



UDACITY

DIGITAL MARKETING NANODEGREE PROGRAM

PROJECT-7 MARKET WITH EMAIL

Plan Your Email Content



Marketing Challenge

Marketing Objective

KPI

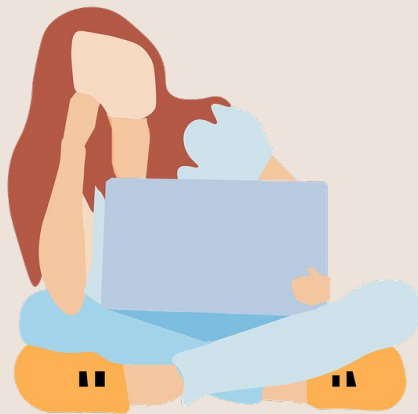
DMND

Convert leads gathered through Facebook Advertising Campaign for DMND program via email series run from 4th January 2021 until 25th January 2021.

Conversion rate - a number of people enrolled into DMND program through email campaign.

BACKGROUND AND DEMOGRAPHICS

- Female, 30 years old
- In a relationship, thinking of starting a family
- Has a college degree
- Lives in Slovenia
- Has a regular job
- Her yearly income is \$10k



NEEDS

- Better knowledge on how to promote her hobbies
- Someone to show her how to advertise on social media
- Work on real projects

HOBBIES

- Hiking
- Yoga
- Entertaining
- Reading

GOALS

- To start her own business
- Make a living out of a hobby
- Have more time for family and friends

BARRIERS

- Working long hours at work
- Low income

Create an Email Campaign



Email Series

Email 1: **9 reasons to sign up for the DMND program**

Email 2: **Take a first step towards your own business | Digital Marketing Nanodegree Program**

Email 3: **Unlock your discount | Only few days left to enroll**

Creative Brief: Email 1

Overarching Theme:

General

Following up on leads generated through Facebook Advertising Campaign, focusing on engagement and building awareness by presenting the DMND program.

Subject Line 1

9 reasons to sign up for the DMND program

Subject Line 2

Transform your career!

Preview Text

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.

Body

Throughout the course you will cover all major fields of digital marketing. These are the 9 reasons you'd want to sign up for the DMND program: 1. Marketing Fundamentals, 2. Content Strategy, 3. Social Media Marketing, 4. Social Media Advertising, 5. Search Engine Optimization (SEO), 6. Search Engine Marketing with Google Ads, 7. Display Advertising, 8. Email Marketing, 9. Measure and Optimize with Google Analytics.

Outro CTA

LEARN MORE

Creative Brief: Email 2

Overarching Theme:

General

Focusing on further engagement through testimonials of students who already finished the DMND program, picking the ones that would connect to my target persona.

Subject Line 1

Take a first step towards your own business | Digital Marketing Nanodegree Program

Subject Line 2

Apply the knowledge directly to your personal projects

Preview Text

"A long time ago, when my hobby was still just a hobby, I enrolled into the DMND program and realized this would be my first step in starting my new career." - Alyson Ford -

Body

Udacity Digital Marketing Nanodegree program not only offers a detailed insight into theoretical knowledge of digital marketing, but also allows you to work on projects for your enterprise, whether an existing one or a starting one. The program covers all major areas of digital marketing and fully prepares you to enter the market.

Outro CTA

LEARN MORE

Creative Brief: Email 3

Overarching Theme:

General

To encourage enrollment by pointing out that the last day for enrollment is coming soon and by offering an option of getting a discount.

Subject Line 1

Unlock your discount | Only few days left to enroll

Subject Line 2

Get up to 75% discount

Preview Text

Enrollment for Digital Marketing Nanodegree program ends on 25th January

Body

Hi {name},
Still thinking of whether to enroll into Digital Marketing Nanodegree program?
Fill out the form and get the discount.
Sign up before 11:59 PM on 25th January and make the next step into your business career.

