



Project 7: Email Marketing

Email Part 1

Plan Your Email Content

Target Persona

Before you begin your email marketing campaign, share a description of your target persona. (Please feel free to update your target persona based on learnings from previous projects.) Marketing

Challenge: Blitz or DMND

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">- 38 yrs old, female- Masters of Fine Arts- Married, no kids	Lucy Porth	<ul style="list-style-type: none">- Understand the basics through advanced elements of Digital Marketing
Hobbies	Goals	Barriers
<ul style="list-style-type: none">- Writing, reading, cycling, food, wine, visiting with friends, tennis	<ul style="list-style-type: none">- Launch a social media campaign for her employer - a mid-sized university	<ul style="list-style-type: none">- Limited technical knowledge- Risk averse- Working within an 'old school' organization

Email Content:

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	<i>Thank you for downloading the eBook</i>	Engagement	<i>Number of opens</i>
Email #2	<i>Featured Student - Suzy Successful</i>	Engagement	<i>Number of opens</i>
Email #3	50% off program until the end of August	Conversion	Signups

Email #1

Email Content Plan				
Subject Line	Body Summary	Visual	CTA	Link
<p><i>Hello <name>, Congratulations on starting your journey in digital marketing</i></p>	<ul style="list-style-type: none">• <i>Congratulations on taking your first step in the Digital Marketing journey</i>• <i>In this book, you'll find everything you need to get started</i>• <i>But it's just the first step in your journey of becoming a Digital Marketer</i>	<p><i>Visuals representing the major players in digital marketing - Facebook, Google, Hootsuite, Hubspot, etc</i></p>	<p><i>Learn more about Digital Marketing</i></p>	<p><i>https://www.udacity.com/course/digital-marketing-nanodegree--nd018</i></p>

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	<i>See how Suzy landed her dream job in Digital Marketing</i>	<i>Are you ready to find your Dream Job - Enrol Today!</i>

Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	<i>50% off Digital Marketing Nanodegree until August 31st - Midnight</i>	<i>Sign up now to take advantage of this amazing offer</i>



Email Part 2

Calendar

Email Campaign Calendar Key

Use the following colors to represent the stages in your email campaign calendar.

- a. Yellow - Planning Phase
- b. Orange - Testing Phase
- c. Green - Send Phase
- d. Red - Analyze Phase

Key	
	Planning Phase
	Testing Phase
	Send Phase
	Analyze Phase

Email Campaign Calendar

	Week 1					Week 2					Week 3				
	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F
Email #1															
Email #2															
Email #3															

KEY PHASES

Planning	Tests	Send	Analyze
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Email Part 2

Craft Your Email

Email Copy: Email #1

Subject Line: Thanks for downloading the Digital Marketing eBook

Body: Congratulations on starting your journey in Digital Marketing.


CTA: Learn More about Digital Marketing

Link for CTA:

<https://www.udacity.com/course/digital-marketing-nanodegree--nd018>




Email Screenshot: Email #1

 eBook Download

HelpPreview and TestSave as TemplateSave and Exit

Congratulations on starting your journey in Digital Marketing



In this digital marketing guide, you will find an A to Z overview of everything you need to know to become a digital marketer. It is a first step in your journey to super charge your business or even make a career change.

If you like the guide, be sure to share it with your friends and colleagues. If you really liked the guide, consider signing up for our Digital Marketing course.

[Learn more about Digital Marketing](#)

