# Project 7
# Market with Email

# Part 1

## Plan Your Email Campaign

# Marketing Objective & KPI

- **Marketing Objective** –achieve 100 new students one month
- **KPI** – the number of new students from 2/2/2023 to 2/3/2023

# Target Persona

| Background and Demographics | Target Persona Name | Needs |
|---|---|---|
| • Age 21<br>• Male<br>• Single<br>• Studying at university<br>• Unemployed<br>• Lives in a midsize us city | John<br> | •Online study<br>•Valuable content that qualifies for the labor market |
| **Hobbies** | **Goals** | **Barriers** |
| •Football<br>•Reading<br>•Learning a new language | •Become a freelancer<br>•Get a job with high salary<br>•Market his own products | •Not having enough money for the course<br>•Not sure that is a good introduction for digital marketing |

# Email Series

Email 1: awareness

Email 2: desire

Email 3: action

# Part 2

## Create Your Email Campaign

# Content Plan: awareness

| Overarching Theme: 3-5 Sentences | |
|---|---|
| **General** | *in this email Our audience is in the awareness stage the content must be about customer's problem and colors must be motivational to attract them* |
| | |
| **Subject Line 1** | *Ready for your career shift* |
| **Subject Line 2 (for A/B testing)** | *Before you search for skill to learn, read this* |
| **Preview Text** | Learn this skill and make a lot of money |
| **Body** | *Do you Want to make career shift ?*<br>*but you don't know the best skill to learn to have your financial freedom and work from home, digital marketing is the best skill to achieve all your personal goals.*<br>*our digital marketin nanodegree will provide you all the informations you need to start your career*<br>*don't waste your time.* |
| **Outro CTA 1** | *Learn more* |
| **Outro CTA 2 (for A/B testing)** | *Visit our website* |

# Content Plan: Desire

| Overarching Theme: 3-5 Sentences | |
|---|---|
| **General** | *In this email our audience is in desire stage so our content must be about solution for his problem* |
| | |
| **Subject Line 1** | *Stop wasting money on digital marketing courses* |
| **Subject Line 2** | *Learn digital marketing with only 1 hour per day* |
| **Preview Text** | *The correct way to learn digital marketing* |
| **Body** | *Education without application is just entertainment.*<br>*That is what udacity provide when you take their digital marketing nanodegree*<br>*So don t miss out if you are serious* |
| **Outro CTA** | *Try 10 days for free* |

# Content Plan: Email 3

| Overarching Theme: 3-5 Sentences | |
|---|---|
| **General** | *in this email our audiences is in action stage so our content must be about our product or service and clarified* |
| | |
| **Subject Line 1** | *Change your career with Udacity Nanodegree* |
| **Subject Line 2** | *Improve your skills in marketing with Udacity Nanodegree* |
| **Preview Text** | Its time to change |
| **Body** | *We made a lot of changes, and know you will love them!*<br>*Our nanoderee in digital marketing, The time period for completion is only 6 months. All you have to do is filling the application and start your journey*<br>*Thank you for learning with us* |
| **Outro CTA** | *Join now* |

# A/B Test Overview

A/B testing is in subject line and cta at a rate of 10% of the audience

We do it to know what is the best choice to target our audience

# Calendar & Plan

| Email Name | Planning Phase | Testing Phase | Send Phase | Analyze Phase |
|---|---|---|---|---|
| Awareness | 1 | 1 | 1 | 2 |
| Desire | 2 | 1 | 1 | 1 |
| Action | 1 | 1 | 1 | 1 |

