Project 7 Market with Email





Part 1 Plan Your Email Campaign

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
 Age 19 Male Undergraduate lives in the middle east 	Abdelrahman Ali	 Flexible study schedule High quality education Theoretical education and practical application
Hobbies	Goals	Barriers
 Reading Football listening to music Watching documentaries 	 Becoming a Digital Marketer Enhance his career Create a digital marketing agency 	 Confused and doesn't know from where to start Busy schedule, limited time for studying and developing new skills

Email Series

Email 1: Digital Marketing Nanodegree Application

Email 2: Learn with Udacity

Email 3: Apply for Udacity DMND

Part 2 Create Your Email Campaign

Content Plan: Email 1

Overarching Th	eme: 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 Th	eme: 3-5 Sentences
General	This email will be sent to potential students to inform them about Udacity educational programs.
Subject Line 1	Halaraita a Nama a da musa a
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 Th	neme: 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

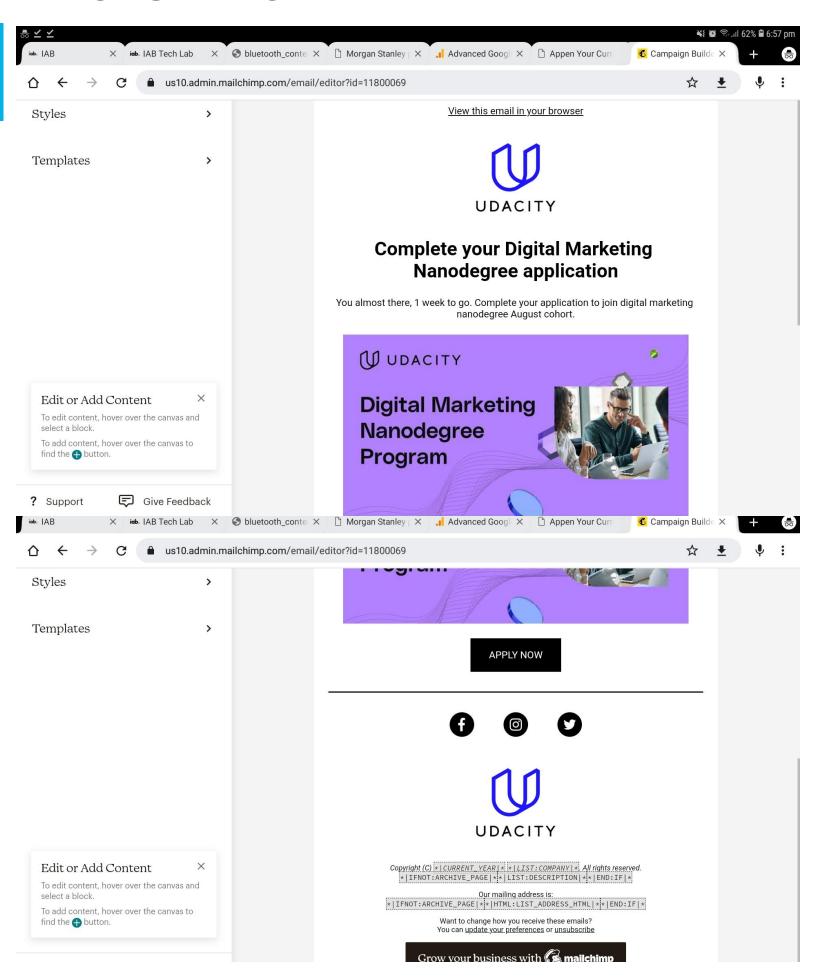
Email Name	Planning	Testing	Send	Analyze
	Phase	Phase	Phase	Phase
Email 1	1st	2nd	3rd	5th
	August	August	August	August
Email 2	8th	9th	10th	12th
	August	August	August	August
Email 3	15th	16th	17th	19th
	August	August	August	August

	W	eek O	ne		Week Two			Week Three						
М	Т	W	Т	F	М	Т	W	Т	F	М	Т	W	Т	F
Er	nail 2)												
					Eı	Email 3								
										Eı	mail	1		
1	2	3	4	5	8	9	10	11	12	15	16	17	18	19

