



# Project 8: DMND Portfolio

Building a Marketing Strategy

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# 1.Customer Journey Based Marketing Plan

# Marketing Objective: DMND

*My marketing objective is to sign up new customers to the DMND program in one quarter with a budget of \$50,000.*





# Who Are Our Customers

# Target Persona: DMND

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>• Female, 18-35 years old</li><li>• Secondary school to university education</li><li>• Interested in online marketing and learning</li><li>• Lives in Nigeria</li><li>• Earns 1,440,000naira annually</li></ul>	<p><b>Rachael Alioha</b></p> 	<ul style="list-style-type: none"><li>• Hands-on project to help her familiarize herself with all the applications necessary to make her a successful digital marketer.</li><li>• An online digital marketing course which covers the major mediums and is well designed.</li><li>• To be able to combine her knowledge of Economics and digital marketing</li><li>• Mentorship on digital marketing Nanodegree course.</li><li>• A course that has positive reviews and real certification.</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Loves marketing goods</li><li>• Designing</li><li>• Community development</li><li>• Research</li><li>• Loves styling</li></ul>	<ul style="list-style-type: none"><li>• Maintain financial independence</li><li>• Use digital marketing to create brand awareness</li><li>• Working on digital marketing projects and campaigns in a team friendly environment.</li><li>• Create great content which will results to getting leads and then after making sales</li><li>• Become an expert in digital marketing</li></ul>	<ul style="list-style-type: none"><li>• Inadequate knowledge of ways to use the internet to make sales and advertise her designs</li><li>• No knowledge of any digital marketing nanodegree program which will suit her needs.</li></ul>

## When+How+Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> <li>An online education program that teaches a holistic view of digital marketing</li> <li>Help them change their career, enhance their career, or hone their skills</li> </ul>	<ul style="list-style-type: none"> <li>Work on real world projects that can be used to build a portfolio</li> <li>Courses designed in collaboration with industry-leading companies</li> </ul>	<ul style="list-style-type: none"> <li>Interact with both mentors and peers to ensure great quality of learning</li> <li>Certified education and a portfolio of work</li> <li>20% off the course for a limited time</li> </ul>	<ul style="list-style-type: none"> <li>Real world projects</li> <li>One-to-one mentorship training</li> <li>Certification</li> </ul>	<ul style="list-style-type: none"> <li>Access resources</li> <li>One-to-one mentorship</li> <li>Slack channels</li> <li>Peer forums</li> </ul>
Channel	<ul style="list-style-type: none"> <li><i>content marketing (e.g. blog)</i></li> <li><i>Informative landing page</i></li> <li><i>Social media</i></li> <li><i>display and video ads</i></li> </ul>	<ul style="list-style-type: none"> <li>Search</li> <li>Social media advertising</li> <li>Organic social media</li> <li>Re-targeted display and video ads(opportunity to generate leads)</li> </ul>	<ul style="list-style-type: none"> <li>Search</li> <li>Re-targeted ads (display, social, video)</li> <li>Organic social media</li> <li>Email</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Organic social media</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Organic social media</li> </ul>

# Digital Marketing Nanodegree

Budget Allocation for Media

# Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$5,000	\$1.25	4000	0.05%	2
AdWords Search	\$5,000	\$1.40	3571	0.05%	2
Display	\$2,500	\$5.00	500	0.05%	0
Video	\$2,500	\$3.50	714	0.05%	0
<b>Total Spend</b>	<b>\$15,000</b>	<b>Total # Visitors</b>	<b>8785</b>	<b>Number of new Students</b>	<b>4</b>





# Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$1,500	\$0.50	3000	0.1%	3
AdWords Search	\$1,500	\$1.50	1000	0.1%	1
Display	\$1,000	\$3.00	333	0.1%	0
Video	\$1,000	\$2.75	364	0.1%	0
<b>Total Spend</b>	<b>\$5,000</b>	<b>Total # Visitors</b>	<b>4697</b>	<b>Number of new Students</b>	<b>4</b>



# Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$20,000	\$0.30	66667	0.3%	200
AdWords Search	\$5,000	\$1.50	3333	0.3%	10
Display	\$2,500	\$3.00	833	0.3%	2
Video	\$2,500	\$2.75	909	0.3%	3
<b>Total Spend</b>	<b>\$30,000</b>	<b>Total # Visitors</b>	<b>71742</b>	<b>Number of new Students</b>	<b>215</b>



# ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$15000	8785	4	\$299	\$1,196	-\$13,804
Interest	\$5000	4697	4	\$299	\$1196	-\$3804
Desire	\$30000	71742	215	\$299	\$64,285	\$34,285
<b>Total</b>	<b>\$50000</b>	<b>62102</b>	<b>225</b>		<b>\$66,677</b>	<b>\$16,677</b>

# Additional Channels/Recommendations:

- I would look into content marketing, particularly blogs that tell the story of successful graduates and how they benefited from the value of the DMND. The value being the real-world projects, Udacity project reviews, mentorship, peer interaction, and the course structure. This would also benefit the campaign by creating earned media, which would help with SEO and brand image.
- I would ensure the landing page was SEO optimized so that the campaign benefits from both organic search as well as SEM efforts.
- I would be sure to look at re-targeting efforts on social media, particularly Facebook as it is a strong contributor to the success of the campaign.
- I would recommend outing out a PDF guide or a white sheet to collect email addresses. This would particularly benefit the campaign during the desire stage if there is a promotion running. This might provide the extra push for the customer to sign up for the class.

A woman with short blonde hair and glasses, wearing a yellow sleeveless top, holds a black coffee cup. Next to her, a man in a light blue shirt holds a black folder. They are in an office environment with blurred background elements. A semi-transparent pink overlay covers the entire image.

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## 3. Showcase Work



Market your Content

# Market your Content

## BLOG POST:

- **Blog Post Title: The Tale of being a Digital Marketer**

- **Blog Post Content:**

Going with the fact that I just got my first degree in economics and looking at starting up a fashion brand, digital marketing was the best option for me because it would enable me juggle between being a freelance digital marketer for small businesses/companies or a digital marketer for my fashion brand.

Things got complicated when I started my search on digital marketing and all it entails. The knowledge gotten from being an economist did little or no good in my search for digital marketing knowledge; but I consistently sought to acquire knowledge. The drive to become a digital marketer encased me till I found myself entering search queries on becoming one alongside reading in-depth articles that has digital marketing tags in them.

However, numerous questions arose as to how this knowledge shall be gained, how long it will take to gain great knowledge in digital marketing field, what institute to learn under.

Fortunately, a friend referred me to Udacity, a hub for attaining the digital know-how. Signing up on Udacity was a bold step I made in this digital voyage. Strikingly, the fees broke my pocket but because of the goal I set my self to achieve, I made sure I utilized every opportunity. Running a Nanodegree in Udacity gave me a chance to do real life campaign and get immediate result. I was given mentors who guided me from start to finish, I was also given materials (ebooks, links to articles) to upgrade my game on the digital journey. Speaking as a potential certified digital marketer, I recommend everyone who has a business, to start up a course on Udacity today for the purpose of equipping themselves with a firsthand trending skills. Your brand stands a chance to penetrate gigantic list of brands using constant uploads of photos, articles, testimonials, slides, DIYs thereby impressing your target audience and convincing them to purchase your product or services. Digital marketing is beyond knowing the tools and platforms to use. Although, it involves applying the right tools for specific campaigns, understanding the various ways to reach your target, translating the contents to their understanding, applying psychological principles and behavioral patterns and much more interpretation of data amongst others.

Forge your own path in becoming a cutting-edge digital marketer this New Year at Udacity.

