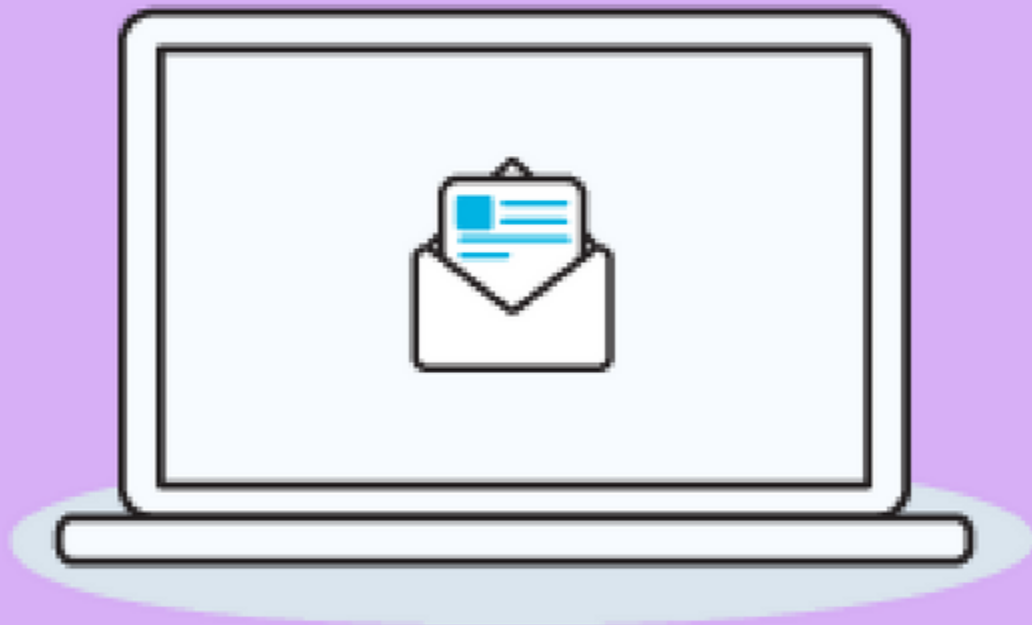


Project 7


Market with Email



Marketing Objective & KPI

- **Marketing Objective** – Get 100 new lead leave their emails to re-target them again in october 2021 .
- **KPI** – number of leads .

Target Persona

Background and Demographics	Target Persona Name	Needs
<p>Egypt Engaged 25 years Faculty of business adminstration marketer</p>	 <p>Photo from pexels YARA</p>	<p>*To have the digital marketing abilities and tools necessary to improve my website and target and attract customers to my website. *work as freelancer *gain money</p>
Hobbies	Goals	Barriers
<p>Walking Reading Learning Travel</p>	<p>*Attract people to buy the digital marketing nanodegree course from Udacity. *start work as freelancer on platforms *get much money from online work .</p>	<p>*Afraid of the price of the course. *She is afraid of her monetary obligations *she scared from the exams and projects.</p>

Email Series

Email 1: learn-certified-job,join us for free.

Email 2: Future with DMND .

Email 3: Get a first step to success with udacity .

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

General	<i>Presenting and exploring the scholarship advantages , Explaining the scholarship track ,and the available majors.</i>
Subject Line 1	FWD Udacity DMND Project 2 <input type="checkbox"/>
Subject Line 2 (for A/B testing)	<i>Learn,Certified,Job-Join us for free.</i>
Preview Text	Study with Udacity
Body	<i>The future work is digital</i> <i>Do you want to be freelancer? do you need part time job from home? do you want to developed your Digital Marketing info & tools ? you are very lucky to receive this Email , Now you have a chance to get Udacity scholarship in DMND .This course has various advantages over other courses, such as gaining real-world experience by running live Facebook ad campaigns while learning from industry experts. and you will get audacity certificate when you pass the course .</i>
Outro CTA 1	<i>Learn more</i>
Outro CTA 2 (for A/B Testing)	<i>Tell me more</i>

