

Project 7

Market with Email



Part 1

Plan Your Email Campaign

Marketing Objective & KPI

Marketing Objective – Acquire 100 new students to the DMND program in 3 weeks (from Monday 13th June till Sunday 30th June)

KPI – Number of email enrolled for the DMND program.

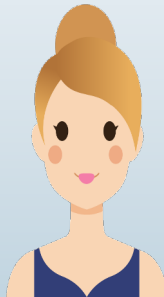
Target Persona

Background

- Female
- 25 years
- Marketing graduate
- Interested in digital marketing

Noha

Marketing graduate



Needs

- Seeking a digital marketing manager role
- Looking for a project-based course
- Learn at her own speed

Hobbies

- Watching movies
- Photography
- Reading scientific marketing articles

Goals

- Learn the latest skills
- Starts a job as a digital marketer
- Create her own business in a few years from now

Barriers

- Not sure where to start
- Less practical skills
- Courses does not include career services that will prepare for the job related course.

Email Series

Email 1: Webinar – Essential Skills to succeed in digital marketing

Email 2: Blog post – Top Digital Marketing careers in 2021

Email 3: DMND with 30% off

Part 2

Create Your Email Campaign

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

General	This email is going to serve as the starting point, because it help in starting a good relationship with potential students by giving them a free ticket of the webinar. The skills that will be covered in this webinar are; project management, creativity, collaboration, and most importantly time management.
Subject Line 1	[Udacity webinar] Essential Skills to succeed in digital marketing
Subject Line 2 (for A/B testing)	You are invited - skills needed to succeed as a digital marketer
Preview Text	Most personal skills in a marketer life!
Body	Hey, The field of digital marketing is vast, and marketers are trying to build a competitive portfolio to set them apart from the competition. However, while marketers trying to build their portfolios based on digital marketing skills such as SEO, SEM, email marketing, etc., they usually disregard essentials personal skills that every marketer should have. Join our webinar on that unveils these skills and why they are important in a marketer life.
Outro CTA 1	Tell me more
Outro CTA 2 (for A/B testing)	I am interested

Content Plan: Email 2

Overarching Theme: 3-5 Sentences

General	This email will help introducing the DMND, because the blog post will state the top digital marketing careers, and then introduce DMND program and how this program is going to help them get the job they want in digital marketing. Then nurture them to go further down the customer journey, in order to target them with the last email (encouraging them to take DMND)
Subject Line 1	Top Digital Marketing careers in 2021
Subject Line 2	Prominent positions in digital marketing in 2021
Preview Text	Career trends in digital marketing in 2021
Body	Hi there, Digital marketing is in high demand, and there are endless career possibilities in this field, However, the choice of what area you want to specialize in might be tough sometimes, especially for a recent marketing graduate looking to get started in digital marketing. We invite you to take a peek at our recent blog article that states the top digital marketing careers in 2021 that you can specialize in.
Outro CTA	Learn More

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

General	This email will encourage enrollment by highlighting the 30% off.
Subject Line 1	Enroll today and get 30% off DMND
Subject Line 2	Time is running out, get your 30% off DMND program
Preview Text	Get certified in digital marketing by Udacity and save 30%
Body	<p>Dear {name}</p> <p>Enroll today and save 30% off the Digital Marketing Nanodegree Program y Udacity. Our program will equip you with the latest skills in digital marketing with real-world experience and learn from top experts in the field in partnership with Google, Facebook, Hubspot and more.</p> <p>But hurry, offer ends soon!</p>
Outro CTA	Enroll Today

A/B Test Overview

In the first email we have set two subject lines and two CTAs. So, in our case we are not testing just a one variable, but we have two variables that are tested together in order to uncover the ideal combination that will help us improving the ultimate goal (more attendees of our webinar).

Besides, the number of email versions that we will need is 4 :

Subject line 1 + CTA 1

Subject Line 1 + CTA2

Subject Line 2 + CTA1

Subject Line 2 + CTA2

Our targeted audience will be split into quarters, each group will receive a different email version. Then see what performs better; if our results are statistically significant, then we will keep the best performing version.

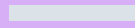
Email Campaign Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	June 12-13	June 14-15	June 16	June 20-21
Email 2	June 16-19	June 20-21	June 22	June 26
Email 3	June 22-23	June 26	June 27	June 30

Week One					Week Two					Week Three				
M 12 th June	T 13 th June	W 14 th June	T 15 th June	F 16 th June	M 19 th June	T 20 th June	W 21 st June	T 22 nd June	F 23 th June	M 26 th June	T 27 th June	W 28 th June	T 29 th June	F 30 th June
			EMAIL 1											
							EMAIL 2							
											EMAIL 3			

Color Key :

Planning Phase	Testing	Send Phase	Analyze Phase
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Part 3

Build & Send

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Final Email

[Test] [Udacity webinar] Essential Skills to succeed in digital marketing

Inbox



Udacity via mcc.mcsv.net
to me

20:41 (4 minutes ago) ☆ ↶ ⋮



Udacity Webinar

Most personal skills that every marketer should have!



Hey,

The field of digital marketing is vast, and marketers are trying to build a competitive portfolio to set them apart from the competition. However, while marketers trying to build their portfolios based on digital marketing skills such as SEO, SEM, email marketing, etc., they usually disregard essential personal skills that every marketer should have. Join our webinar that unveils these skills and why they are important in a marketer life.

[Get your free ticket](#)



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Udacity, 2440 El Camino Real, Floor 6, Mountain View, CA 94040; Attn

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

Part 4

Sending & Analyzing Results

Results Email #1

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

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3.33%	30

Final Recommendations

- For the unsubscribers, I will create a short form that will pop up for users who want to unsubscribe. This form will list some different reasons of why they want to unsubscribe (e.g., too many emails, quality of emails decreased, no longer interested, or let them state other reasons, etc.). By doing so, I will have a clear vision of why this happens in order to avoid this from happening in future campaigns. After unsubscribing, I will give them an opportunity to stay in touch by including social media accounts to follow. Finally, these users unsubscribed, I would remove them definitely from my email list in order to avoid sending SPAMMY emails.
- For email #2 and #3, I will definitely add to my list all of the attendees of the webinar, because this will help in creating a friendly relationship and nurture them.
- For email #2 and #3, I would take A/B testing further by testing out CTAs, I will change their colors then perform A/B testing and keep the one that performs better.
- For email #2 and #3, I will continue testing my tone, do formal emails get better results or the friendly ones, does the text volume have an effect on conversion or not.
- For email #2, I Might include an infographic that summarize all the skills needed without too much information (just headlines) inviting them to learn more on the blog post.
- For email #3 I will use some I would create another copy that states some kind of urgency (e.g., *Only 48 hours is left*). Also I might use an embedded video that will have an overview of the program in less than one minute, which can encourage the recipient to take further actions.