Kindly follow the link to register: <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

# SOCIAL POST

 **Newton Paul's Blog** Dec 30, 2017 at 9:04pm · 🌐

Ever wondered how people rose from nothing to super heroes in the digital marketing world? Here is my tale on how Deborah Ihesiaba transformed from a digital marketing admirer to a practicing digital marketer  
#digitalmarketing #digitalmarketer  
#newtonpaulsblog



NEWTONPAULS.BLOGSPOT.COM  
Digital Marketing Space in Udacity by Deborah Ihesiaba

Facebook Post

 **Newton Paul's Blog @maj...** · 30 Dec 17

You would be more interested in  
#digitalmarketing after reading this story  
by Deborah Ihesiaba @udacity #seo  
#socialmedia #digitalintern  
@lovebloggersx @ribbloggers  
@LBloggerRT #onlinecourse



Twitter Post





# Run a Facebook Campaign

# Ad creatives used

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**Free Digital Marketing e-book.**  
A comprehensive overview of the I...  
<http://dmnd.udacity.com/ebook>



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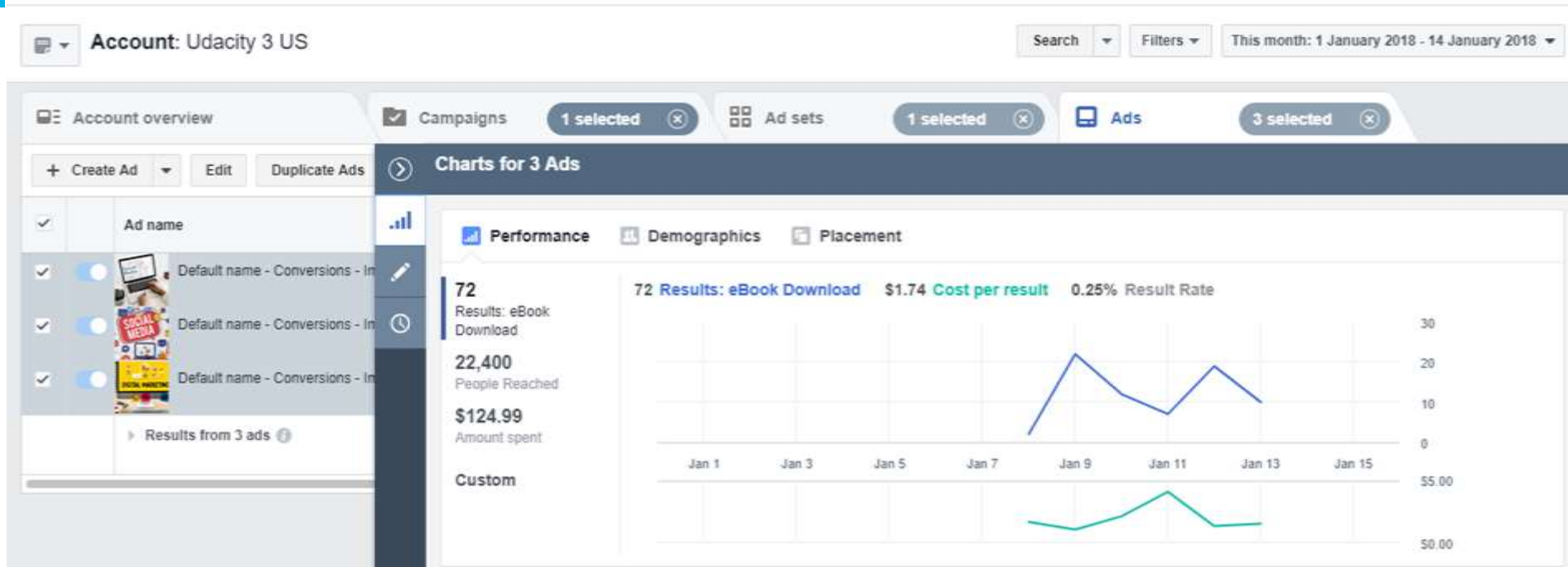


