

Project 7: Email Marketing

Laavanya Ganesh



THE ONLY FASHION THAT NEVER DIES

Background

Age: 26 years old

Education: Bachelor's Degree

Location: California, USA

Job Title: Analyst

Email: Daniel2093@gmail.com

Annual Income: 500000 USD

Free Time Activities

1. Watching movies and TV with friends
2. Sailing
3. Reading marketing/digital marketing articles
4. Biking Traveling
5. Cooking and baking
6. Reading, Writing
7. Spending time outside - swimming, kayaking, snow shoeing
8. Enjoy live music and travel
9. Hang out with kids and play basketball

TARGET PERSONA



**Daniel
Krum**

Goals

1. To be a great marketer
2. Build something impactful
3. Want to be the owner of my life
4. Growth in current role
5. Would like to be an entrepreneur managing digital marketing for businesses, and have a successful drop shipping business.
6. Want to be working remotely as a Social Media Marketer/Manager or want to be running my own Affiliate Marketing brand/business
7. Professionally, want to be working remotely as a Social Media Marketer/Manager or want to be running my own Affiliate Marketing brand/business
8. To have a remote job as a digital marketer by March 2019. To travel to all 50 states by December 2019
9. More passion focused

Needs

1. Better Work/Life Balance
2. Growth in a Big Company
3. Love what I do
4. Become more technical
5. Balance between career expectations and family
6. Being my own boss
7. Educational content that provides: Quality and environmental friendliness

Barriers

1. Travel time to work
2. From a small town, lack of marketing opportunity here outside of being a freelancer
3. Lack of time
4. Obtaining a degree that doesn't help get the jobs
5. Work Over 40 Hours Weekly
6. Price of Nanodegree programs
7. Mental barriers, hesitation
8. Lacking skills to do the job

EMAIL CONTENT PLAN			
	Email Title	Marketing Objective	KPI
Email #1	Want to learn digital marketing?	Engagement	Number of Opens
Email #2	Social Page Follow	Engagement	Number of clicks
Email #3	Enroll Today	Conversion	Number of signups/conversion rate

CREATIVE BRIEF: EMAIL 1

Overarching Theme: 3-5 Sentences

General

Visual:

- A person using a laptop computer with digital marketing stuff on the monitor
- Udacity Brand Logo at the top of the email, GIF of digital marketing

Subject Line 1

Master Digital Marketing in 3 months

Body

- Gain real word experience running live campaigns
- Learn from top experts in the field
- Prepare yourself for jobs of tomorrow
- No prior experience required

Outro CTA

"Learn More" [http:// dmnd.udacity.com/](http://dmnd.udacity.com/)

