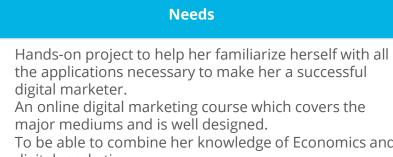


# **Email Part 1**

Plan Your Email Content

Target Persona: DMND I								
Background and Demographics	Target Persona Name							
<ul> <li>Female, 18-35 years old</li> <li>Secondary school to</li> </ul>	Rachael Alioha							
<ul><li>university education</li><li>Interested in online marketing and</li></ul>								





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. **Barriers** 

Inadequate knowledge of ways to use the internet to

No knowledge of any digital marketing nanodegree

make sales and advertise her designs

program which will suit her needs.

Goals	
itain financial independence	

- Main Use digital marketing to create brand Designing awareness Community
  - 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

learning Lives in Nigeria Earns 1,440,000naira annually **Hobbies** Loves marketing

goods

development

Loves styling

Research

#### **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			



### Email #1

Email Content Plan						
Subject Line	Body Summary	Visual	СТА	Link		
Why enroll in Udacity's DMND	<ul> <li>Gain real-world experience running live campaigns as you</li> <li>learn from top experts in the field.</li> <li>Launch your career with a 360-degree understanding of digital marketing</li> </ul>	A picture of a marketing professional teaching a student	Learn more	DMND landing page.		

### Email #2

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



# Email #3

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



# **Email Part 2**

Calendar

# Email Campaign Calendar

	Week 1					1	Week 2				Week 3				
	M	т	W	Th	F	M	т	W	Th	F	M	т	W	Th	F
Email #1															
Email #2															
Email #3															



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

#### Email Screenshot: Email #1





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.





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	СТА
Email #1	Benefits of taking up Udacity's DMND program	Give Udacity's DMND a try

# 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 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	licked 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.

