Project 7
Market with Email

Part 1

Plan Your Email

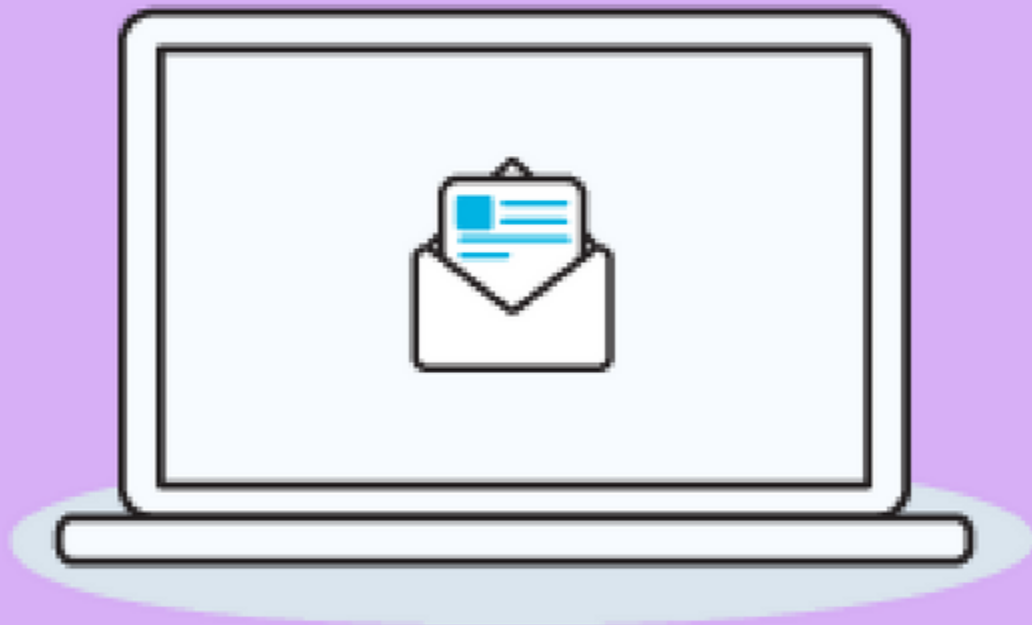Content

Marketing Objective & KPI

- **Marketing Objective** - DMND have a marketing objective to enroll 50 people in DMND course during 3 Weeks via Email.

-

- **KPI** – Number of enrollments.

Target Persona

Background and Demographics	Target Persona Name	Needs
• *Female.* • *age between 26-30.* • *Not married.* • *English language.*	***Employee in sales management***	• *Continues learning.* • *Manage Time and source.* • *To Move on career path.*
Hobbies	Goals	Barriers
• *Watch movies.* • *Read.* • *Socializing.*	• *Buy a plane- travel the world-* • *have a business of my own.* • *Improve my skills.*	• *Time management.* • *Patience* • *Keep my passion*

Part 2

Create an Email

Campaign

Email Series

Email 1: **Have interest in Digital marketing? join us**

Email 2: **Get ready to be a Digital Marketer**

Email 3: **DMND Enrollment Closing Soon!**

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences	
General	• General idea about the digital marketing. • The benefits of taking digital marketing course.
Subject Line 1	Have interest in Digital marketing? join us
Subject Line 2	Are you interested in becoming a Digital Marketer?
Preview Text	This program is dedicated to those who have interests to learn digital marketing as you! You will get the fundamentals to be professional marketer.
Body	With our Digital Marketing Nanodegree course, you will learn how to get into customers by Social Media, Search Engine Optimization, Google Analytics and more! As will as you will have a great experience with our powerful classroom, designed to learning in a fun and easy way! So if you're interested in becoming a Digital Marketer, you should definitely check it out! Here at Udacity, we're pretty sure you will love our content and classroom. But don't just take our word for it see for yourself!
Outro CTA	Learn more!

