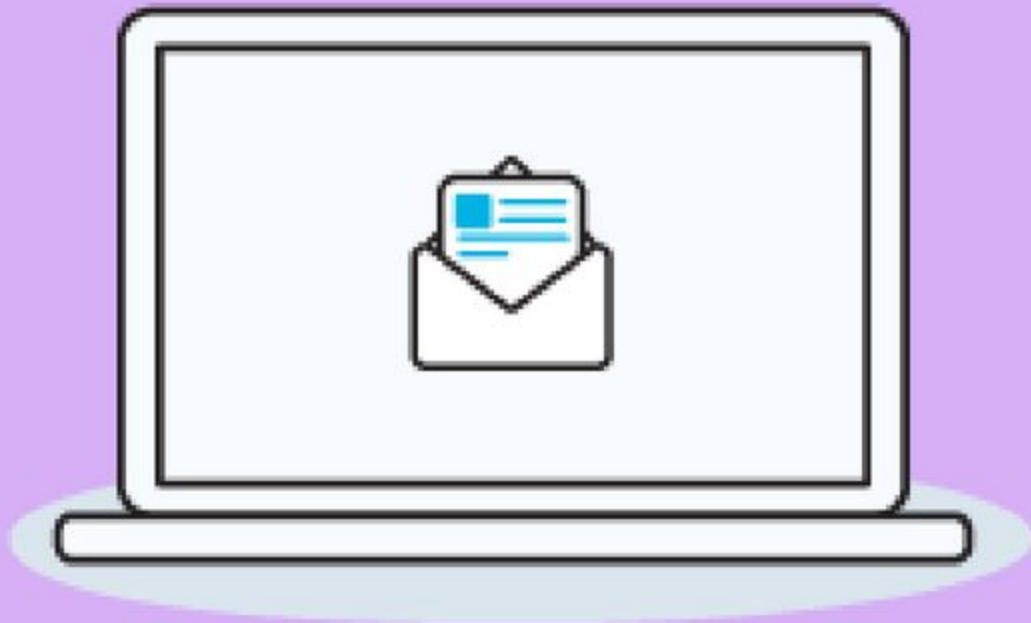



EMAIL MARKETING PROJECT

Market with Email





I planned and prepared email marketing campaigns for B2C products. I wrote the emails, and evaluated the results.

Email Series

Email 1: Launch your career in a huge and growing industry

Email 2: Join our Digital Marketing Networking Session! Free desserts and coffees

Email 3: Enroll in the Digital Marketing Nanodegree!

Creative Brief: Email 1

Overarching Theme:

- Big industry
- Growing industry
- Insert them into the digital revolution.
- DM offers results for companies
- Better job opportunities.

General



Subject Line 1

Launch your career in a huge and growing industry

Subject Line 2

The best online practice DM course by experts

Preview Text

Transform your professional approach with DMND

Body

Take the Udacity Digital Marketing Nano Degree, this is a \$ 70B industry whose year-to-year growth is 35%. According to the GroupM in its report UPDATES 2019 WORLDWIDE ADVERTISING FORECAST "Internet-related activity dominates the global advertising market, capturing 50 percent of global financial public spending in 2020, double its 25 percent share since 2014 ". There are professionals who increasingly invest more in it, in full digital revolution, because it pays off. Train with the best and get all the opportunities that this field of work offers.

Outro CTA

LEARN MORE

Creative Brief: Email 2

Overarching Theme:

- Networking invitation
- Meet the participants
- Productive, great time

General



Subject Line 1

Join our Digital Marketing Networking Session! Free desserts and coffees

Subject Line 2

Secure your seat now!

Preview Text

Enjoy a pleasant and productive afternoon.

Body

The Udacity Digital Marketing program is pleased to invite you to the Networking session.

*Gauls Club
September 20, 2019
4pm*

We hope to count on your participation, this will be the opportunity to interact with the participants and participate in the activities.

Outro CTA

GET THE TICKET

Creative Brief: Email 3

Overarching Theme:

- discount
- enroll now!

General



SCHOOL
OF BUSINESS

Subject Line 1

Enroll in the Digital Marketing Nanodegree

Subject Line 2

30% off for a limited time

Preview Text

Our reason for being is to help you achieve success in DM.

Body

A better future starts building from now on, the education we offer gives you the critical skills of Digital Marketing thanks to several industry experts, you can also get experience in the real world:

- making projects with real data.*
- Running advertising campaigns with investment and in real time.*
- In the main platforms.*

Meet the DMND program, its qualified collaborators and all the resources we offer you to achieve success in this career. You'll want to secure your place, it only takes a few minutes!

Outro CTA

ENROLL NOW!

Calendar & Plan

Email Name						Planning Phase		Testing Phase		Send Phase		Analyze Phase			
Email 1						26-27 aug		28 aug		29-30 aug		2 sep			
Email 2						2-3sep		4 sep		5-6 sep		9 sep			
Email 3						6-9 sep		10 sep		11 sep		12-13 sep			
	Week One					Week Two					Week Three				
	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
E1															
E2															
E3															

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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Final Email

Launch Your Career In A Huge And Growing Industry The Best Online Practice DM Course By Experts

[Campaign Preview](#) [HTML Source](#) [Plain-Text Email](#) [Details](#)

[View this email in your browser](#)



<< Test First Name >><< Test Last Name >>, we invite you to become part of the educational community that is committed to the professional success of its students. Take the Udacity Digital Marketing Nano Degree, this is a \$ 70B industry whose year-to-year growth is 35%.

According to the GroupM in its report Updates 2019 Worldwide Advertising Forecast "Internet-related activity dominates the global advertising market, capturing 50 percent of global financial public spending in 2020, double its 25 percent share since 2014".

There are professionals who increasingly invest more in it, in full digital revolution, because it pays off. Train with the best and get all the opportunities that this field of work offers.

[ENROLL NOW!](#)



This program offers you the opportunity to master platform-specific skills valued by top employers, while at the same time establishing a broad-based understanding of the whole digital marketing ecosystem. After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.



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A/B Testing Email

Approach:

1. I Divided subscribers into two groups: group A (80%) and group B (20%)
2. I Divided group B into 4 subgroups to run A / B tests
3. I Tested A / B Subject Line in 2 subgroups, and CTA in the other 2 subgroups
4. I Applied the result of the A / B tests to group A.

A / B tests are very important because they can help us decide which alternative has better performance and obtain data to refine our campaigns. Doing them is a good practice because they can make a big difference. A / B tests are effective for marketers to get answers to their hypotheses, learn and achieve better results.

A/B TESTING		
Email	subject line	CTA
2	You can work in a \$ 70B growing industry.	GET COURSE!

Results Email #1

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

Results Continued Email #1

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3.33%	30

After a person unsubscribes, I should remove it from the mail list and stop sending emails due to CAN-SPAM politics. You also have to analyze the reason for it to be unsubscribed.

Final Recommendations

- Use keywords in the subject line and preview text, to increase the open rate.
- Remove those who canceled the subscription from our mailing list.
- Send thank you mail to those who canceled the subscription (1.33% in this case), leaving the invitation for the future through a link to the web page.
- vary the sending of promotional emails, for enriching content for the user with a CTA and thus improve the relationship with the client.
- I will perform A / B tests on small samples each time based on aspects like: Visual design, copy, CTA, Subject Line.