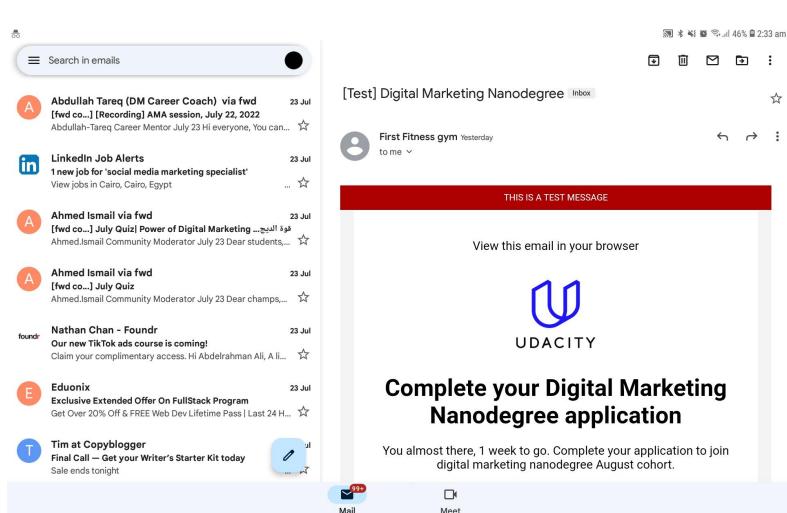
Color Key	Planning	Testing	Send Phase	Analyze
	Phase			Phase

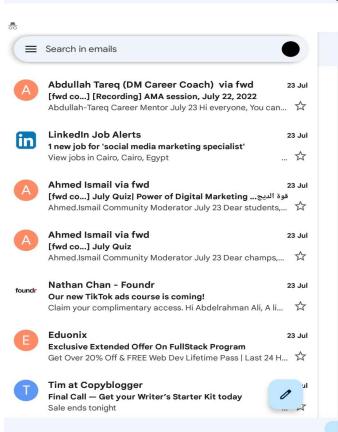
Part 3 Build & Send

Draft Email



Final Email

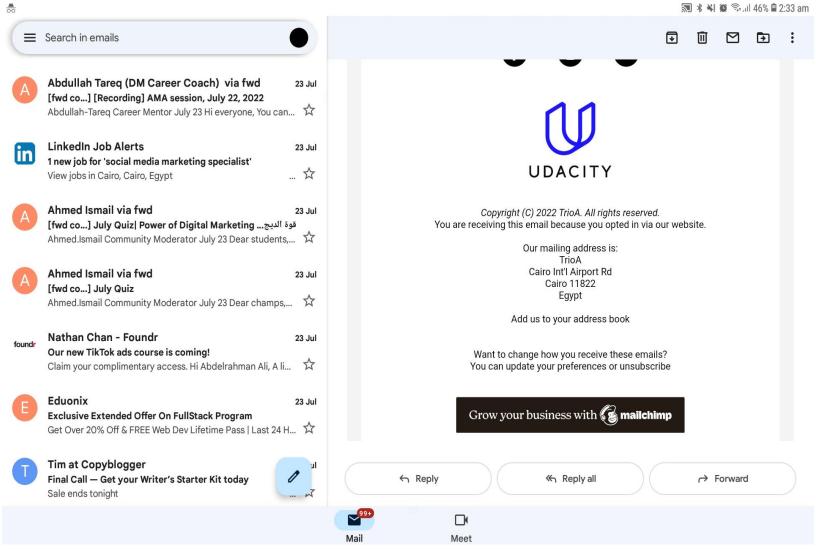






* ¥ \$ \$ \$ 11 46% ■ 2:33 am

Final Email



Part 4 Sending & Analyzing Results

Results Email #1

1. Calculate the Open Rate

Results and Analysis							
Sent	Sent Delivered Opened Opened Rate						
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			

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

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.

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.

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.

Improve Email 3:

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