Project 7: Email Marketing

Email Part 1

Plan Your Email Content

Target Persona: DMND P

Background and Demographics	Target Persona Name	Needs
- Female, 18-35 years old - Secondary school to university education - Interested in online marketing and learning - Lives in Nigeria - Earns 1,440,000naira annually	**Rachael Alioha** 	- Hands-on project to help her familiarize herself with all the applications necessary to make her a successful digital marketer. - An online digital marketing course which covers the major mediums and is well designed. - To be able to combine her knowledge of Economics and digital marketing - Mentorship on digital marketing Nanodegree course. - A course that has positive reviews and real certification.

Hobbies	Goals	Barriers
- Loves marketing goods - Designing - Community development - Research - Loves styling	- Maintain financial independence - Use digital marketing to create brand awareness - Working on digital marketing projects and campaigns in a team friendly environment. - Create great content which will results to getting leads and then after making sales - Become an expert in digital marketing	- Inadequate knowledge of ways to use the internet to make sales and advertise her designs - No knowledge of any digital marketing nanodegree program which will suit her needs.

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Email Content:

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

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Email #1

Email Content Plan				
Subject Line	**Body Summary**	**Visual**	**CTA**	**Link**
Why enroll in Udacity's DMND	• *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*	*A picture of a marketing professional teaching a student*	*Learn more*	*DMND landing page.*

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Email #2

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Engagement	*Benefits of Udacity's DMND*	*Learn More*

Email #3

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

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Email Part 2

Calendar

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	Analyze								
Email #2					Planning	Planning	Tests	Send		Analyze	Analyze				
Email #3								Planning	Planning	Tests	Send		Analyze	Analyze	

KEY PHASES

Planning	Tests	Send	Analyze

Email Part 2

Craft Your Email

Email Copy: Email #1

Subject Line: Why enroll in Udacity's DMND

Body: Hey Dehbee, thanks for opting in at our website. We appreciate your presence on the site and will love to inform you that when you enroll in Udacity's DMND program, you get to benefit from the numerous resources available on the site and off the site. You will gain real-world experience running live campaigns, learn from top experts in the field, launch your career with a 360-degree understanding of digital marketing and so much more. It will be a pleasure to have you on board in our Digital Marketing Nanodegree Course. Please follow our social media handles below, to learn more about the course and other exciting to offers.

CTA: Learn More

Link for CTA: https://www.udacity.com/course/digital-marketing-nanodegree--nd018

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Email Screenshot: Email #1

[Test] Why enroll in Udacity's DMND   Inbox   x

Udacity DMND Team via mail121.suw17.mcsv.net
to me
10:27 (0 minutes ago)

Hey Dehbee, thanks for opting in at our website. We appreciate your presence on the site and will love to inform you that when you enroll in Udacity's DMND program, you get to benefit from the numerous resources available on the site and off the site. You will gain real-world experience running live campaigns, learn from top experts in the field, launch your career with a 360-degree understanding of digital marketing and so much more. It will be a pleasure to have you on board in our Digital Marketing Nanodegree Course. Please follow our social media handles below, to learn more about the course and other exciting to offers.

Learn more

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A/B Testing Email

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 prefrences 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 subcriber list to test which works best for which subscriber list.

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

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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

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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 consequenes 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

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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.