**Free Digital Marketing e-book.**  
A comprehensive overview of the I...  
<http://dmnd.udacity.com/ebook>

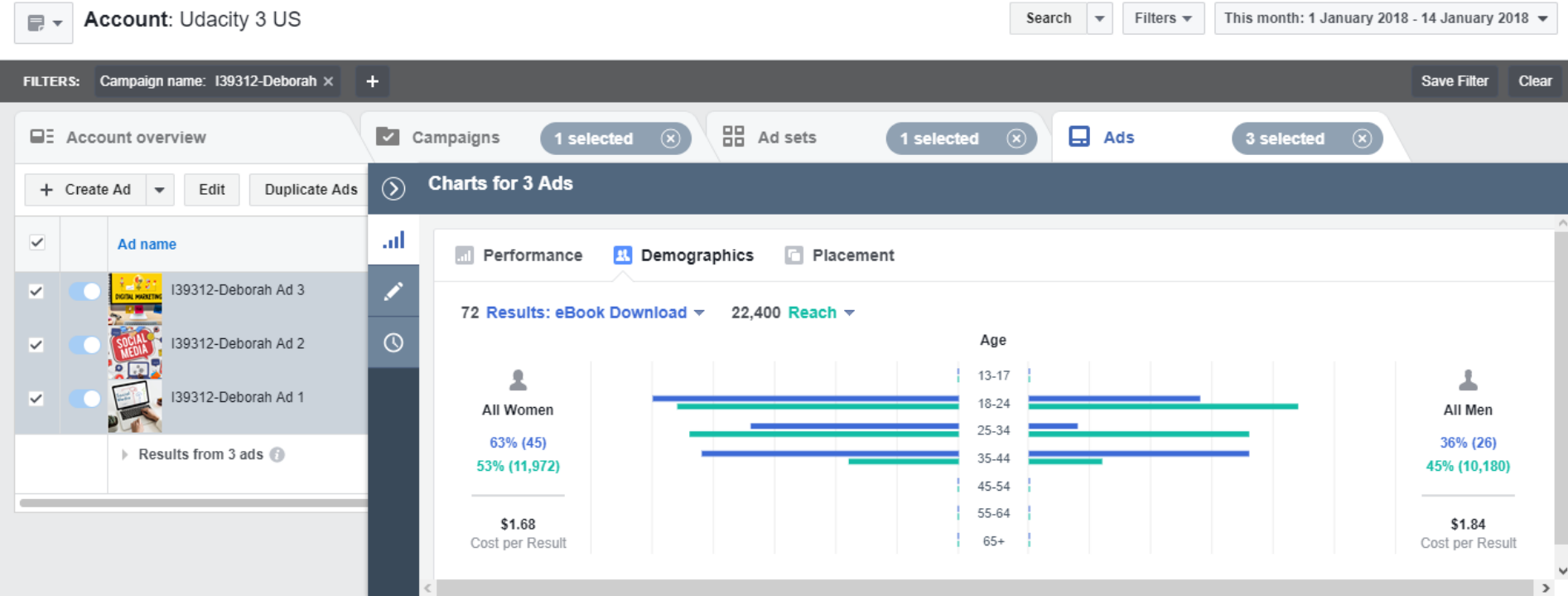


 Like  Comment  Share

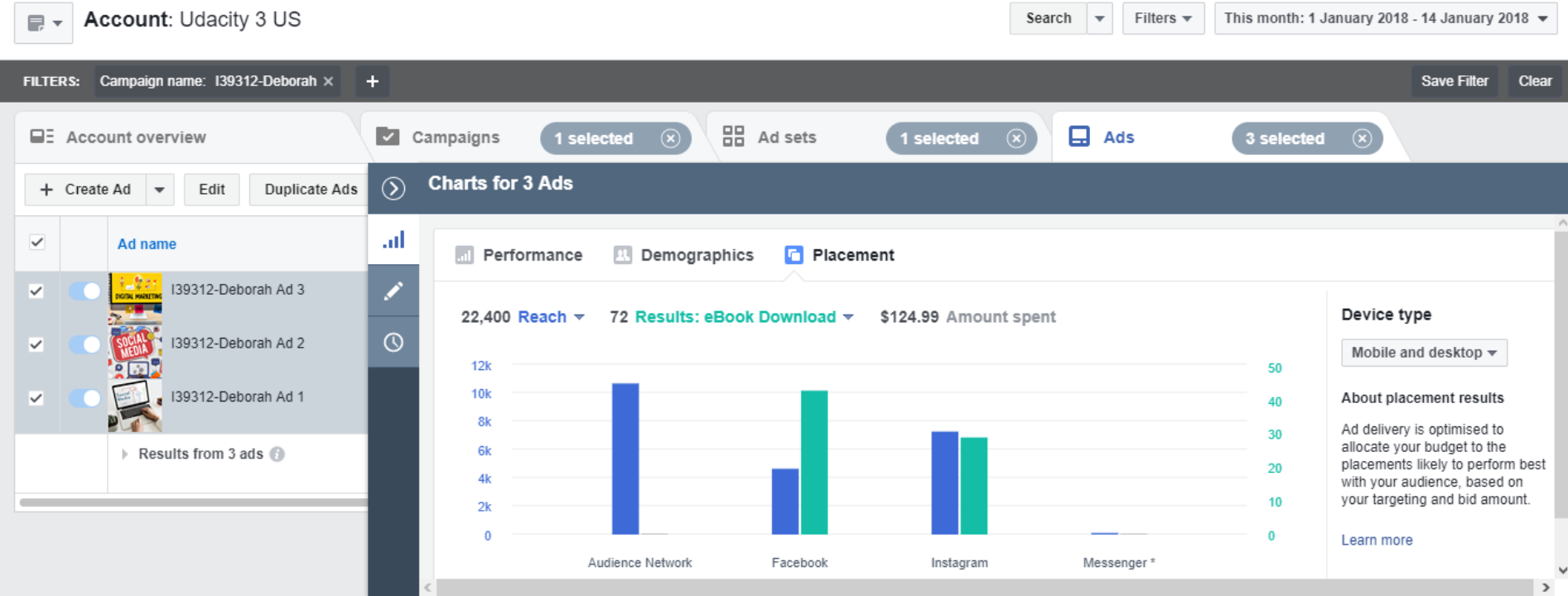
# Campaign Results: Performance



# Campaign Results: Demographics



# Campaign Results: Placement



# Ad Set Data: Performance

Account: Udacity 3 US

Search

Filters

This month: 1 January 2018 - 14 January 2018

FILTERS: Campaign name: I39312-Deborah x

+

Save Filter

Clear

Account overview

Campaigns

1 selected

Ad sets

1 selected

Ads for 1 Ad set

+ Create Ad

Edit

Duplicate Ads

Preview

Create Rule

More

Columns: Performance

Breakdown

Export



		Ad name	Delivery	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	I39312-Deborah Ad 3	● Not delivering Ad set completed	15 eBook Download	6,270	7,120	\$2.18 Per eBook Download	\$32.69
<input type="checkbox"/>	<input checked="" type="checkbox"/>	I39312-Deborah Ad 2	● Not delivering Ad set completed	24 eBook Download	8,241	10,054	\$1.73 Per eBook Download	\$41.48