Content Plan: Email 2

Overarching Theme: 3-5 Sentences	
General	<i>Explain what the student will gain,after receiving the scholarship from Udacity.</i>
Subject Line 1	<i>The Future With DMND.</i>
Subject Line 2	<i>Welcome to the first step to success.</i>
Preview Text	<i>All companies need you ,after you get the grant from Udacity.</i>
Body	<i>The future in digital marketing ,all companies are moving towards digital marketing. Apply now with no experience to any job,you will be rejected. All companies need you,after you get the grant from Udacity large companies have a digital marketing team that you can be one of them. Medium companies needs a freelancer who can do their digital marketing work. Small businesses need someone to market their products, and they can do that . You can be a DIGITAL MARKETER</i>
Outro CTA	<i>Know More</i>

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

General

Transfer from potential student to an actual student, and participate in the scholarship.

Subject Line 1

Get A First Step To Success With Udacity .

Subject Line 2

Be a freelancer with udacity.

Preview Text

Do you know Ghada ali,Ahmed Anwar,john morad

Body

Do you know Ghada ali,Ahmed Anwar,john morad .
Ghada Ali an egyptain housewife with an education university,never got a job .
Then she joined the Udacity scholarship and now she works from home with a monthly income 5000\$.
Ahmed Anwar,A 22 year old egyptian man with a BA of commerce 2019 , joined the scholarship in august 2020 and graduated from it in january 2021 ,and now he works for an international companies in sweden.
John Morad a young egyptain man who graduated from faculty of law 2005 , did not work as a lawyer , but he loved digital marketing so ,he joined the scholarship and now works independently with a monthly income of more than \$12000
You want be one of them , you still have a chance – Just click

Outro CTA

Sign up now

A/B Test Overview

A/B test is very important to measure the viability of an email marketing campaign.

I can split the test into A-B , and start making one change in subject line ,and gauge how will a customer accept the content and which campaign has achieved its goals.

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	8/8	9/8	10/8	13/8 14/8
Email 2	13/8	14/8	15/8	17/8 18/8
Email 3	17/8	18/8	19/8	21/8 22/8

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Planning	Testing	Send	Email 1		Planning	Testing								
					Planning	Testing	Send		Planning	Testing				
									Planning	Testing	Send		Planning	Testing
										Planning	Testing	Send		Planning

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
-----------	----------------	---------	------------	---------------

Draft Email

PRO UDACITY 2

Edit name

✓ To
All subscribed contacts in the audience THE ONE. [2 recipients](#)
Your 'To' field is not personalized with merge tags .

