight

23 Jul

99+

Mail

Meet



## Digital Marketing Nanodegree Program



APPLY NOW



UDACITY



# Final Email

☰

Search in emails

●

A

Abdullah Tareq (DM Career Coach) via fwd

[fwd co...] [Recording] AMA session, July 22, 2022

Abdullah-Tareq Career Mentor July 23 Hi everyone, You can...

☆

in

LinkedIn Job Alerts

1 new job for 'social media marketing specialist'

View jobs in Cairo, Cairo, Egypt

...

☆

A

Ahmed Ismail via fwd

[fwd co...] July Quiz| Power of Digital Marketing ... قوة الديج...

Ahmed.Ismail Community Moderator July 23 Dear students,...

☆

A

Ahmed Ismail via fwd

[fwd co...] July Quiz

Ahmed.Ismail Community Moderator July 23 Dear champs,...

☆

foundr

Nathan Chan - Foundr

Our new TikTok ads course is coming!

Claim your complimentary access. Hi Abdelrahman Ali, A li...

☆

E

Eduonix

Exclusive Extended Offer On FullStack Program

Get Over 20% Off & FREE Web Dev Lifetime Pass | Last 24 H...

☆

T

Tim at Copyblogger

Final Call — Get your Writer's Starter Kit today

Sale ends tonight

✎

📶 🔊 📶 🔊 📶 🔊 46% 2:33 am

📧

🗑️

✉️

➡️

⋮


UDACITY

Copyright (C) 2022 TrioA. All rights reserved.  
You are receiving this email because you opted in via our website.

Our mailing address is:  
TrioA  
Cairo Int'l Airport Rd  
Cairo 11822  
Egypt

Add us to your address book

Want to change how you receive these emails?  
You can update your preferences or unsubscribe

Grow your business with  mailchimp

⬅️ Reply

⬅️ Reply all

➡️ Forward

📧 99+

Mail

📺

Meet



# Results Email #1

1. Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

# Results Continued Email #1

- 1. Calculate the CTR and the Conversion Rate

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3.3%	30

# Final Recommendations

If someone unsubscribe from my list I will immediately remove him from my list in order to comply with Can-Spam regulations.

# Final Recommendations

## Improve Email 2:

- Change subject line to (Udacity Scholarships) as it is more used than nanodegrees so it will lead to more clicks and actions.
- Change the CTA to (Learn More) instead of (Apply Now), Apply Now CTA is not really appropriate in this early stage, we should let the potential students read and learn about our programs first, we don't want them feel like we are forcing them to apply or buy something.

# Final Recommendations

## Improve Email 2:

- Change the color of the CTA from black to blue to match with Udacity logo.
- Change the visual to simple and smaller, also with another color like light blue.
- Set up an A/B test to the preview line, between the existing one and this line (Build your future with valuable skills).
- Include hyperlinks on the Programming, digital marketing and business words to drive users to each program landing page.

# Final Recommendations

## Improve Email 3:

- Change subject line to (Udacity Digital Marketing Nanodegree), because in this phase “DMND” still not remarkable and the student may not understand that it means digital marketing nanodegree, so we change it to a clear descriptive sentence.
- Change the CTA button from black to blue.
- Set up an A/B test between the existing copy and a copy that is more descriptive and catchy one, descriptive in way that list all the provided topics and skills.



# Final Recommendations

## Improve Email 3:

- Include hyperlinks (CTA) on the word syllabus in the body and Apply in the preview text.