Outro CTA

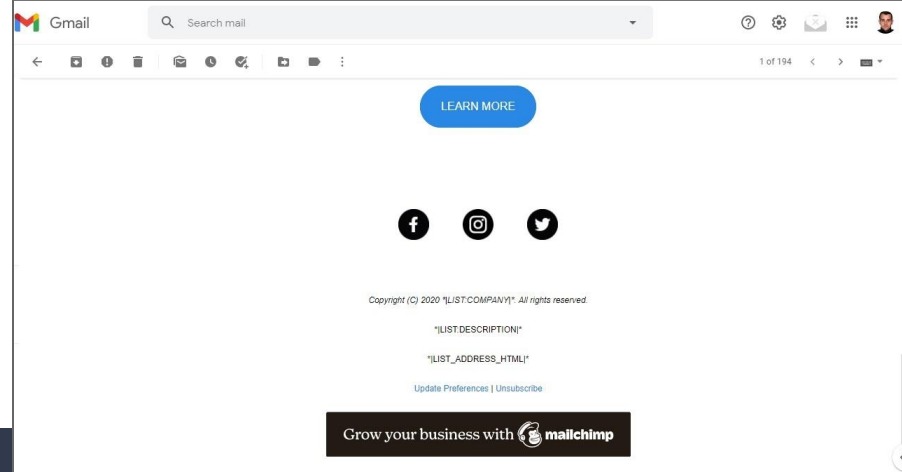
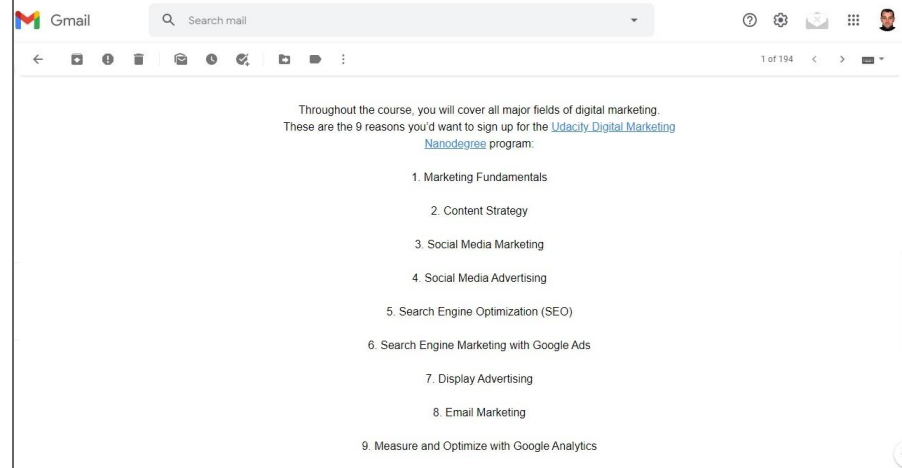
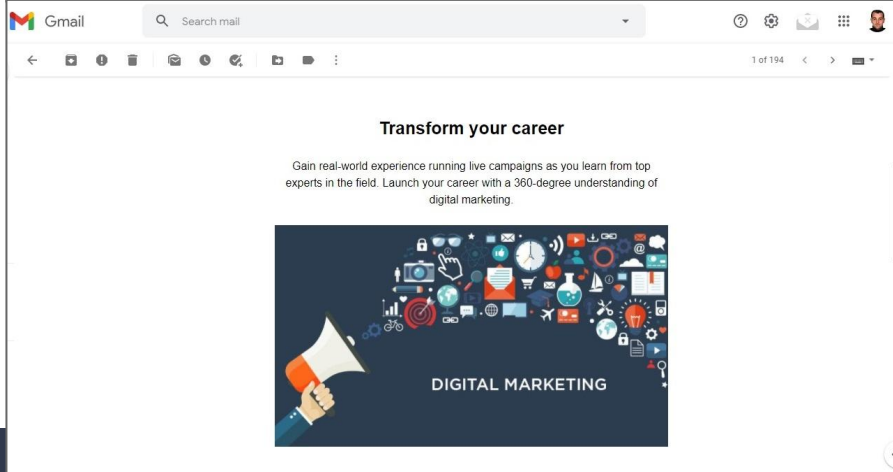
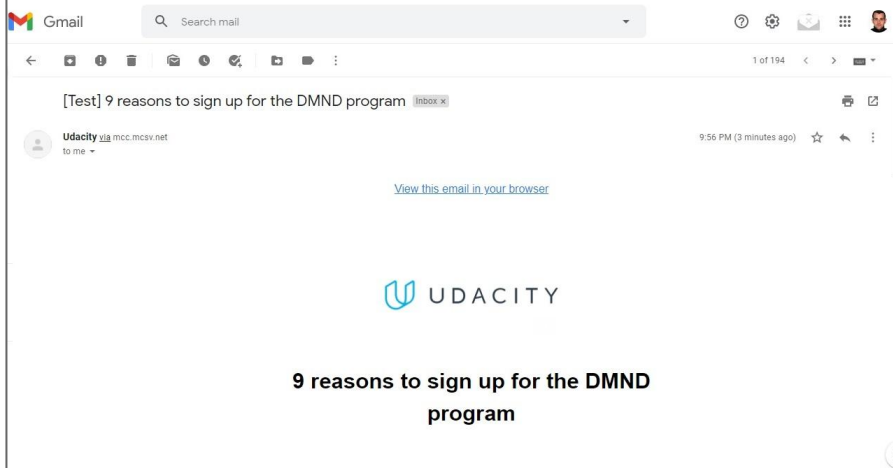
GET YOUR DISCOUNT

