Project 7
Market with Email

Part 1

Plan Your Email Content

Marketing Objective & KPI

- **Marketing Objective** - Convert 100 leads into Nanodegree purchasers, within the 3-week campaign duration.
- **KPI** – Number of Conversions/Nanodegree purchases.

Target Persona

Background and Demographics	Target Persona Name	Needs
• Male • 27 years old • Student • Varying, low income • Single, no kids • Lives in big city/urban environment	Student Samwise	• Single, comprehensive and coherent learning resource • Real-world skills; in contrast to university knowledge • Bite-sized learning, that fits around busy schedule
Hobbies	**Goals**	**Barriers**
• Fitness • Yoga • Going to clubs • Creative expressions • Travel	• Wants to have awesome job after graduation • Possibility of remote work • Would like his creative side-hustle to gain more traction	• Not much money • Not much time • Motivation/procrastination problems • Overwhelmed by plethora of online resources

Part 2

Create an Email Campaign

Email Series

Email 1: Interested in Digital Marketing?

Email 2: DMND preview course

Email 3: Enrollment Closing Soon

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences	
General	***This first email serves as a general introduction into the DMND. After, for example, downloading the Social Media Advertising Guide, prospective students are acquainted with the program and some of its benefits.***
Subject Line 1	*|LIST:NAME|*, are you interested in becoming a Digital Marketer?
Subject Line 2	
Preview Text	Launch your carreer in Digital Marketing with our expert-led…
Body	Launch your career in Digital Marketing with our expert-led Nanodegree Program. Learn some of the most in-demand skills and gain real-world experience through hands-on projects.
Outro CTA	**LEARN MORE**

Creative Brief: Email 2

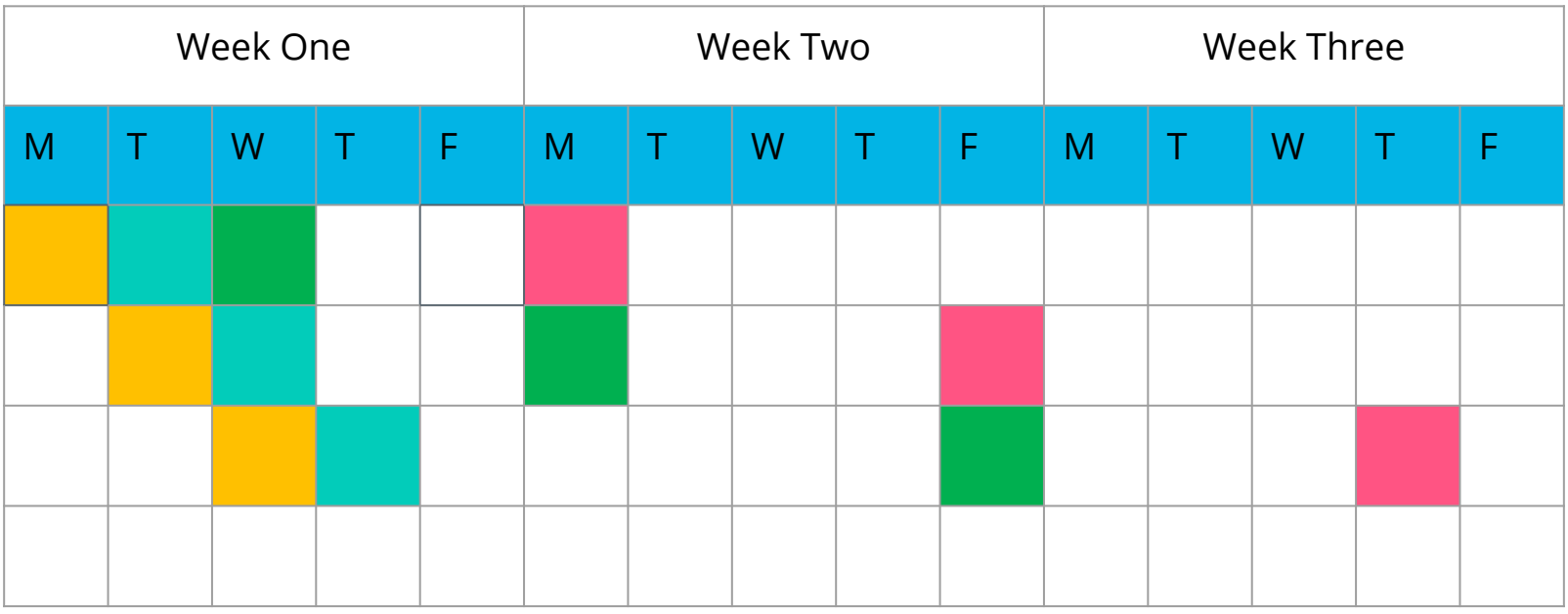
Overarching Theme: 3-5 Sentences	
General	***In this second email, prospective students learn about the DMND preview course, which serves as a free, short and easy way to get a taste of what you can expect to learn in the ND, as well as of the Udacity learning experience.***
Subject Line 1	**Preview the Digital Marketing Nanodegree Program**
Subject Line 2	
Preview Text	*|LIST:NAME|*, in case you're wondering *what* and *how* you can learn with us, now you can find out!
Body	*|LIST:NAME|*, in case you're wondering *what* and *how* you can learn with us, now you can find out! With our preview of the Digital Marketing Nanodegree Program, you get to peak inside the content for all the topics covered, including Social Media, Search Engine Optimization, Google Analytics and more! You can also get a taste of our cutting-edge classroom experience, designed to maximize learning in a fun and easy way! The best part is: it's completely **free**! So if you're interested in becoming a Digital Marketer and have about an hour to spare, you should definitely check it out! Here at Udacity, we're pretty sure you will love our content and classroom. But don't just take our word for it - see for yourself!
Outro CTA	**START FREE PREVIEW**