<input type="checkbox"/>	<input checked="" type="checkbox"/>	I39312-Deborah Ad 1	● Not delivering Ad set completed	33 eBook Download	9,812	11,144	\$1.54 Per eBook Download	\$50.82
▶ Results from 3 ads				72 eBook Download	22,400 People	28,318 Total	\$1.74 Per eBook Downl...	\$124.99 Total Spent

# Ad Set Data: Delivery

<div><div>+ Create Ad</div><div>Edit</div><div>Duplicate Ads</div><div>Preview</div><div>Create Rule</div><div>More</div></div>									
<div>Columns: DeliveryBreakdownExport</div>									
<input type="checkbox"/>		Ad name	Delivery	Reach	Frequency	Cost per 1,000 people reached	Impressions	CPM (cost per 1,000 impressions)	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 I39312-Deborah Ad 3	● Not delivering Ad set completed	6,270	1.14	\$5.21	7,120	\$4.59	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 I39312-Deborah Ad 2	● Not delivering Ad set completed	8,241	1.22	\$5.03	10,054	\$4.13	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 I39312-Deborah Ad 1	● Not delivering Ad set completed	9,812	1.14	\$5.18	11,144	\$4.56	
▶ Results from 3 ads				22,400 People	1.26 Per Person	\$5.58 Per 1,000 People ...	28,318 Total	\$4.41 Per 1,000 Impressi...	

