Project 7
Market with Email

Part 1

Plan Your Email

Campaign

Marketing Objective & KPI

- **Marketing Objective** – Get 50 new registrations for the DMND course by the end of June 2022.
- **KPI** – Number of new registrations.

Target Persona

Background and Demographics	Target Persona Name	Needs
o Female o Single o 27 years o Mid-level professional o Based in Jos, Nigeria	 Eliana	o Work/Life balance o Clarity o Skills to break into digital marketing
Hobbies	**Goals**	**Barriers**
o Playing Tennis o Music o Content creation	o Branch off into digital marketing o Personal development o Get a new role outside of sales	o Limited time o Lack of right information/ connections o Not knowing where to start

Email Series

Email 1: Kickstart a digital marketing career.

Email 2: Ema's digital marketing career switch journey.

Email 3: Enrol now for DMND.

Part 2

Create Your Email

Campaign

Content Plan: Email 1

Overarching Theme: 3-5 Sentences	
General	*This mail is intended for customers in Interest / Desire stage in Udacity's Digital Marketing Nanodegree course to drive them to action.*
Subject Line 1	*Make a decision today, start our Digital marketing nanodegree to kickstart your digital marketing career*
Subject Line 2 (for A/B testing)	*Become a certified digital marketer*
Preview Text	**Udacity's DMND program is the kickstart you need**
Body	*Digital marketing is one of the top paying skills today globally. As businesses need to engage their customers via digital channels. Udacity's Digital Marketing Nanodegree is the course you need to launch a successful digital marketing career* *You get the opportunity to learn from industry leaders on relevant skills needed in social media marketing, Email marketing, SEM and SEO, content strategy and lots more.*
Outro CTA 1	*Learn more*
Outro CTA 2 (for A/B testing)	*Start today!*

Content Plan: Email 2

Overarching Theme: 3-5 Sentences	
General	*This mail is intended for customers in Interest/Desire stage in Udacity's Digital Marketing Nanodegree course to drive them to action*
Subject Line 1	*Follow the journey of Ema as she transitioned from sales to digital marketing.*
Subject Line 2	*Never too late to make to make that career switch: Ema's success story*
Preview Text	*Ema was a successful mid-level sales executive who decided to make a hard stop and pursue a career in digital marketing*
Body	*Ema was a successful mid-level sales executive who decided to make a hard stop and pursue a career in digital marketing* *She speaks on her journey, and how the skills learnt in the DMND program helped launch her into a successful digital marketing career.*
Outro CTA	*Watch Ema's Story here*

Content Plan: Email 3

Overarching Theme: 3-5 Sentences	
General	*This mail is intended to drive potential enrollees to action*
Subject Line 1	*10% discount on Udacity's DMND if you register today!*
Subject Line 2	*Don't miss this opportunity: 10% discount today only for Udacity's DMND course*
Preview Text	*Last day to enroll for this cohort of digital marketing nanodegree*
Body	*Don't miss this opportunity, enroll today for Udacity's Digital marketing Nanodegree, and get 10% discount on our nanodegree.* *You stand to learn hands-on, practical training on social media marketing, email marketing, SEO, SEM.*
Outro CTA	*Enroll here*

A/B Test Overview

A/B test is done to ascertain the best performing email (best OR and CTR), which should eventually lead to registrations for the DMND program.

Email 1 will run 2 A/B testing; one for the subject line and the second for the CTA (ideally there should only be one variable in an A/B test, so the performance can be tied to that variable), while A/B testing on email 2&3 will be on the subject line only.

Calendar & Plan
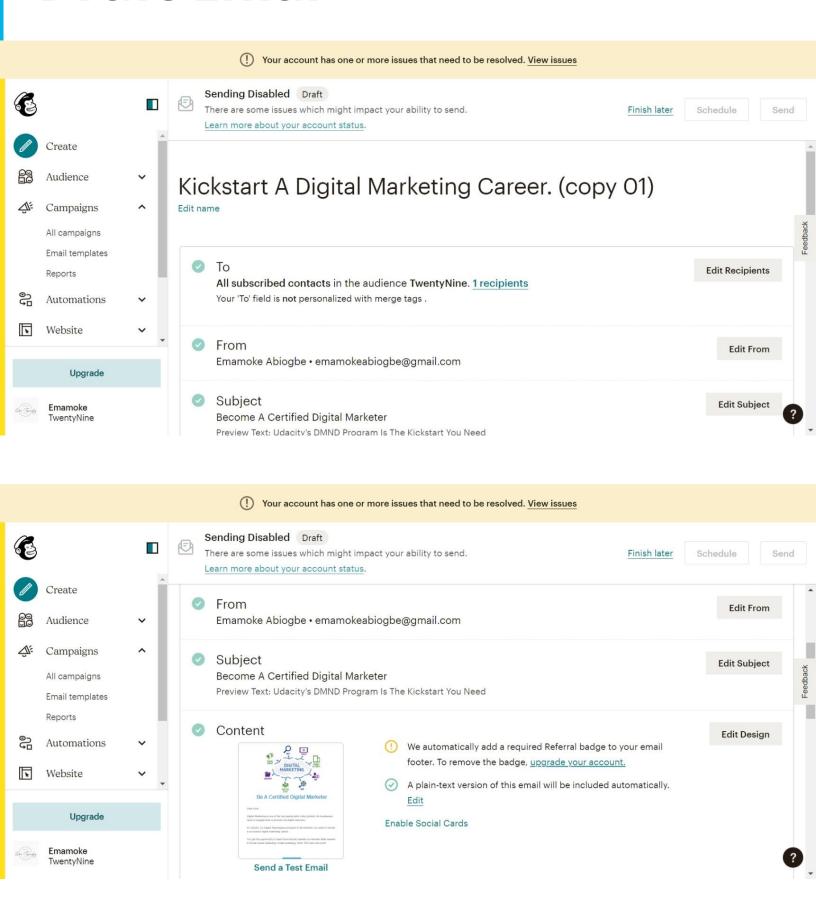
Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	13th – 14th June	15th June	16th June	20th – 21st June
Email 2	20th June	21st June	22nd June	24th June
Email 3	23rd June	24th June	27th June	29th June