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences	
General	***This third and last email of the series, serves to increase the desire to finally enroll, by creating a sense of urgency.***
Subject Line 1	DMND Enrollment closing soon!
Subject Line 2	
Preview Text	Hi *|LIST:NAME|*, here‘s a quick reminder that enrollment for our next round of the Digital Marketing Nanodegree is closing…
Body	Hi *|LIST:NAME|*, here‘s a quick reminder that enrollment for our next round of the Digital Marketing Nanodegree is closing on Tuesday, 25th of June! If you want to future-proof your career and break into this exciting field, enroll now and start learning!
Outro CTA	**ENROLL NOW**

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	June, 24	June, 25	June, 26	Juli, 1
Email 2	June, 25	June, 26	Juli, 1	Juli, 6
Email 3	June, 26	June, 27	Juli, 6	Juli, 11



Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Part 3

Build & Send

Draft Email

me **[Test] Preview the Digital Marketing Nanodegree Program** - *|LIST:NAME|*, in case you're wondering what and how you can learn with us, now you can find out! ... 11:51

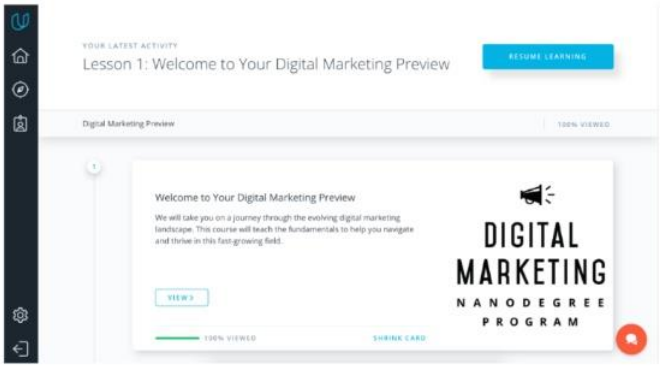
View this email in your browser

UDACITY

|LIST:NAME|, in case you're wondering *what* and *how* you can learn with us, now you can find out!

With our preview of the Digital Marketing Nanodegree Program, you get to peak inside the content for all the topics covered, including Social Media, Search Engine Optimization, Google Analytics and more!
You can also get a taste of our cutting-edge classroom experience, designed to maximize learning in a fun and easy way!

The best part is: it's completely **free**!



So if you're interested in becoming a Digital Marketer and have about an hour to spare, you should definitely check it out!

Here at Udacity, we're pretty sure you will love our content and classroom. But don't just take our word for it - just see for yourself!

START FREE PREVIEW

Final Email

me **[Test] Preview the Digital Marketing Nanodegree Program** - *|LIST:NAME|*, in case you're wondering what and how you can learn with us, now you can find out! ... 12:15

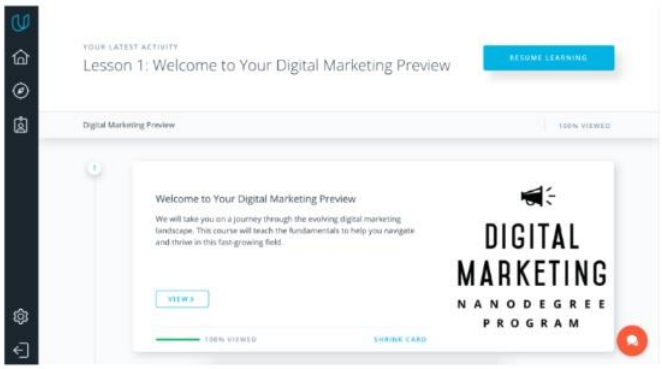
View this email in your browser

UDACITY

|LIST:NAME|, in case you're wondering *what* and *how* you can learn with us, now you can find out!

With our preview of the Digital Marketing Nanodegree Program, you get to peak inside the content for all the topics covered, including Social Media, Search Engine Optimization, Google Analytics and more!
You can also get a taste of our cutting-edge classroom experience, designed to maximize learning in a fun and easy way!

The best part is: it's completely **free**!



So if you're interested in becoming a Digital Marketer and have about an hour to spare, you should definitely check it out!

Here at Udacity, we're pretty sure you will love our content and classroom. But don't just take our word for it - see for yourself!

START FREE PREVIEW

Part 4

Sending & Analyzing Results

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

There are a number of recommendations to be made.

1. Since the Bounce-Rate is quite high – 250 emails not delivered out of 2500 emails sent, or 10% - it is important to remove addresses that couldn‘t be sent to, as to avoid getting flagged as spam.

2. To optimize Open Rate, CTR and Conversion rate, the following A/B tests should be applied

    1. **Subject line and preview text:** test whether different subject lines lead to higher Open Rates.

    2. **Copy:** test different copy, especially different length/amount of information. More information/value proposition directly within the email could lead to a higher desire, but it could also make the mail less „digestible“ and prompt readers to abandon the process.

Final Recommendations

3. **From:** test different sender-addresses. For example adding a personal touch by sending emails from Anke Audenaert – head of the DMND - personally, might improve Open Rates, as well as making the email potentially less likely to be recognised as advertising by the readers email service, making it appear in the primary inbox instead of the promotions section.