# Ad Set Data: Engagement



Account: Udacity 3 US

Search

Filters

This month: 1 January 2018 - 14 January 2018

FILTERS: Campaign name: I39312-Deborah x



Save Filter

Account overview

Campaigns

1 selected

Ad sets

1 selected

Ads for 1 Ad set

+ Create Ad

Edit

Duplicate Ads

Preview

Create Rule

More

Columns: Engagement

Breakdown

Export

<input type="checkbox"/>	<input type="checkbox"/>	Ad name	Delivery	People taking action	Post reactions	Post comments	Post shares	Link clicks
<input type="checkbox"/>	<input checked="" type="checkbox"/>	I39312-Deborah Ad 3	● Not delivering Ad set completed	61	12	—	—	48
<input type="checkbox"/>	<input checked="" type="checkbox"/>	I39312-Deborah Ad 2	● Not delivering Ad set completed	86	8	—	—	76
<input type="checkbox"/>	<input checked="" type="checkbox"/>	I39312-Deborah Ad 1	● Not delivering Ad set completed	98	16	—	—	83
▶ Results from 3 ads				241 People	36 Total	— Total	— Total	207 Total




DIGITAL MARKETING  
NANO DEGREE PROGRAM





# Search Engine Optimization (SEO) Audit

# Technical Audit: Metadata

DMND URL: <a href="http://dmnd.udacity.com/">http://dmnd.udacity.com/</a>		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Digital Marketing Nanodegree   Udacity
Meta-Description	None	A digital marketing course which will guide you in becoming a digital marketing expert. Gain real-world experience running live campaigns as you learn from top experts in the field.
Alt-Tag	None	Img 1: Digital Marketing Nanodegree Program Img2: Laptop showing a screenshot of the course Img3: 70B spent on digital marketing in U.S Img4: Expert explaining the digital marketing 360-degree approach Img5:Laptop showing a real-world project 

# Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	<a href="http://bit.ly/cw-udacity">http://bit.ly/cw-udacity</a>	100
2	<a href="http://bit.ly/2wdTZFk">http://bit.ly/2wdTZFk</a>	100
3	<a href="http://vimeo.com/189788057">http://vimeo.com/189788057</a>	99

# Page Speed

The page scored 49/100 which is poor.

The site speed is used by Google for ranking results. The faster it loads, the higher the search ranking. Also, Mobile users will leave a site if it doesn't load within three seconds. So both SEO and UE is affected by the page speed, making it really important.



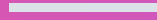
# Mobile friendly evaluation

Mobile-Friendliness received a score of 95 which is very good.

Mobile friendliness scores how well a site works on a mobile device. More users are searching on mobile than on desktop and are five times more likely to leave a site that isn't mobile friendly. This makes it very important.

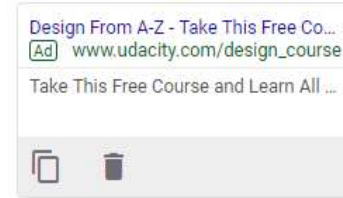
# Recommendation

1. The on-page site should be optimized. Currently, no Meta-description tag which states exactly what the site is about should be put up. If this is not done, there's a probability that customers will be lost because this is the last opportunity to convince the customer of what the page is all about. Also, alt-tags describing what all the pictures are in the site should be put up also. The spider crawl reads this as text on the page. If the page doesn't load the alt-tags will appear as text.
2. For the link building, backlinks should be gained from sites such as Amazon, Google and Facebook to attract traffic to the site. This is because these sites have a high organic search results number and it will help boost the DMND site's SEO. Also, no page was indexed, this should be looked at because indexed pages help the site to be ranked higher than on others in the search engine result page.
3. I would use the long-tailed keywords I discovered to write blog posts. The reason I would do this is because I searched for keywords that were related to the customer persona I created in earlier lessons. The keywords and blog posts will help them find their answers in Search engine.



