

Project 7

Market with Email



Marketing Objective & KPI

- **Marketing Objective (EG Incubator)**

- Inviting 20 interested students and professionals into my business incubator to start off their entrepreneurial projects in one month aligned with prior idea application.

- **KPI (EG Incubator)**

- Number of students who signed up for the incubator course.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Students or professionals• Have a very good internet access and mental shape that can learn according to HEXACO PI test..	Eyad	<ul style="list-style-type: none">• They want to create money online without official college degree barrier.• A trigger to maximize their economic benefit per hour.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Watching investigating movie and TV series.• Have at least 1 to 3 extracurricular during period activities besides the job or college.	<ul style="list-style-type: none">• Self-reassurance of established capabilities that stands out in the market.<ul style="list-style-type: none">• Feeling practically good, sharing and telling stories on social media for reflective wealth generated on his work by online.	<ul style="list-style-type: none">• Commitment to the course as only 88% of people who did complete the course for countries speaking English.

Email Series

Email 1: Unicorn is knocking!!! Apply Now

Email 2: Riding high!! Did you make it?

Email 3: Break the leash of the moment!!
- How about inviting others?!

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences

EG Incubator

Engagement, IT is an announcement for applying for EG Incubator.

Subject Line 1

Imagine WINNING And Loving Every Minute Of It in 30 December!

Subject Line 2

Big News! We're Launching Our New Incubator tomorrow

Preview Text

Tomorrow, You are not alone; Apply now for first real life social network journey and start your business before 30 December!!

Body

EG Incubator, in partnership with The Cairo Angels, is excited to announce the opening of Fall '20 cycle applications, with our brand new FinTech track, along with our Sector- Agnostic track.

EG Incubator brings together entrepreneurs, investors, ecosystem players, and our connections to help take your startup to the next level! Our FinTech Track is designed for startups at ideation stage with unique business ideas, that want to disrupt and revolutionize the financial technology market.

Outro CTA

Read more!!

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences	
EG Incubator email	<i>This is for increasing the conversion of applied candidates to complete their application before deadline.</i>
Subject Line 1	<i>UREG IncubatorT!! You're About to Miss Out before 30 December</i>
Subject Line 2	<i>ALERT!! Don't Open This Email, If you procrastinate applying before 30 December!!</i>
Preview Text	<i>Tomorrow, 100 applicants have applied: Our next steps is to complete your application before it is too late at 30 December!!</i>
Body	<p><i>I know things have been crazy lately, so I'll keep it short and sweet.</i></p> <p><i>I realized that last year you started an application for EG Incubator and didn't have the chance to submit it.</i></p> <p><i>I just wanted to inform you that we are now accepting applications for the EG Incubator and we hope that you will consider starting and submitting your application on time this year! :D</i></p> <p><i>The deadline to submit your application is on December 30 at 23:59 Egypt time.</i></p> <p><i>Please don't hesitate to reach out if you have any questions or concerns.</i></p>
Outro CTA	<i>Learn more</i>

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences

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Incubatorera
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*This for engage applied customers to invite their friends
and celebrate their completion*

Subject Line
1

Where is the love? Join me in congratulating your friends!!

Subject Line
2

*MAJOR announcement! \$100 or \$100.00? A private invite for
your friends!!*

Preview Text

It's a Celebration, Invite your friends to apply before
30 December!!

Body

*EG Incubator is proud to be an official partner of theThe
Cairo Angels, powered by the Sharjah Entrepreneurship
Center and the Ubuntu Love Challenge.*

*EG Incubator aims to support conscious entrepreneurs
from across the Middle East and Africa, brings together
entrepreneurs, investors, ecosystem players, and our
connections to help take your startup to the next level!
With a \$250,000 equity-free prize purse, facilitated entry
into one of the fastest growing markets in MENA,
mentorship and networking opportunities, and more,*

*EG Incubator seeks to elevate YOUR impact and Invite
your friends!!*

Outro CTA

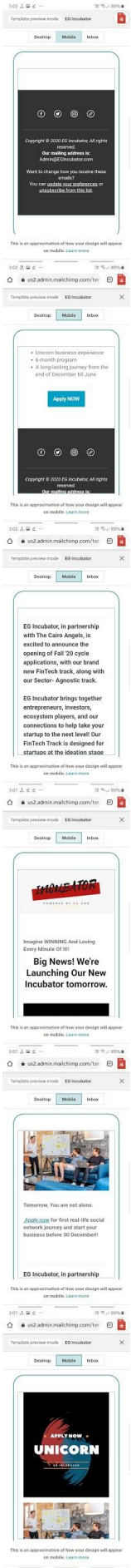
 *Here's a gift to make your weekend even BETTER with
your friends to apply:*

Calendar & Plan

Email Name					Planning Phase		Testing Phase		Send Phase		Analyze Phase			
Unicorn is knocking!!! Apply Now					5 days		2 days		10 days		3 days			
Riding high!! Did you make it?					3 days		10 days		3 days		4 days			
Break the leash of the moment!! - How about inviting others?!					10 days		5 days		2 days		3 days			
Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Unicorn is knocking!!! Apply Now					Riding high!! Did you make it?					Break the leash of the moment!! - How about inviting others?!				

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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Draft Email



Final Email

FinTech Track is designed for startups at the ideation stage with unique business ideas, that want to disrupt and revolutionize the financial technology market.

- Unicorn business experience
- 6-month program
- A long-lasting journey from the end of December till June

Apply NOW



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Our mailing address is:
Admin@EGIncubator.com

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



Mailchimp Template Test - "EG Incubator"

1 message

<karimgoudy@gmail.com>
Reply to: karimgoudy@gmail.com
To: Karimgoudy@gmail.com

Thu, 12 Nov 2020 at 2:16 pm

INCUBATOR

Imagine WINNING And Loving Every Minute Of It!!

Big News! We're Launching Our New Incubator tomorrow.



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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

We did use two subject lines while having our recognized test group size depending on our target group for who is interested to educate from courses and win by completing them about courses “Imagine WINNING And Loving Every Minute Of It in 30 December!” and people who actually interested to join the incubation program itself and having an entrepreneurial experience with “Big News! We're Launching Our New Incubator tomorrow”.

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	8.89%	75	3.3%	30

For unsubscribers, I should avoid them as much as possible by deleting them from the mailing list to not indicate SPAM.

Final Recommendations

- I would follow accordingly to email schedule and make sure of my plans works accordingly with working on changing the visuals to be more desirable by working on generating more engaging CTAs in terms of its visuals or content that hook our target persona and increasing my baseline by doing a lot of A/B testing and increasing my variance.