

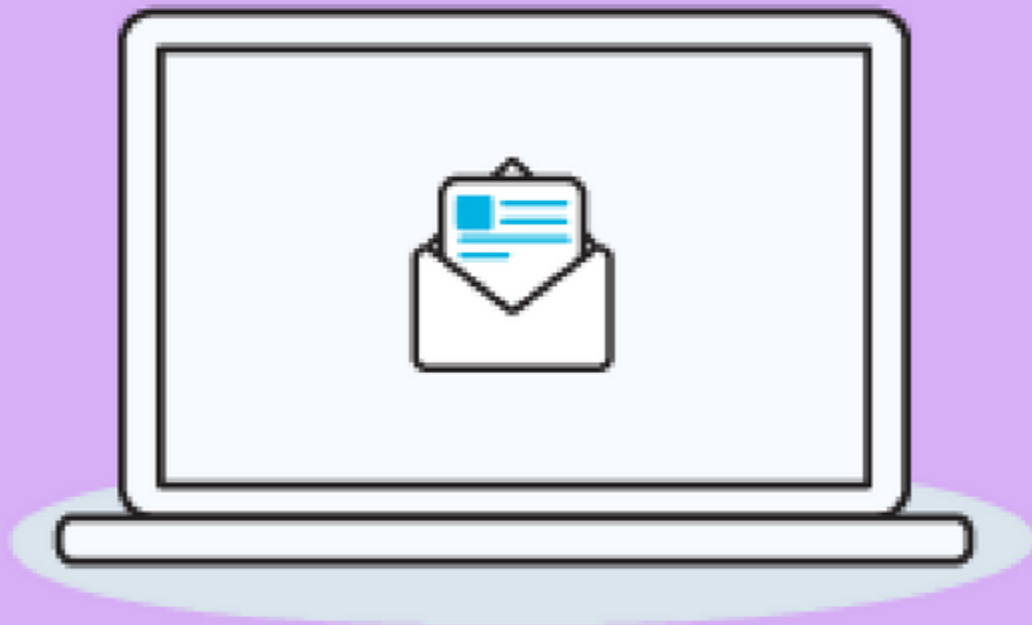


# Digital Marketing Nanodegree

Laila Hussain Alqawain

# Project 7

## Market with Email






# Marketing Objective & KPI

- **Marketing Objective** –DMND might have a marketing objective to enroll 100 persons in the DMND course during 3 weeks via E-mail.
- **KPI** – Number of enrollements.

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>• 26 years old.</li><li>• Single.</li><li>• Saudi Arabia.</li><li>• BS in Medicine from the Medical University of Warsaw.</li></ul>	<b>Abdullah Alqawain</b> 	<ul style="list-style-type: none"><li>• Studying Digital Marketing to market my own business.</li><li>• Valuable online courses.</li><li>• Meet businessmen to get advice.</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Reading.</li><li>• Sport.</li><li>• Learning new things.</li></ul>	<ul style="list-style-type: none"><li>• To be a dermatologist.</li><li>• Start my own business.</li><li>• Studying a Master degree.</li></ul>	<ul style="list-style-type: none"><li>• Time management.</li><li>• Costs of my own business.</li><li>• Public speech.</li></ul>



# Email Series

Email 1: *Sign up to Udacity Digital Marketing Nanodegree*

Email 2: *Get learning Digital Marketing Online!*

Email 3: *To be a digital marketer, enroll now!*

# Creative Brief: Email 1

Overarching Theme: 3-5 Sentences

**General**

***Get know about Social Media Marketing, Social Media Advertising, and E-mail Marketing.***

**Subject Line 1**

***Sign Up with Udacity Digital Marketing Nanodegree***

**Subject Line 2**

***Learn about Digital Marketing Nanodegree***

**Preview Text**

**Digital Marketing Nanodegree with Udacity is the best way to study from the beginner level and get marketing practice on different platforms.**

**Body**

***Digital Marketing with Udacity will make you know about Social Media Marketing, Social Media Advertising, and E-mail Marketing.***

**Outro CTA**

***Start Now!***



# Creative Brief: Email 2

Overarching Theme: 3-5 Sentences

**General**

***Get know about Digital Marketing meaning, the benefits you will get from studying the Digital Marketing and get more practice and skills of Digital Marketing.***

**Subject Line 1**

***Learn Digital Marketing Online***

**Subject Line 2**

***Learn Digital Marketing anywhere and anytime***

**Preview Text**

**Digital Marketing Nanodegree with Udacity is the best way to study from the beginner level and get marketing practice on different platforms.**

**Body**

***This program foe people who want to learn about the Digital Marketing like students or employers anytime and anywhere. The main thing will get learn how you can market your business, target your audience,... etc.***

**Outro CTA**

***Learn More***

# Creative Brief: Email 3

Overarching Theme: 3-5 Sentences

**General**

***Learn how to advertise through Digital Marketing, specify customers needs from target persona***

**Subject Line 1**

***Enroll to Digital Marketing Nanodegree***

**Subject Line 2**

***To be a Digital Marketer, enrol DMND***

**Preview Text**

**We have a glad to have you in this course. You will learn about everything which make you ready to work as digital marketer in career life or for marketing your business.**

**Body**

***In this course, you will learn the basics of Digital Marketing with a specific steps and get more practices to make you a success digital marketer. You will get supports anytime when you stack in anything.***

**Outro CTA**

***Read More***

# Calendar & Plan

Email Name					Planning Phase		Testing Phase		Send Phase		Analyze Phase			
Email 1					1 9 Apr		1 10 Apr		1 11Apr		2 12-13 Apr			
Email 2					1 16 Apr		1 17 Apr		1 18 Apr		2 19-20 Apr			
Email 3					1 23 Apr		1 24 Apr		1 25 Apr		2 26-27 Apr			
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: Email #1

**Subject Line:** Sign Up with Udacity Digital Marketing Nanodegree

**Body:**

Hi there!

Digital Marketing Nanodegree with Udacity is the best way to study from the beginner level and get marketing practice on different platforms.

Digital Marketing with Udacity will make you know about Social Media Marketing, Social Media Advertising, and E-mail Marketing.

**CTA:** Start Now!

**Link for CTA:** [DMND.udacity.com](https://dmnd.udacity.com)

# Final Email: Email #1



Hi there!

Digital Marketing Nanodegree with Udacity is the best way to study from the beginner level and get marketing practice on different platforms.

Digital Marketing with Udacity will make you know about Social Media Marketing, Social Media Advertising, and E-mail Marketing.

[Start Now!](#)



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Riyadh 11411  
Saudi Arabia

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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	3.33%	30

# Final Recommendations

- Select attractive images that will lead people to the page.
- Explain more in body part to make a completed idea for the people and assign strong content.
- Choosing attractive words in the subject line.
- When someone unsubscribe from any campaign, I should explore the reasons and avoid them in the future. Then I should remove those who unsubscribe us from the mailing list, within 10 days and stop sending any further email otherwise we may get spam.
- A/B testing is the best way to find which campaign will provide the highest performance.