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences	
General	**Learn about:** **Customer journey marketing fundamentals.** **Social media marketing.** **Social media advertising.** **Email marketing.** **SEO.**
Subject Line 1	**Get ready to be a Digital Marketer**
Subject Line 2	**Get to know about digital marketing**
Preview Text	**in case you're wondering what and how you can learn with us, now you can find out!**
Body	**Launch your career in Digital Marketing with our expert-led Nanodegree Program.** **Learn some of the most in-demand skills and gain real-world experience through hands-on projects.**
Outro CTA	**Start NOW**

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences	
General	This email serves to increase the desire to enroll, to let them know they still have a great opportunity to join this course by creating a sense of urgency.
Subject Line 1	**DMND Enrollment Closing Soon!**
Subject Line 2	**Harry up enroll to DMND**
Preview Text	Here is a quick reminder that enrolment for our next round of the Digital Marketing Nanodegree is closing...
Body	Here is a quick reminder that enrolment for our next round of the Digital Marketing Nanodegree is closing on Tuesday, 15th of November! If you want to future-proof your career and break into this exciting field, enroll now and start learning!
Outro CTA	**ENROLL NOW!**

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	24 Oct	28 Oct	29 Oct	3 Nov
Email 2	26 Oct	29 Oct	2 Nov	5 Nov
Email 3	27 Oct	30 Oct	4 Nov	6 Nov

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Part 3

Build & Send

Draft Email

Subject: Have interest in Digital marketing? join us

With our [Digital Marketing Nanodeg](#)ree course, you will learn how to get into customers by Social Media, Search Engine Optimization, Google Analytics and more!

As will as you will have a great experience with our powerful classroom, designed to learning in a fun and easy way!
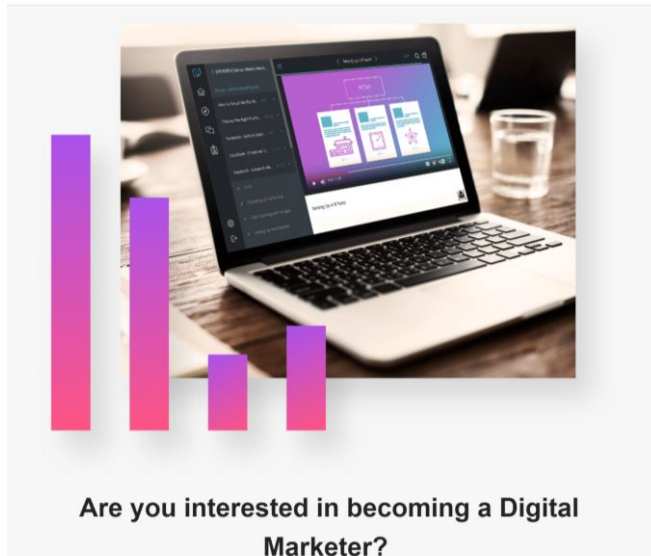
So if you're interested in becoming a Digital Marketer, you should definitely check it out!

Here at Udacity, we're pretty sure you will love our content and classroom. But don't just take our word for it see for yourself!

CTA: Learn more!
CTA Link: https://dmnd.udacity.com/

Final Email

Are you interested in becoming a Digital Marketer?

With our Digital Marketing Nanodegree course, you will learn how to get into customers by Social Media, Search Engine Optimization, Google Analytics and more!

As will as you will have a great experience with our powerful classroom, designed to learning in a fun and easy way!

So if you're interested in becoming a Digital Marketer, you should definitely check it out!

Here at **Udacity**, we're pretty sure you will love our content and classroom. But don't just take our word for it see for yourself!

Learn more!

Part 4

Sending & Analyzing

Results

Results Email #1

After you have hit send on the first email of your campaign, you can spend some time analyzing the results.

1. Calculate the Open Rate

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

Results Continued Email #1

Results can be monitored within the first 24 hours of an email send, after a couple days or even after a week.

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

- Make sure the content of emails are attractive enough to get the users' attention.

- The subject needs to be brief as possible and indicates the essential items in the email.

- Test different subject lines and preview text to see if it's lead to higher Open Rates.

- Images and texts should be selected carefully to be absorbed users' attention.