Email Part 1

Plan Your Email Content

DMND Program

Marketing Objective:

Convert 100 leads into Nanodegree purchasers, within the 3-week campaign duration

Primary KPI:

Number of Conversions/Nanodegree purchases

Target Persona

Background and Demographics

Age: 26s
Gender: Male
Education: Bachelor's Degree
Location:Bangladesh

Chamok Biswas

Needs

1. Better Work/Life Balance
2. What's Best For His Family
3. Projects To Practice Digital Marketing Skills
4. Videos To Learn Digital Marketing

Free Time Activities

1. Watches Television
2. Sailing
3. Thinks About Working As A Digital Marketer
4. Life Itself As A Digital Marketer

Goals

1. A More Fulfilling Job
2. See The Kids More Often
3. Work As A Digital Marketer
4. Learn The Skills To Become A Digital Marketer

Barriers

1. Lack of Time
2. Too Many Responsibilities
3. Work Over 40 Hours Weekly
4. Cost of Udacity Digital Marketing Nanodegree
5. Is This Nanodegree Right For Me?

Email Content:

Email Content Plan			
	Email Topic	**Marketing Objective**	**KPI**
Email #1	*Free Webinar Invitation*	Engagement	*Number of opens*
Email #2	Social Page Follow	Engagement	*Number of clicks*
Email #3	Discount Remainder	Conversion	*Number of enrollments*

DIGITAL MARKETING
NANODEGREE PROGRAM

Email #1

Email Content Plan				
Subject Line	**Body Summary**	**Visual**	**CTA**	**Link**
Join Our Exclusive Digital Marketing Webinar on May 3rd With Top Experts in the Field	• *Udacity/Logo* • *Snippet of Text about Digital Marketing* • *Webinar details* • *About Guest* • *Time and details*	• *Descriptive Banner Image with Short details of webinar and Quick CTA*	*Count Me IN!*	*To Udacity's DMND page with a short pop up " You have been Successfully registered for our Webinar on May 3rd 8pm Central*

DIGITAL MARKETING
NANODEGREE PROGRAM

Email #2

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Engagement	*Stay Connected With Us on Social and Explore more about Digital Marketing*	*Follow Us*

DIGITAL MARKETING
NANODEGREE PROGRAM

Email #3

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Conversion	*You are invited: Udacity's Discovery Week (April 20-27) and Save Up to 60% on Nano-Degree Programs*	*Enroll Now*

DIGITAL MARKETING
NANODEGREE PROGRAM

Email Part 2

Calendar

Email Campaign Calendar Key

Use the following colors to represent the stages in your email campaign calendar.

a.   Yellow - Planning Phase

b.   Orange - Testing Phase

c.   Green - Send Phase

d.   Red - Analyze Phase

Key	
	Planning Phase
	Testing Phase
	Send Phase
	Analyze Phase

DIGITAL MARKETING
NANODEGREE PROGRAM

Email Campaign Calendar

	Week 1					Week 2					Week 3				
	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F
Email #1	Planning	Planning	Tests	Send	Analyze										
Email #2					Planning	Tests	Send	Analyze							
Email #3							Planning	Planning			Send		Analyze	Analyze	

KEY PHASES

Planning	Tests	Send	Analyze

DIGITAL MARKETING
NANODEGREE PROGRAM

Email Part 2

Craft Your Email

Email #1

Kumar, Join Our Exclusive Digital Marketing Webinar on May 3rd With Top Experts.

Body:

Kumar, join our Exclusive webinar on Digital Marketing to learn how to Boost your Career through Digital Marketing.

Digital Marketing has been a boombing field with drastic growth in last five years.Rather than conventional marketing tactics, they Follow, attract and satisfy your customers remarkably in no time.More than one billion $ is spent on Digital Marketing every year in Bangladesh.To explore more about this diverse field join us for a free exclusive webminar by Chamok Biswas, Founder of Digital Marketing University on May 3rd 8pm Central time.

Chamok Biswas is an expert in Digital Marketing and worked with thousands of clients.He will share his experience on the webinar. You will also get an idea of how to become successful in Digital Marketing.