# Run an Adwords Campaign

# Ad Group #1: Ads and Keywords List.

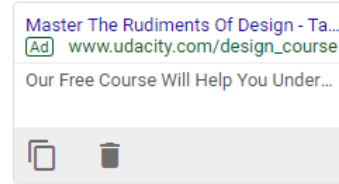


## Keyword List:

- |                               |                                   |  |
|-------------------------------|-----------------------------------|--|
| 1. Basics of userinterface.   | 9. Design terms                   | 18. Webdesign terms                            |
| 2. Basics of webdesign.       | 10. Design words                  | 19. What does design of everyday things entail |
| 3. Design definition.         | 11. How to design everyday things | 20. What is webdesign                          |
| 4. Design ebook.              | 12. Terminologies of webdesign    |  |
| 5. Design of everyday things. | 13. Userinterface definition      |  |
| 6. Design skill.              | 14. Userinterface overview        |  |
| 7. Design skills.             | 15. Webdesign definition          |  |
| 8. Design terminologies.      | 16. Webdesign ebook               |  |
|                               | 17. Webdesign overview            |  |



# Ad Group #2: Ads and Keywords List.



Keyword List:		
1. A-Z of digital design lecture	7. graphics class,	15. Online design e-learning,
2. All about graphic design,	8. interior design courses online free,	16. web design school,
3. Design webinar,	9. Intro to design of everyday things,	17. web design school online,
4. Free e-learning for design for everyday thing,	10. Intro to everything design training,	18. Web design class,
5. graphic and web design courses,	11. introduction to graphic design,	19. Web design webinar,
6. graphic design courses near me,	12. learning graphic design for beginners,	20. website design classes online.
	13. logo design course,	
	14. Master web design,	

# Recommendations for future campaigns

In the case of more funds being made available for future campaigns, I would

- Focus on Awareness(Course) on the AdGroup because it performed better. From the results, it can be seen that the CTR 4.50%, Impressions 1,733 and clicks 78 are all higher than that of Interest(Course). Also, Awareness(Course) brought in one new student while Interest(Course) brought in a number of 1 student. Therefore, it is imperative to focus on Awareness(Course) and seek out way to make the results better.
- Focus on the best performing keyword which is 'Design Definition'. It has a low CPC of \$0.36 and an impressive CTR of 5.75%. Also, it received a high number of 31 clicks and 539 impressions and all this was done with low cost of \$11.08 compared to other keywords. Therefore, the keyword list should be expanded with keywords similar to that of the best performing keyword.
- Focus on changing the keywords of Interest(Course) since it's the least performing ad in the display image campaign ad results.
- When a campaign is still running, I'll pause the least performing ad and keywords and expand the keyword list with keywords similar to the best performing keyword.





# Evaluate a Display Advertising Campaign

# Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg. CPC
Campaign Results	1973	282,066	0.70%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$872.51	0.2%	4	218	324

# Which Ad Group Performed Better?

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1,531	216,199	0.71%	\$0.45	\$686.27	.2%	3	\$229	\$210
Creative - B	442	65,867	0.67%	\$0.42	\$186.24	.2%	1	\$186	\$186

Creative A performed better in this campaign because from the results, it can be seen that the CTR 0.71%, Impressions 216,199 and clicks 1,531 are all higher than that of creative B. Also, creative A brought in a number of 4 new students while creative B brought in a number of 1 student.



# Display Video Campaign: Keywords

Review the Keyword results for the Display Video Campaign

<input type="checkbox"/>		Keywords 	Max CPV	Ad group	Status	Impr.	Views 	View rate 	Avg. CPV 	Cost 	Clicks 	CTR 
<input type="checkbox"/>		internet marketing program	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>		online marketing course	\$0.10	Video DMDN Launch	Campaign paused	1	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>		web metrics	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>		web analysis	\$0.10	Video DMDN Launch	Campaign paused	2	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>		online marketing strategies	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%

This is an excerpt of the keyword list, the full list is [here](#)

# Key Campaign Results (Keywords)

1. Present the **five** keywords you consider most successful based on the results of the campaign? The five keywords I consider most successful are
  - *Online marketing video*
  - *Ad advertisement*
  - *Digital learning courses*
  - *Course digital marketing*
  - *Business training course*
2. Highlight the best performing keyword from the results. *Why* was this the best performing keyword?
  - The best performing keyword was “ad advertisement” because it provided the best ROI. This is because the CTR was higher than the rest of the keywords that had conversions while the CPC was lower. This meant the keyword cost the campaign less while gaining more conversions.