	Week One					Week Two					Week Three				
	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
			Email 1												
								Email 2							
											Email 3				
	13	14	15	16	17	20	21	22	23	24	27	28	29	30	

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Part 3

Build & Send

Draft Email

Your account has one or more issues that need to be resolved. View issues

Sending Disabled Draft
There are some issues which might impact your ability to send.
Learn more about your account status.

Finish later   Schedule   Send

Create
Audience
Campaigns
  All campaigns
  Email templates
  Reports
Automations
Website

Upgrade

Emamoke
TwentyNine

Kickstart A Digital Marketing Career. (copy 01)
Edit name

✓ **To**
All subscribed contacts in the audience **TwentyNine**. **1 recipients**
Your 'To' field is **not** personalized with merge tags .

Edit Recipients

✓ **From**
Emamoke Abiogbe • emamokeabiogbe@gmail.com

Edit From

✓ **Subject**
Become A Certified Digital Marketer
Preview Text: Udacity's DMND Program Is The Kickstart You Need

Edit Subject

?

Your account has one or more issues that need to be resolved. View issues

Sending Disabled Draft
There are some issues which might impact your ability to send.
Learn more about your account status.

Finish later   Schedule   Send

Create
Audience
Campaigns
  All campaigns
  Email templates
  Reports
Automations
Website

Upgrade

Emamoke
TwentyNine

✓ **From**
Emamoke Abiogbe • emamokeabiogbe@gmail.com

Edit From

✓ **Subject**
Become A Certified Digital Marketer
Preview Text: Udacity's DMND Program Is The Kickstart You Need

Edit Subject

✓ **Content**

DIGITAL
MARKETING

Be A Certified Digital Marketer

Dear Emia,

Digital Marketing is one of the top paying skills today globally. As businesses
need to engage their customers via digital channels.

At Udacity, our Digital Technologies program is the kickstart you need to launch
a successful digital marketing career.

You get the opportunity to learn from industry leaders on relevant skills needed
in Social media marketing, Email marketing, SEO, SEO and lots more!

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

Edit Design

?

Draft Email

Draft Email

Dear Ema,
Digital Marketing is one of the top paying skills today globally. As businesses need tto engage their customers via digital channels.

At Udacity, our Digital Nanodegree program is the kickstart you need to launch a successful digital marketing career.
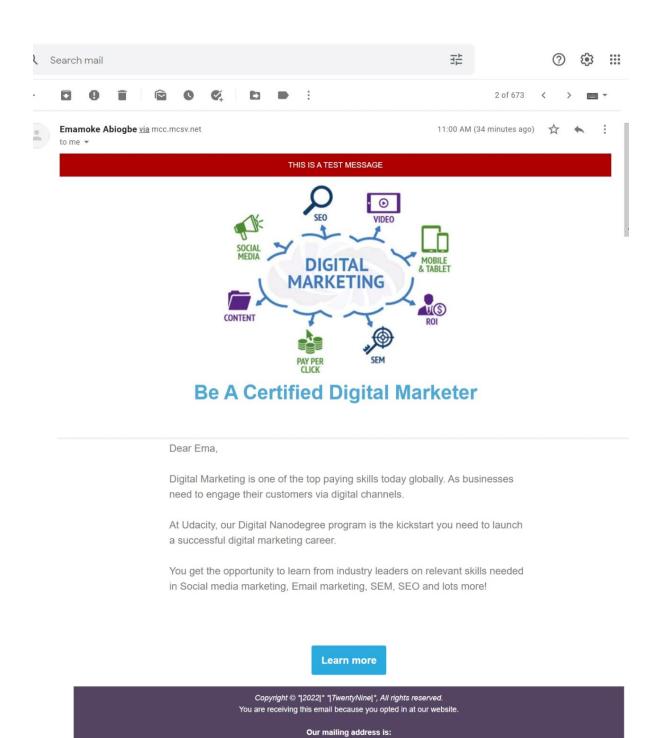
You get the opportunity to learn from industry leaders on relevant skills needed in Social media marketing, Email marketing, SEM, SEO and lots more!

Learn more

Final Email

Part 4

Sending & 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.

1. Calculate the CTR and the Conversion Rate

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3.3%	30

Final Recommendations

○ Ensure that email is optimized for both mobile and desktop users.

○ Choose graphics that will load quickly, but also of high quality.

○ Offer discounts/ exclusive content or offers to email subscribers, and also have appropriate intervals between mails to discourage unsubscribing.

○ Offer useful and relevant email content when a campaign is not been run, so as to improve chances of campaign emails being open.

○ Unsubscribers should be removed from mailing list, in line with CAN-SPAM Act