CTA : Count Me In

Link for CTA : http://dmnd.udacity.com/(with a pop-up header Message: " You have been Successfully registered for The webinar for Digital Marketing on May 3rd 8pm Central.
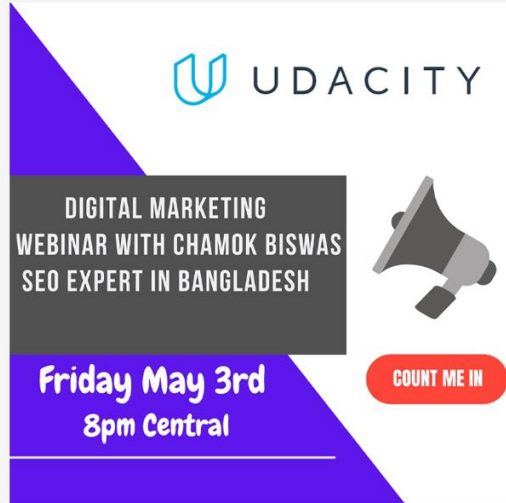
DIGITAL MARKETING
NANODEGREE PROGRAM

Email Screenshot: Email #1

Join Our Exclusive Digital Marketing Webinar on May 3rd With Top Experts

Udacity Bangladesh udacity@bangladesh.com via mailchimp.com

to me

11:41 AM (2 minutes ago)

UDACITY

DIGITAL MARKETING
WEBINAR WITH CHAMOK BISWAS
SEO EXPERT IN BANGLADESH

Friday May 3rd
8pm Central

COUNT ME IN

DIGITAL MARKETING
NANODEGREE PROGRAM

Email Screenshot: Email #1

KUMAR, JOIN OUR EXCLUSIVE WEBINAR ON DIGITAL MARKETING TO LEARN HOW TO BOOST YOUR CAREER THROUGH DIGITAL MARKETING.

DIGITAL MARKETING HAS BEEN A BOOMBING FIELD WITH DRASTIC GROWTH IN LAST FIVE YEARS.RATHER THAN CONVENTIONAL MARKETING TACTICS, THEY FOLLOW, ATTRACT AND SATISFY YOUR CUSTOMERS REMARKABLY IN NO TIME.MORE THAN ONE BILLION $ IS SPENT ON DIGITAL MARKETING EVERY YEAR IN BANGLADESH.

TO EXPLORE MORE ABOUT THIS DIVERSE FIELD JOIN US FOR A FREE EXCLUSIVE WEBMINAR BY CHAMOK BISWAS, FOUNDER OF DIGITAL MARKETING UNIVERSITY ON MAY 3RD 8PM CENTRAL TIME.

You've received this email because you created an account with us and are signed up to receive email updates from Udacity.

Update your email preferences to choose what types of emails you receive

Unsubscribe from all marketing emails

DIGITAL MARKETING
NANODEGREE PROGRAM

A/B Testing Email

A/B Testing Email

A/B Testing		
	Subject Line	**CTA**
Email #1	*Don't miss our Digital Marketing webinars on May 3rd 8pm cental time*	*Register for Webinars*

Sending and Analyzing Results

Results Email #1

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	0.22	225

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsubscribed
180	0.08	75	0.034	30

Assume your results for Email #1 send are below. Calculate the following:

1. Open Rate **=** # of emails opened/(# of emails successfully delivered)

2. Click through Rate **=** # of clicks on CTA /(# of emails successfully delivered)

3. Conversion Rate **=** # of actions taken/(# of emails successfully delivered)

Final Recommendations

Basically, I planned my email campaign based on the sync between the Analyzing phase of the preceding email and planning phase of the upcoming email. Depending on the result i.e. No of opens of the email – 1, upcoming engagement email planning is done. Social Media follow email for Digital Marketing by Udacity page is first sent to the Customers who opened the webinar invitation email and then to the rest from the list. Followed by during the analysis phase of the email -2. Customers are segmented into three categories

1. **Level -1 (Email – 1 opened and Email -2 clicked)**

2. **Level – 2(Email – 1 opened or Email – 2 clicked)**

3. **Level – 3(None of the actions done)**

Based on the three segments of audience the third email is crafted. I have allotted two days of planning for third email. Thus, High priority are given to the level- 1 audience. Thus, during the first day of the email- 3 sending phase, level – 1 audience are targeted and the level -2 and 3 audience are targeted on next day.

Due to this priority segmentation,

- **I would target my sure shot customer with full potential and undergo my A/B testing on level 2,3 audience to target them.**

- **We can prevent overwhelming of promotional emails to our potential customer.**

- **This will help me to measure my performance based on my Marketing objective.**

- **Also help to reach my Marketing Objective effectively.**