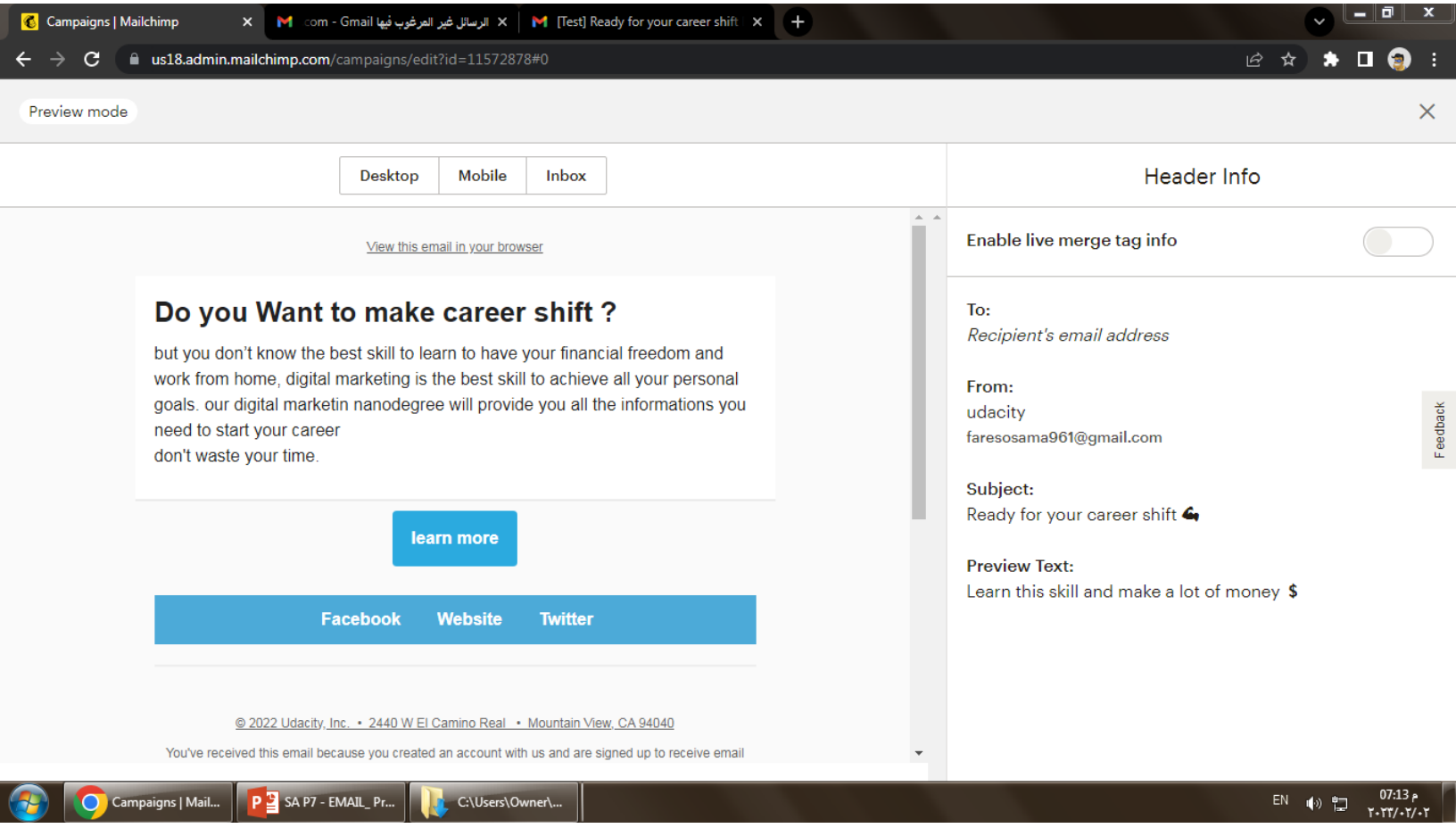
| Week One | | | | | Week Two | | | | | Week Three | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| M | T | W | T | F | M | T | W | T | F | M | T | W | T | F |
| A | 2/2 | 3/2 | 4/2 | 5/2 | 6/2 | | | | | | | | | |
| D | | | | | | 7/2 | 8/2 | 9/2 | 10/2 | 11/2 | | | | |
| A | | | | | | | | | | | 12/1 | 13/1 | 14/1 | 15/1 |
| | | | | | | | | | | | | | | |