Edit Recipients

✓ From
Earnify • store@theonefreegenerator.com

Edit From

✓ Subject
FWD Udacity DMND Project 2 😊
Preview Text: Study with Udacity

Edit Subject

✓ Content

Edit Design

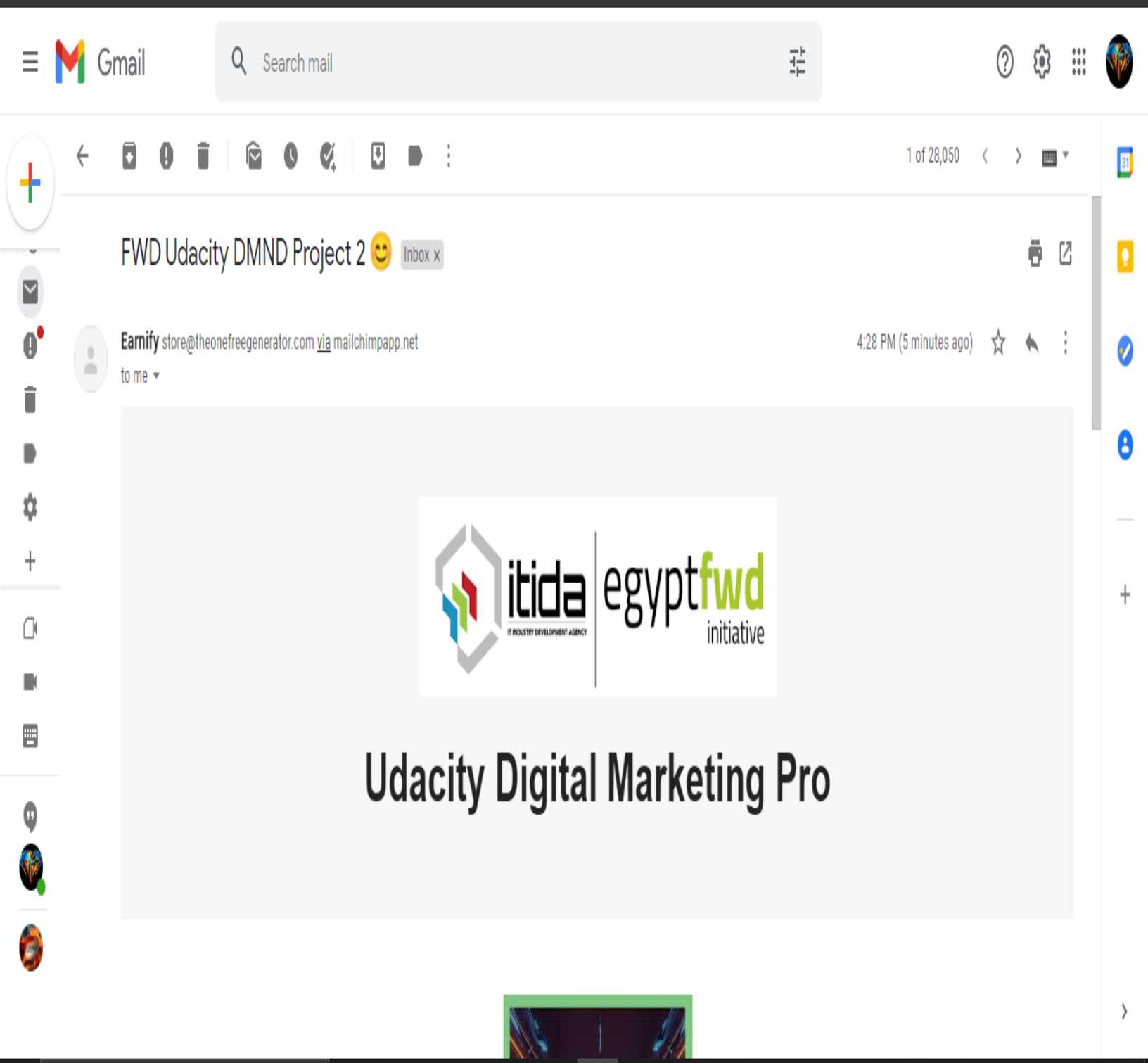


Send a Test Email

- ! We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account.](#)
- ✓ A plain-text version of this email will be included automatically. [Edit](#)

Enable Social Cards

Final Email





The future work is digital

Do you want to be freelancer? do you need part time job from home? do you want to developed your Digital Marketing info & tools ? you are very lucky to receive this Email , Now you have a chance to get Udacity scholarship in DMND .

This course has various advantages over other courses, such as gaining real-world experience by

running live Facebook ad campaigns while learning from industry experts. and you will get audacity certificate when you pass the course .



[Learn More](#)



Copyright © 2021* THE ONE, All rights reserved.
You were subscribed to the newsletter from THE ONE

Our mailing address is:
THE ONE
US
new york, CA 90002

[Add us to your address book](#)



ail



Copyright © 2021 THE ONE, All rights reserved.
You were subscribed to the newsletter from THE ONE

Our mailing address is:
THE ONE
US
new york, CA 90002

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).



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.

- 1. Calculate the CTR and the Conversion Rate

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

Final Recommendations

It is imperative to exclude the unsubscribed customers in order to not exposed to the risk of spam .

Unsubscribe rate this should be kept at a minimum like (less than 1%)

If unsubscribe rate be more than 1% ,I have to analyze my content to be more relevant and engaging to my customers like for example add more CTA or change visual images.