Keyword	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	CPA	# New Students	ROI +/-
<i>Ad advertisement</i>	510	24,172	2.11%	\$0.17	\$85.58	.2%	85.58	1	213.40
<i>Online marketing video</i>	495	42,440	1.17%	\$0.51	\$253.23	.2%	253.23	1	45.80
<i>Digital learning courses</i>	207	14198	1.46%	\$0.31	\$64.99	.2%	0	0	0
<i>Course digital marketing</i>	106	8726	1.21%	\$0.43	\$45.50	.2%	0	0	0
<i>Business training course</i>	163	17437	0.93%	\$0.63	\$103.43	.2%	0	0	0



# How would you optimize this campaign?

**Suggestion 1:** A long list of keywords should be expanded with keywords similar to that of the best performing keyword.

**Suggestion 2: Ad groups that does not deliver well should be paused:** The ad group 'Short trailer DM education keywords' has a high CPC \$0.64 compared to the ad group 'short trailer DM large keyword list' which has CPC of \$0.37. Therefore, the adgroup 'Short trailer DM education keywords' with the high CPC should be paused.

**Suggestion 3:** A different ad creative should be used. Also, A/B testing of different marketing variables should be carried out.

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# Market with Email

# Email Content:

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	<i>Why enroll in Udacity's DMND</i>	Engagement	<i>Number of opens</i>
Email #2	Benefits of DMND	Engagement	CTR
Email #3	DMND 20% discount	Conversion	Number of sign ups

# Email #1

Email Content Plan				
Subject Line	Body Summary	Visual	CTA	Link
<i>Why enroll in Udacity's DMND</i>	<ul style="list-style-type: none"><li><i>Gain real-world experience running live campaigns as you</i></li><li><i>learn from top experts in the field.</i></li><li><i>Launch your career with a 360-degree understanding of digital marketing</i></li></ul>	<i>A picture of a marketing professional teaching a student</i>	<i>Learn more</i>	<i>DMND landing page.</i>

# Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	<i>Benefits of Udacity's DMND</i>	<i>Learn More</i>



# Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	<i>Get 20% off Udacity's DMND next session</i>	<i>Enroll Now</i>



# A/B Testing Email

Testing is an important component of any part of digital marketing. By A/B Testing various components of your email you can optimize open rates, and conversion rates on your call to action.

An A/B test of an email is the test of various elements of an email. For example, subject line and CTA. You use A/B test to know which element/email performs best. Customer's data can be used to segment your subscriber list and send emails with different contents to customers with different preferences and needs.

With the subject line and CTA below, I'll run an A/B test by first segmenting my subscriber list and sending the subject line and CTA to different subscriber list to test which works best for which subscriber list.

A/B Testing		
	Subject Line	CTA
Email #1	<i>Benefits of taking up Udacity's DMND program</i>	<i>Give Udacity's DMND a try</i>



# Sending and 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. It can be seen that 30 people unsubscribed. It is necessary to remove the 30 email addresses from the email list to avoid sending emails to the addresses knowing they have unsubscribed from receiving your emails. Failure to do this might involve legal consequences which include terminated service by your internet service provider, your website hosting company might shutdown your website and so much more.

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

# Final Recommendations

Based on the work you did throughout this project, what would you do for Emails #2 & 3.

- For email #2, I'll emphasize the benefits of enrolling in Udacity's DMND which includes peer forums, one-to-one mentorship and slack channels. The CTR of this email will enable me to know the performance of the message.
- For email #3, this email will contain a discount of 20% on next session. This will help increase the number of enrollment.