Calendar & Plan

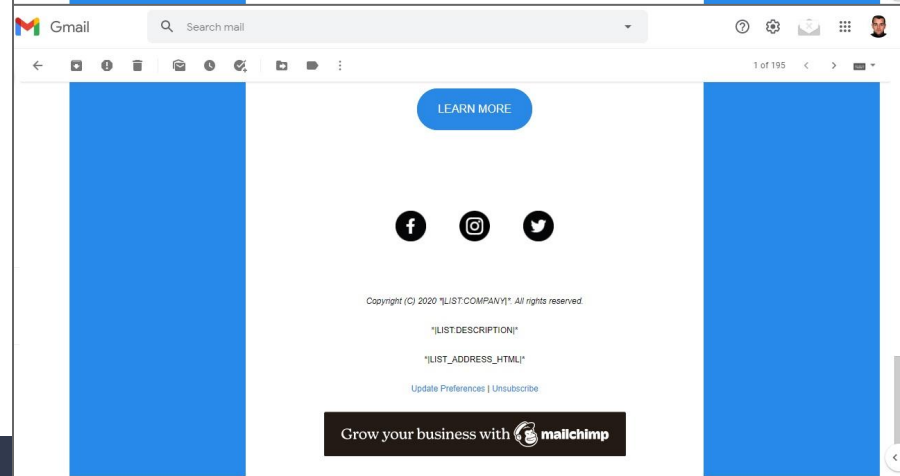
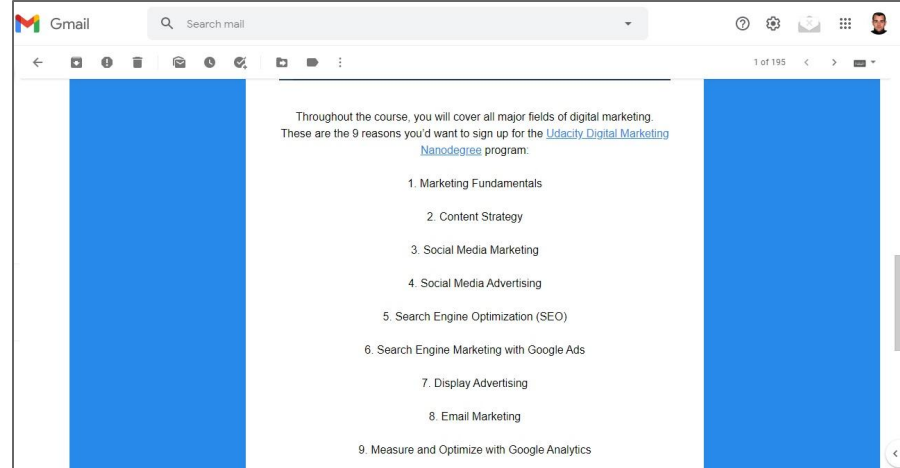
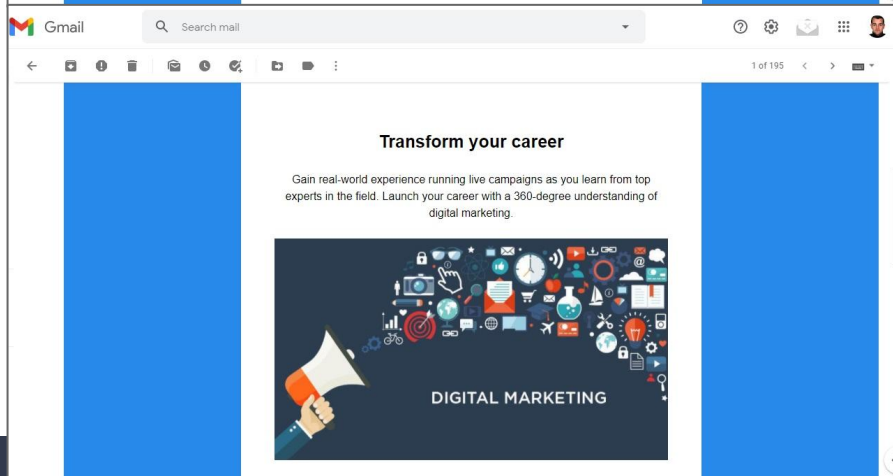
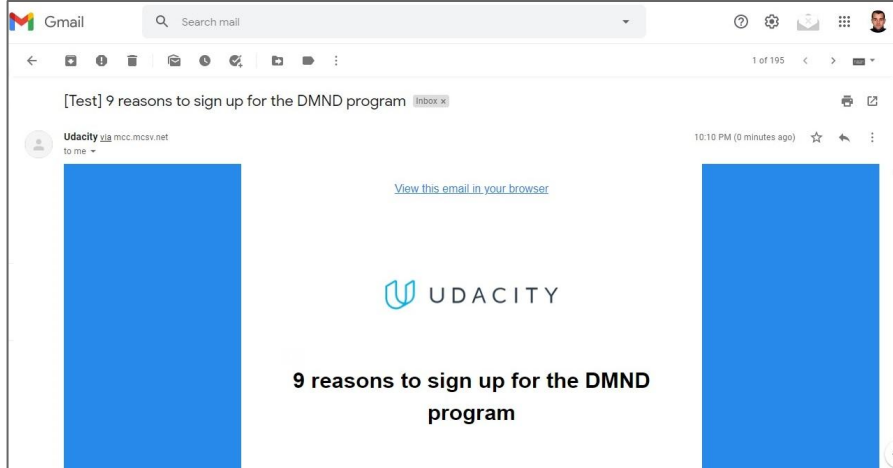
Email Name					Planning Phase	Testing Phase	Send Phase	Analyze Phase						
9 reasons to sign up for the DMND program					4th, 5th Jan	6th Jan	7th Jan	11th Jan						
Take a first step towards your own business Digital Marketing Nanodegree Program					7th, 8th Jan	12th Jan	13th Jan	15th Jan						
Unlock your discount Only few days left to enroll					13th, 14th Jan	15th Jan	18th Jan	20th, 21st Jan						
Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
4	5	6	7	8	11	12	13	14	15	18	19	20	21	22
Color Key			Planning Phase			Testing Phase			Send Phase			Analyze Phase		

Build & Send





Draft Email



Final Email

Sending & Analyzing Results



Results Email #1

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3,3%	30

Final Recommendation

- The unsubscribed rate (1,3%) is not high, so I would not worry about it or try to look for any specific reasons why that was. However, if emails have not been removed automatically, we should do that first.
- Also, the bounce rate was high (10%). I would remove all hard bounces from the email list and see how this will affect the bounces within the next email.
- Although the open rate could be higher (22%), there were quite a few people (3,3%) who completed the action - this is 15% of opened emails. Given that the objective here was only to engage people and present the program, I would call this a success. For the open rate to be higher, however, I would think of doing an A/B test, changing the headline or the copy.
- Based on results from email #1, I would continue with my plan for emails #2 and #3. For email #2, I would conduct an A/B test. The idea is to further engage and raise interest through testimonials of students who already finished the DMND program. Therefore, for the A/B test, I would create the first email with one longer testimonial, writing it almost like a story. For the other email, I would include a few shorter testimonials.
- I would also perform the A/B test for email #3. The goal here is to convince people to take action by creating a sense of urgency (pointing out there are only a few days left to enroll) and also by offering them a chance to get a discount. In email A, I would write the maximum discount they can get in %, whereas in email B, I would write how much this maximum discount would be in \$.