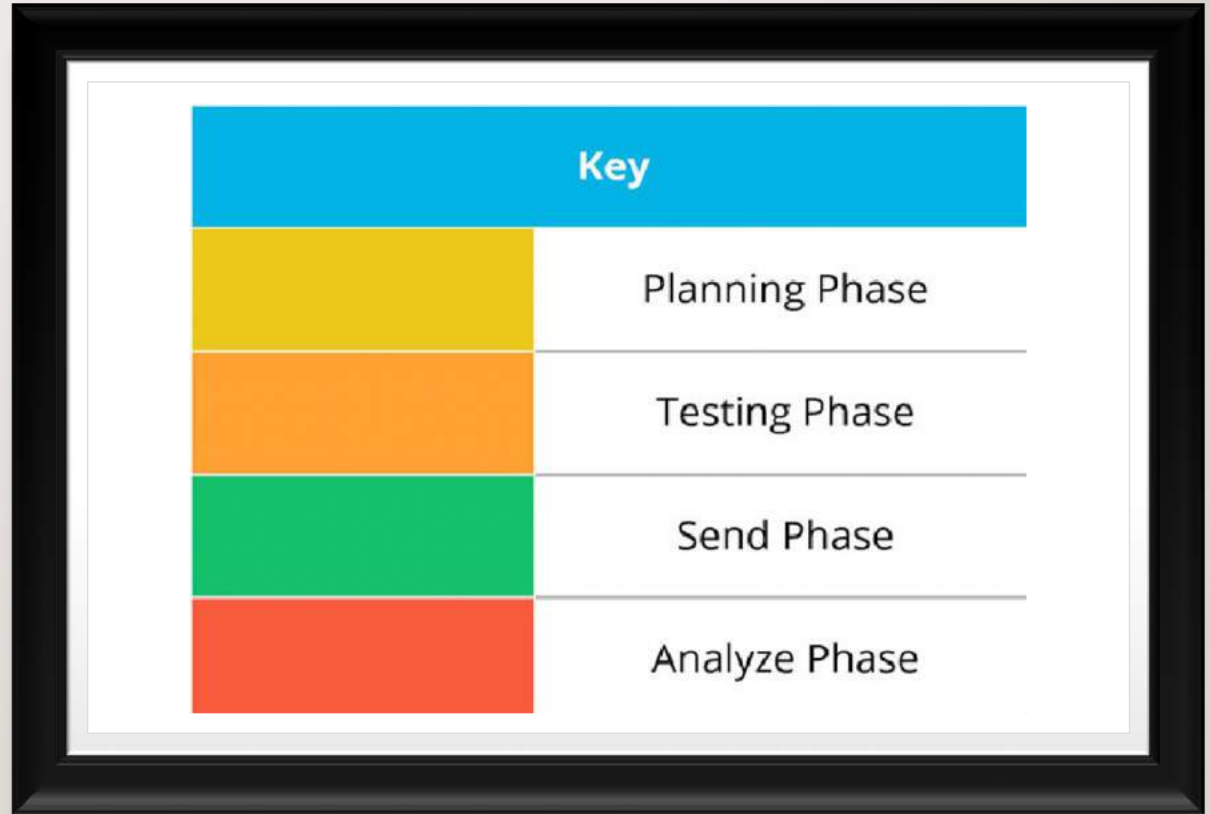
CREATIVE BRIEF: EMAIL 2

Overarching Theme: 3-5 Sentences	
General	<i>Visual:</i> <i>Social Media icons of Twitter, Facebook and Pinterest wherever you would want the email topic to be shared</i>
Subject Line 1	Stay connected with us on Social and explore more about digital marketing
Body	<ul style="list-style-type: none">• Get to know other people who are as interested as you in digital marketing• Keep yourself abreast about the various networking events in the field of digital marketing
Outro CTA	Follow us

CREATIVE BRIEF: EMAIL 3

Overarching Theme: 3-5 Sentences	
General	<i>Visual:</i> <i>A bomb blasting and stating discount offer</i>
Subject Line 1	Master Digital Marketing & Save 10% today!
Body	<ul style="list-style-type: none">• Sign up today to start your journey as a digital marketer• You are invited: Udacity's Discovery Week (Apr 1- Apr 10) – Save upto 50% on Nanodegree programs
Outro CTA	Register here

CALENDAR KEY



	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															

EMAIL CALENDAR

KEY PHASES

Planning

Tests

Send

Analyze

Subject Line: Master Digital Marketing in 3 months

Body:

Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360 degree understanding of digital marketing.

This program offers you the opportunity to master platform-specific skills valued by top employers at the same time establishing a broad-based understanding of the whole digital marketing ecosystem. After graduating you will be able to join a large corporation or a small firm or even go independent as a freelance digital marketer.

- **Gain real word experience running live campaigns**
- **Learn from top experts in the field**
- **Prepare yourself for jobs of tomorrow**
- **No prior experience required**

CTA: Learn More

Link for CTA: [http:// dmnd.udacity.com/](http://dmnd.udacity.com/)

[Test] Master Digital Marketing in 3 months



Laavanya <lganesh@adobe.com>

Laavanya Ganesh

Sunday, March 17, 2019 at 4:03 PM

[Show Details](#)

[Unsubscribe](#)

Mani



ALWAYS WANTED TO LEARN DIGITAL MARKETING?

Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360 degree understanding of digital marketing.

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[Learn More](#)



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Thanks for signing up.

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Udacity
2440 W El Camino Real, Mountain View, CA 94040

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A/B TESTING



A/B Testing		
	Subject line	CTA
Email 1	Not Sure How To Learn Digital Marketing?	Explore More

A/B testing is important because it allows you to take sample sizes of two emails with slightly different Creative or Copy and run them to see which performs better. Given the results, you can choose to resource more in a particular email or continue to adjust and improve so you reach more audience.

A/B testing is important because it allows you to see how your emails are performing, which allows you to continue sending those with positive results, and to discontinue those with negative results.

To do A/B testing for email marketing, I would create two campaigns, splitting my subscriber list in two to use equal halves of my list for the campaigns. This would allow for running different campaigns with similar goals to better understand which one performs better.

ANALYZING RESULTS



Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

Open Rate
= #of emails opened/
(# of emails successfully delivered

$$=495/2250$$
$$=0.22$$

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

CTR
= #of clicks on CTA /
(# of emails successfully delivered)
= 180/2250
= 0.08

Conversion Rate
= #of actions taken/
(# of emails successfully delivered)
= 75/2250
= 0.03

Unsubscribed : It is important to remove unsubscribes from your email list as this will not only annoy the unsubscribed users, but it is against the law and you could face criminal charges as a result. Don't email users if they've unsubscribed. According to the law you have 10 business days to remove these emails from your list. Complying will make sure your emails are Legal and also increase your open and conversations rates because you are targeting folks who are more interested in your content.

FINAL RECOMMENDATIONS



Basically I planned my email campaign based on the sync between the analyzing phase of the preceding email and the planning phase of the upcoming email. Depending on the number of opens of email 1, upcoming engagement email planning is done. Social media follow email is sent to customers who opened email 1 and then to the rest from the list. Followed by the Analysis phase of email -2, customers are segmented into 3 categories:

- Segment 1 (Email 1 opened and Email 2 clicked)
- Segment 2 (Email 1 opened or Email 2 clicked)
- Segment 3 (None of the actions done)

Based on the 3 segments of audience the 3rd email is crafted. I have allotted 2 days of planning for the 3rd email. This high priority is given to segment 1 audience. Thus during the 1st day of email 3 sending phase, segment 1 is targeted and segment 2 & 3 are targeted on the next day.

Due to this priority segmentation,

- I would target my sure shot customer with full potential and undergo my A/B testing on Segment 2, 3 audience to target them.
- We can prevent overwhelming of promotional emails to our potential customers
- This will help me measure my marketing objective and also help to reach my marketing Objective effectively