Project 7
Market with Email

Part 1

Plan Your Email

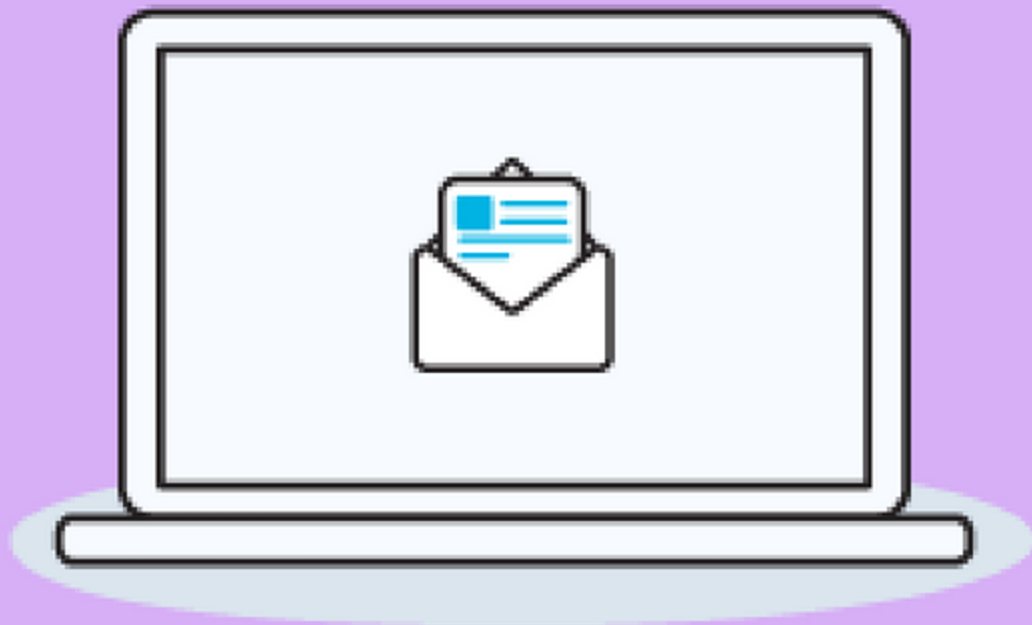Content

Marketing Objective & KPI

- **Marketing Objective** To enroll 30 student to Udacity DMND Program in 30 days via Email.

- **KPI** – Is the number of enrollments within the mentioned period .

Target Persona

Background and Demographics	Target Persona Name	Needs
• Age 20's • Single • Interested in Marketing	**Sarah**	• To be updated in Marketing and attend qualified courses. • meet people with same interest. • Career consultation to help find the right job or career path
Hobbies	Goals	Barriers
• Enjoying free time at home either reading, cooking,etc • Learning new skills by attending courses • Hanging out playing sports or shopping.	• Start Career • Be successful in what I do • Settle down and make family • Learn new skills from time to time	• Courses costs. • Time Management • Easy, fun platforms to learn from.

Part 2

Create an Email

Campaign

Email Series

Email 1: ***Interested in becoming a Digital Marketer?***

Email 2: ***Preview Digital Marketing Nanodegree Program Sample Content for free!***

Email 3: ***Digital Marketing Nanodegree enrollment closing soon!***

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences	
General	*First email serves a general introduction and information about DMND Program.*
Subject Line 1	*Interested in becoming a Digital Marketer?*
Subject Line 2	*Study Digital Marketing Today!*
Preview Text	**Digital Marketing Nanodegree Program from Udacity is the perfect online course to discover Digital Marketing best practices and skills.**
Body	**Hey "Name",** **Digital Marketing Nanodegree Program from Udacity is the perfect online course to discover Digital Marketing best practices and skills.** *DMND Program is designed for those who wants to learn Digital Marketing starting from Fundamentals until becoming a Professional Digital Marketer.*
Outro CTA	*Learn more*

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences	
General	*This second email is encouraging prospective students to visit DMND website page to learn more about the program , To download Syllabus and explore sample content before enrolling.*
Subject Line 1	*Preview Digital Marketing Nanodegree Program Sample Content for free!*
Subject Line 2	*Preview Sample Lessons and projects Now!*
Preview Text	*If you want to know more about the lessons, projects and content of the program, you can find out now for free!*
Body	*Hey "Name",* *If you want to know more about the lessons, projects and content of the program, you can find out now for free!* *Visit https://www.udacity.com/course/digital-marketing-nanodegree--nd018* *If you are interested in becoming a Digital Marketing, You should definitely Check it out !*
Outro CTA	*Preview for free*

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences	
General	*This Third and final Email is to encourage prospective students to enroll as soon as possible before the closing of enrollment .*
Subject Line 1	*Digital Marketing Nanodegree enrollment closing soon!*
Subject Line 2	*Digital Marketing Nanodegree enrollment closing soon! Enroll By July 20, 2020 !*
Preview Text	Here is a quick reminder that enrollment to our Digital Marketing Nanodgree Program is closing soon.
Body	Hey "Name", Here is a quick reminder that enrollment to our Digital Marketing Nanodgree Program is closing soon. *Enroll by July 20 ,2020 and learn the newest and most in-demanded skills and gain real world experience through our projects.*
Outro CTA	*Enroll Now!*