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

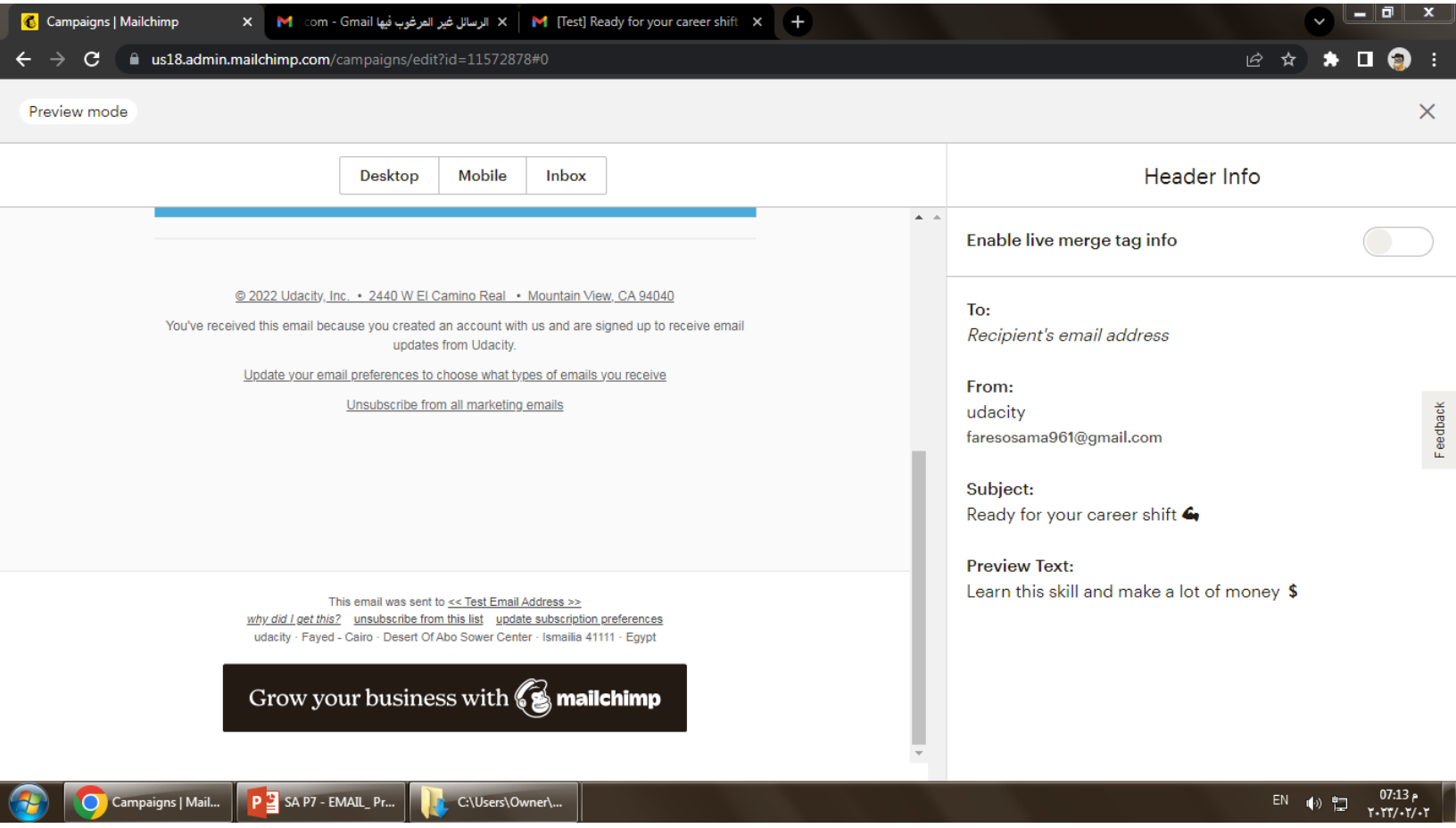
# Part 3

## Build & Send

# Draft Email


Campaigns | Mailchimp
[Test] Ready for your career shift
us18.admin.mailchimp.com/campaigns/edit?id=11572878#0
Preview mode
Desktop
Mobile
Inbox
Header Info
Enable live merge tag info
View this email in your browser
Do you Want to make career shift ?
but you don't know the best skill to learn to have your financial freedom and work from home, digital marketing is the best skill to achieve all your personal goals. our digital marketin nanodegree will provide you all the informations you need to start your career
don't waste your time.
learn more
Facebook
Website
Twitter
© 2022 Udacity, Inc. • 2440 W El Camino Real • Mountain View, CA 94040
You've received this email because you created an account with us and are signed up to receive email
To:
Recipient's email address
From:
udacity
faresosama961@gmail.com
Subject:
Ready for your career shift
Preview Text:
Learn this skill and make a lot of money $
Feedback

