

# Project 7

## Market with Email





# Marketing Objective & KPI


- **Marketing Objective -**

DMND. For email receivers, the marketing objectives are reached open rate of 30%, click rate of 20%, and conversion rate of 10% (conversion of registrations) at April, 2021.

- **KPI**

Email marketing open rate, click rate and conversion rate in April, 2021.

# Target Persona

Background and Demographics	Target Persona Name	Needs
Entry level analyst, No marketing education background, Age 30 Female, Lives in a US city	Chou 	Industry-level and accessible digital marketing knowledge, career promotion, Have to run digital marketing campaigns. Limited Budget.
Hobbies	Goals	Barriers
TV show, Computer games, business, marketing, running	Career promotion, certification on digital marketing, run own marketing campaigns.	Time commitment, Money, do not know where do start

# Email Series

Email 1: Boost your career with Digital Marketing Nanodegree from today.

Email 2: Learn to advertising at social media platform from today.

Email 3: What are the benefits of Nanodegree program?



# Content Plan: Email 1

Overarching Theme: 3-5 Sentences

**General**

*This is intended to help drive the visual and written assets for this campaign.*

**Subject Line 1**

*Boost your marketing career with DMND!*

**Subject Line 2  
(for A/B  
testing)**

*Learn marketing skills and improve your career performance from today!*

**Preview Text**

DMND can help you become the best digital marketer.

**Body**

*Want to learn how to become a Digital Marketer today? Join Digital Marketing Nanodegree at Udacity today, learn how to create your marketing content, use social media to deliver your message and run real-time marketing campaigns on Google, Facebook and Snapchat.*

**Outro CTA 1**

*Learn more  
'<https://dmnd.udacity.com>'*

**Outro CTA 2  
(for A/B  
testing)**

*Get info  
'<https://dmnd.udacity.com>'*

# Content Plan: Email 2

Overarching Theme: 3-5 Sentences

**General**

*This is intended to help drive the visual and written assets for this campaign.*

**Subject Line 1**

*Advertising on social media platform?*

**Subject Line 2**

*Want to learn more about how to advertise on Google, Facebook and Twitter?*

**Preview Text**

*DMND can help you with your digital marketing journey with various aspects.*

**Body**

*Learn more about how to present your marketing content on top social media platform such as Google and Facebook, make your content discoverable and reach your marketing goals!*

**Outro CTA**

*Learn more  
'<https://dmnd.udacity.com>'*



# Content Plan: Email 3

## Overarching Theme: 3-5 Sentences

General	<i>This is intended to help drive the visual and written assets for this campaign.</i>
Subject Line 1	<i>What is Digital Marketing Nanodegree?</i>
Subject Line 2	<i>Learn from the top instructors from the industry and run real-time marketing campaigns.</i>
Preview Text	<b>DMND can help you with all the knowledge and skills you need!</b>
Body	<i>Becoming a digital marketer is a wonderful journey. At Udacity's Digital Marketing Nanodegree program, you can not only learn the industry-level marketing framework and skills, but also run and optimize real-time marketing campaign. You can find various marketing resources in this program.</i>
Outro CTA	<i>Enroll now '<a href="https://dmnd.udacity.com">https://dmnd.udacity.com</a>'</i>

# A/B Test Overview

A/B test is very important because a small changes of features can result in significant increase in conversion, thus I suggest we conduct A/B test here to optimize our marketing strategy.

I am going to conduct A/B test with subject lines and CTA features for the following groups:

1. Subject line 1 & CTA 1
2. Subject line 2 & CTA 1
3. Subject line 1 & CTA 2
4. Subject line 2 & CTA 2

For these 4 email groups, I would track the open rate and click rate for each group, and find which group has the highest open rate and click rate.

# Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	Week1: April 5, 6	Week1: April 7,8	Week1: April 9	Week2: April 12, 13
Email 2	Week2: April 13	Week2: April 14	Week2: April 15	Week3: April 16,19
Email 3	Week2: April 19	Week3: April 20	Week3: April 21	Week3: April 22,23

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
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# Draft Email

DMND

[Edit name](#)

⌵ To  
Who are you sending this campaign to?

Add Recipients

✓ From  
Peishan Ouyang • Peishan371@gmail.com

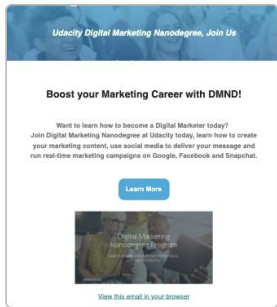
Edit From

✓ Subject  
Boost your marketing career with DMND  
Preview Text: DMND can help you become the best digital marketer.

Edit Subject

✓ Content

Edit Design



⚠ 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](#)

[Send a Test Email](#)

Didn't get your test email? [Learn more](#)

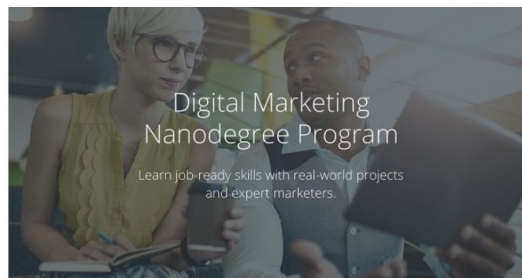
# Final Email

*Udacity Digital Marketing Nanodegree, Join Us*

## Boost your Marketing Career with DMND!

Want to learn how to become a Digital Marketer today?  
Join Digital Marketing Nanodegree at Udacity today, learn how to create your marketing content, use social media to deliver your message and run real-time marketing campaigns on Google, Facebook and Snapchat.

[Learn More](#)



[View this email in your browser](#)



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**Our mailing address is:**

[DMND@Udacity.com](mailto:DMND@Udacity.com)

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	3.3%	30

It is important to remove unsubscribes from our list, because otherwise we could face penalties according to law. And we want to keep our reputation in the market.

# Final Recommendations

1. Considering the unsubscribe and bounce rate, I would improve my email content by conducting A/B test for Email 1/2/3 to optimize my email content.
2. Considering the low CTR, I would like to add more CTA buttons on the email to attract users, improve my marketing performance.