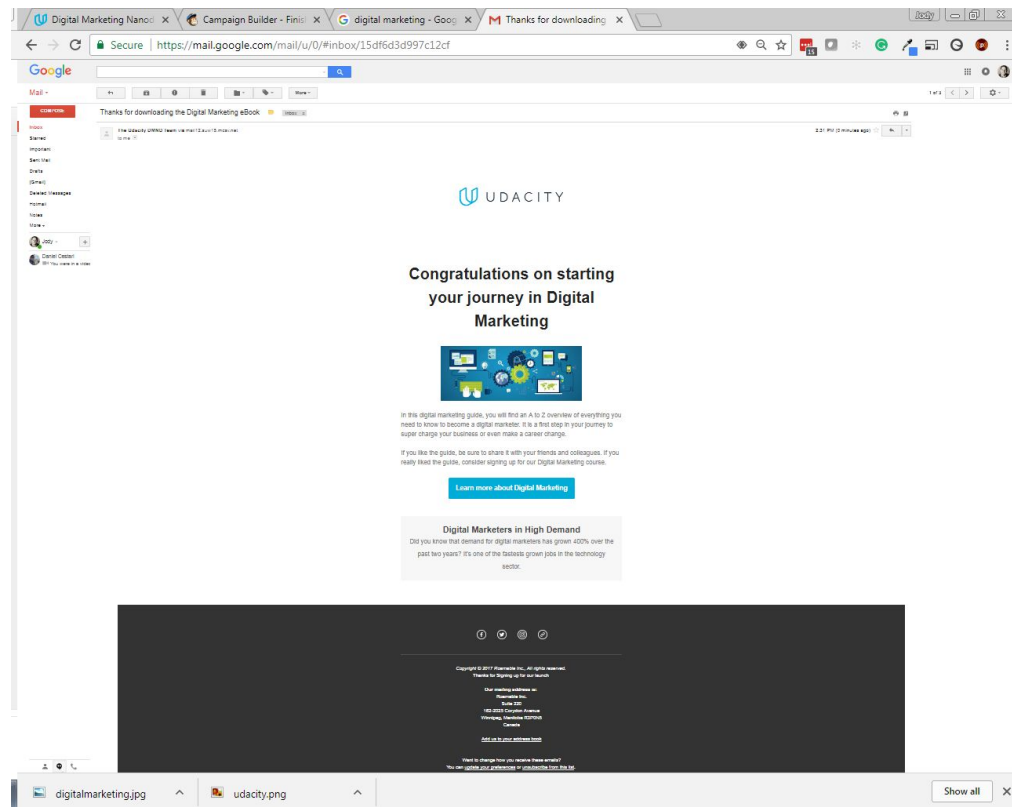
Digital Marketers in High Demand

Did you know that demand for digital marketers has grown 400% over the past two years? It's one of the fastest grown jobs in the technology

Button

Content	Style	Settings
Button text		
<input type="text" value="Learn more about Digital Marketing"/>		
Link to		
<div>Web address</div>		
Web address (URL)		
<input type="text" value="https://www.udacity.com/course/digital-marketing-nanodegree-nd018"/>		
Advanced options		

Email Screenshot: Email #2



A/B Testing Email

A/B Testing Email

1. A/B Test the Subject Line and Call to Action in Email #1 by writing an alternative for each.
2. Explain why A/B testing is important and how you might A/B test each of these two components of your email in an email campaign. *A/B testing is important because it allows you to experiment and maximize marketing efforts based on what is working. To test this, I would segment the email list into two groups and measure the results for each subject line/CTA pairing.*

A/B Testing		
	Subject Line	CTA
Email #1	<i>Can I ask you a question about your marketing efforts?</i>	<i>Learn how to maximize your marketing efforts</i>



Sending and Analyzing Results

Sending and Analyzing Results

After you have hit send on the first email of your campaign, you can spend some time analyzing the results. Results can be monitored within the first 24 hours of an email send, or after a couple days or even after a week.

Assume your results for Email #1 send are below. Calculate the following:

1. Open Rate
2. Click through Rate
3. Conversion Rate



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

Analysis: If someone unsubscribes, I would look for patterns in those who unsubscribed and try to address. Also, I would remove them from the email list, if not done automatically. This is important in order to comply with CAN-SPAM regulations.

1. Calculate the CTR and the Conversion Rate

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsubscribed
180	8%	75	3%	30



Final Recommendations

Based on the work you did throughout this project, what would you do for Emails #2 & 3.

Adjust the email list (if necessary) to remove the unsubscribed and email bounces.