# Draft Email


Campaigns | Mailchimp
us18.admin.mailchimp.com/campaigns/edit?id=11572878#0
Preview mode
Desktop
Mobile
Inbox
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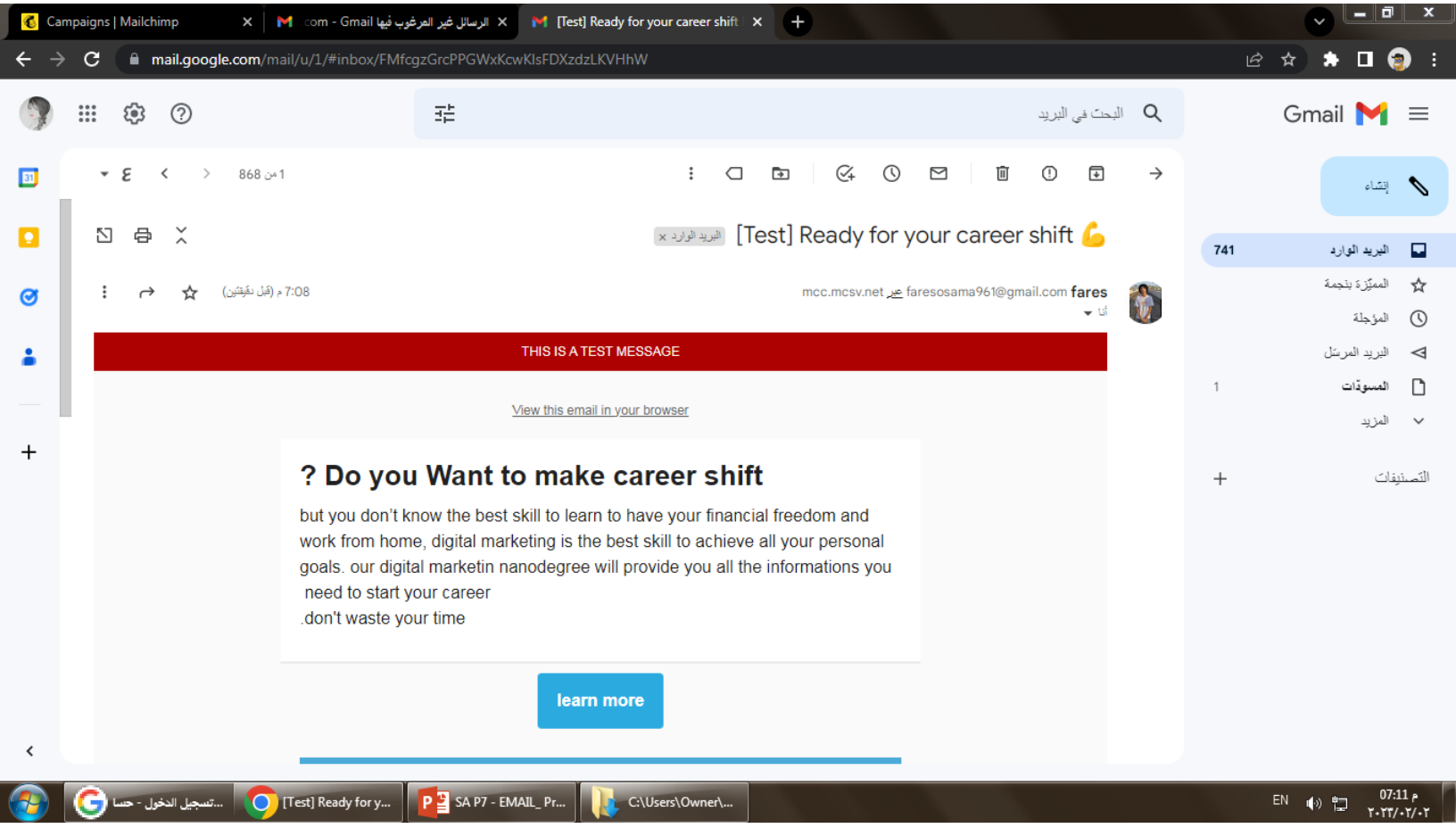
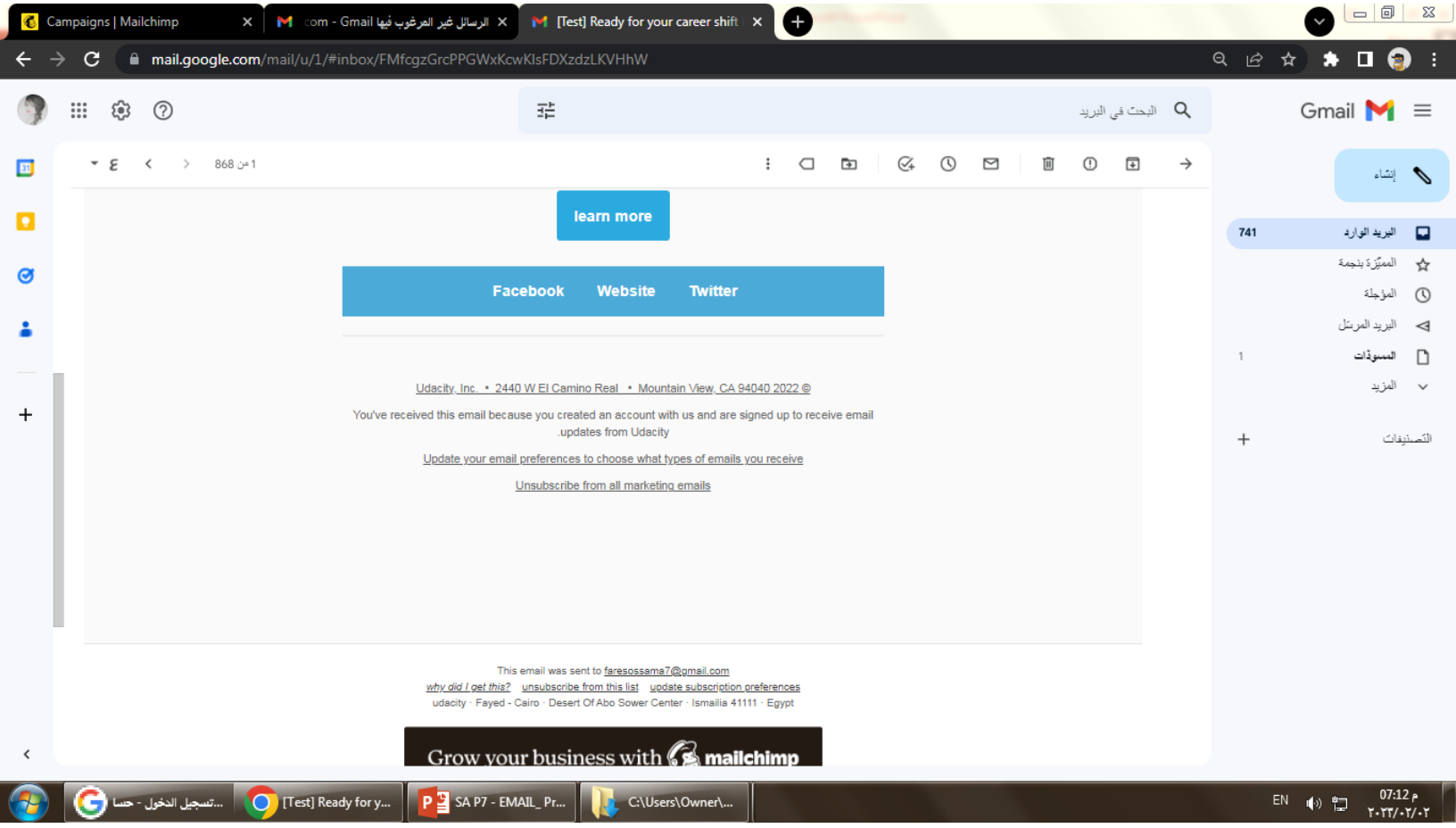
You've received this email because you created an account with us and are signed up to receive email updates from Udacity.
Update your email preferences to choose what types of emails you receive
Unsubscribe from all marketing emails
This email was sent to << Test Email Address >>
why did I get this? unsubscribe from this list update subscription preferences
udacity · Fayed - Cairo · Desert Of Abo Sower Center · Ismailia 41111 · Egypt
Grow your business with mailchimp
Header Info
Enable live merge tag info
To:
Recipient's email address
From:
udacity
faresosama961@gmail.com
Subject:
Ready for your career shift
Preview Text:
Learn this skill and make a lot of money $
Feedback

