Project 7
Market with Email

Part 1

Plan Your Email

Content

Marketing Objective & KPI

Email 1

Marketing Objective: To get people to open my email and see the content

KPI: The percentage of Opened Rate.

Email 2

Marketing Objective: To get 100 people to take action (RSVP) to my webinar invite.

KPI: The number of people who RSVP.

Email 3

Marketing Objective: To achieve a 3% conversions rate for enrollments onto the DMND course.

KPI: The percentage of conversions generated from my email.

Target Persona

Background and Demographics	Michael Collins	Needs
 • MALE, 30 YEARS OLD • SINGLE, NO CHILDREN • BACHELOR DEGREE IN BUSINESS MANAGEMENT • LIVES IN FLORIDA • HAS GOOD WORK LIFE BALANCE • HH INCOME $60K		 • RECOGNISED AND VALID SKILLS • TO BE KEPT UPDATED ON INDUSTRY CHANGES • GET PRACTICAL EXPERIENCE • BUDGET FRIENDLY COURSE HE CAN FIT IN SCHEDULE • CAREER ASSISTANCE
Hobbies	**Goals**	**Barriers**
 • READING • NETFLIX • CROSSFIT • GAMING • SELF IMPROVEMENT	 • TO START CAREER IN MARKETING • ENJOY CAREER • OWN HIS OWN BUSINESS • WORK REMOTELY • FREEDOM TO LIVE WHERE HE CHOOSES	 • LACKS DM EXPERIENCE • PRICE AND TIME A CONCERN • INFORMATION OVERLOAD ONLINE • NOT SURE WHERE TO START • WANTS PRACTICAL EXPERIENCE

Part 2

Create an Email

Campaign

Email Series

Email 1: Engagement. "Want a career in Digital Marketing?" CTR.

Email 2: Engagement. Live webinar invite, Jobs In Digital Marketing Panel. CTR.

Email 3: Conversions. 10% Discount on DMND course today. Conversion Rate.

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences	
General	*This is intended to act as a first point of contact to raise engagement in regards to the DMND. It outlines the features and benefits of the course.*
Subject Line 1	*Want A Career In Digital Marketing?*
Subject Line 2	*Become a Digital Marketer in 3 months*
Preview Text	**Become a Digital Marketer**
Body	*Udacity can help you realize your dreams of starting a career in* *Digital Marketing* *Learn* *Social Media Marketing* *Search Engine Optimization* *Search Engine Marketing with Google Ads* *Display Advertising* *Email Marketing* *Measure and Optimize with Google Analytics* *Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.*
Outro CTA	*Learn More*

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences	
General	*This email is intended to encourage engagement with the target audience by means of a live webinar that offers free value for jobs available in DM.*
Subject Line 1	*You're invited: Job Opportunities In Digital Marketing Webinar On 12/15*
Subject Line 2	*You're invited to attend our live Q&A Digital Marketing panel: 12/15*
Preview Text	*Don't miss our live webinar on all the job opportunities in Digital Marketing*
Body	*Land your dream job* *Learn valuable information from experts* *Additional focus on why course has much to offer* *Many different roles in DM to suit everyone*
Outro CTA	*RSVP*

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences	
General	*The theme of this email is to encourage an urgency of action with the offer of a discount now that the potential customer has been engaged with what the course is about and what it has to offer.*
Subject Line 1	*10% Off Our Digital Marketing Nanodegree Today!*
Subject Line 2	*Master Digital Marketing & Save 10% today*
Preview Text	**Only for today, take advantage of our 10% discount.**
Body	*For today only take advantage of discount* *Act now* *Join the thousands of other DMND students who have achieved their dreams of becoming a digital marketer*
Outro CTA	*Enroll Now*

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	Week 1 Monday & Tuesday	Week 1 Wednesday	Week 1 Thursday	Week 2 Monday & Tuesday
Email 2	Week 1 Friday Week 2 Monday	Week 2 Tuesday	Week 2 Wednesday	Week 2 Friday Week 3 Monday
Email 3	Week 2 Thursday & Friday	Week 3 Monday	Week 3 Tuesday	Week 3 Thursday & Friday

	Week One					Week Two					Week Three				
	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F
Email 1															
Email 2															
Email 3															

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Part 3

Build & Send

Draft Email

Want a career in Digital Marketing? ⤵ Inbox ×

🖨 ⧉

Alex via mailchimpapp.net
to me ▾

17:38 (20 minutes ago) ☆ ↩ ⋮

Become a Digital Marketer

NANODEGREE PROGRAM

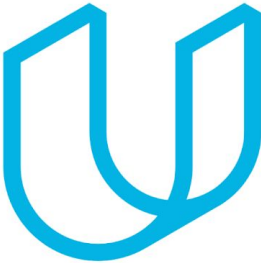**Udacity can help you realize your dreams of starting a career in**

Digital Marketing

Learn

- **Social Media Marketing**
- **Search Engine Optimization**
- **Search Engine Marketing with Google Ads**
- **Display Advertising**
- **Email Marketing**
- **Measure and Optimize with Google Analytics**

Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.

Learn More

UDACITY

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mail. OK No thanks ✕

mail. OK No thanks ✕

Final Email

Alex via mailchimpapp.net   17:57 (2 minutes ago) ☆ ↩ ⋮
to me ▾

Become a Digital Marketer

NANODEGREE PROGRAM

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Digital Marketing

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- **Social Media Marketing**
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View this email in your browser

Tell Me More
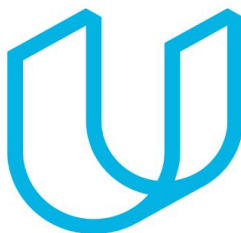
UDACITY

🐵 **mailchimp**

↩ Reply   ➡ Forward

A/B Testing

A/B testing is an essential tool for improving many aspects of an email campaign like Conversion Rates, Open Rates and Click Through Rates. Equally CTA buttons and subject lines benefit from this kind of testing.

To start, I would select a random sample of people that is large enough to be statistically significant from my email list. Group A would receive Email 1 with my original subject line and CTA, and group B would receive the same email with a revised subject line and CTA. 24 to 48 hours would be enough time to analyze the results from this test.

  If Group B showed better performance than Group A, I would change Email 1 with the revised subject line and CTA. If the results of Group B were worse than that of Group A, then I would not make any changes and run more A/B split tests checking the performance of other factors that could be improved.

A/B Split Testing		
Email 1	Subject Line	CTA
Group A	Want a Career in Digital Marketing	Learn More
Group B	Become a Digital Marketer in 3 Months	Tell Me 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	21%	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%	30

When People Unsubscribe From Email Lists

In the United States it is illegal to send spam email. CAN-SPAM (anti-spam legislation) clearly outlines that failing to remove a subscriber from your email list when they unsubscribe can result in heavy fines of up to $41,484 per email.

Financial penalties are not the only risk. Your ISP may end your service with them, you website could be shut down and your email service provider are within their rights to blacklist you.

Putting all the possible penalties aside, it is always best practice to remove anyone who unsubscribes from your email list. Sending unwanted email creates a bad experience for the customer, damages brands and reputations and gives digital marketing a bad name in general.

For this campaign I used the Mail Chimp platform which automates the removal of people who unsubscribe from email lists.

Final Recommendations

For Email 2, I would emphasise the benefit of signing up for the webinar and learning about all of the different career options. I would also run more A/B split testing, changing up the visuals and CTA to find out what works the best.

For Email 3, testing different ways to promote the DMND course discount would be beneficial. I would also experiment with A/B tests, changing up the copy, visuals, like images used and CTA colour, as well as different CTA copy.