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	June, 15	June,16	June, 17	June, 22
Email 2	June, 22	June, 23	June, 24	June, 29
Email 3	June, 24	June, 25	June, 26	July, 3

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Part 3

Build & Send

Draft Email : Email 1

Subject Line : *Interested in becoming a Digital Marketer?*

Body : **Hey "Name",**

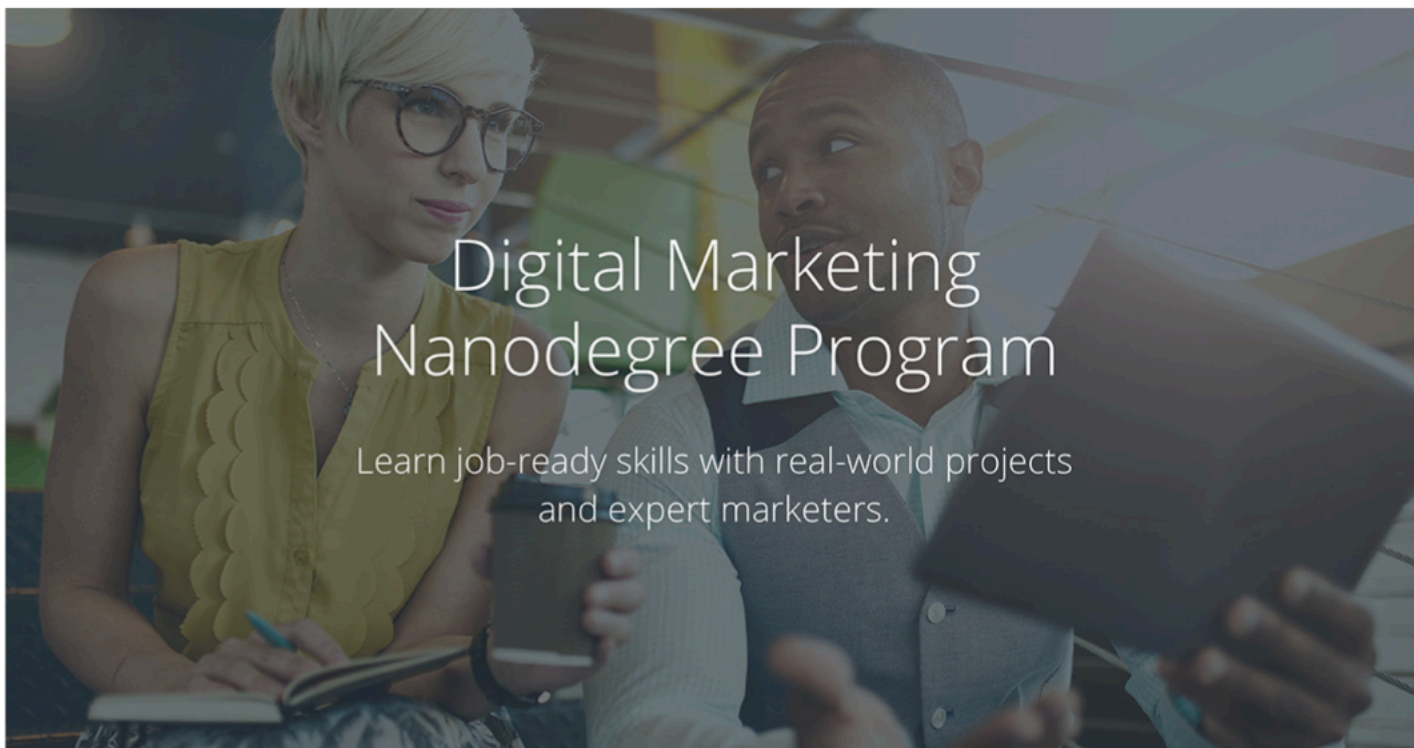**Digital Marketing Nanodegree Program from Udacity is the perfect online course to discover Digital Marketing best practices and skills.**

DMND Program is designed for those who wants to learn Digital Marketing starting from Fundamentals until becoming a Professional Digital Marketer.

CTA : *Learn more*

Link for CTA : *https://dmnd.udacity.com*

Final Email

Hey "Name",

Digital Marketing Nanodegree Program from Udacity is the perfect online course to discover Digital Marketing best practices and skills.

DMND Program is designed for those who wants to learn Digital Marketing starting from Fundamentals until becoming a Professional Digital Marketer.

Learn More

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	0.22	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	0.08	75	0.033	30

Final Recommendations

- Adding Personal touch by sending email with the Name of email recipient might improve open rate , CTR and Conversion.

- Content should be clear and direct and has a positive tone , choosing a positive tone will help you build and maintain positive relationships with your prospective students and would help you accomplish your short-term or long-term Goals.

- Timing is important .

- Also Not sending to many emails in a short period of time, It will be disturbing.