# Final Email


Campaigns | Mailchimp
[Test] Ready for your career shift
mail.google.com/mail/u/1/#inbox/FMfcgzGrcPPGWxKcwKlsFDXzdzLKVHhW
Gmail
البحث في البريد
إنشاء
البريد الوارد 741
المميّزة بنجمة
المؤجلة
البريد المرسل
المسوّدات 1
المزيد
التصنيفات
[Test] Ready for your career shift
البريد الوارد
fares faresosama961@gmail.com عبر mcc.mcsv.net
THIS IS A TEST MESSAGE
View this email in your browser
? Do you Want to make career shift
but you don't know the best skill to learn to have your financial freedom and work from home, digital marketing is the best skill to achieve all your personal goals. our digital marketin nanodegree will provide you all the informations you need to start your career
.don't waste your time
learn more
EN
07:11 م
٢٠٢٢/٠٢/٠٢

# Final Email


Campaigns | Mailchimp
[Test] Ready for your career shift
mail.google.com/mail/u/1/#inbox/FMfcgzGrcPPGWxKcwKlsFDXzdzLKVHhW
Gmail
learn more
Facebook
Website
Twitter
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# 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 | 3.33% | 30 |

# Final Recommendations

1. I think it's a good campaign our marketing objective is achieve 10% in ctr we achieve 8% we are too close to our target

2. The unsubscribed email I think we must remove form the mail list to not become spam and try to target them again form google

3. The 2 and 3 emails we must use motivational images and matching color to attractive more audience