

# Project 7. Market with Email



# PLAN EMAIL

## 01 CONTENT

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# Marketing Objective & KPI

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- **Marketing Objective**

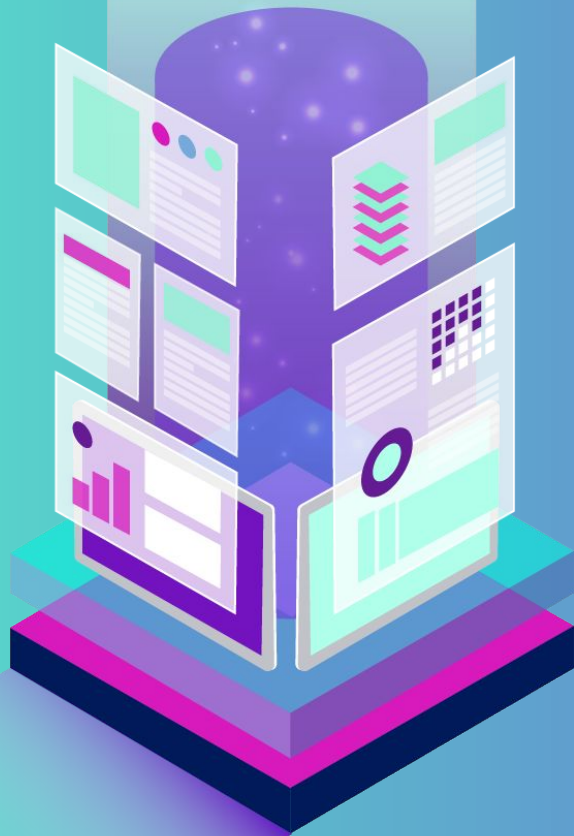
- The marketing objective is to generate 10 conversions from an email marketing campaign for the Udacity Corporate Training program, targeted to those who have filled out the landing page's contact form by March 30, 2020.

- **KPI**

- The KPI will be the the number of converted leads during the month of March.

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>• Male</li><li>• Mid-thirties</li><li>• Started a small tech startup, Apricot, right out of college</li><li>• As owner, manages a business of 25 employees, including IT Engineers</li></ul>	<ul style="list-style-type: none"><li>• Todd Jacobson</li></ul>  A man in a dark suit and light blue shirt is standing outdoors, looking down at a smartphone in his right hand. He is also holding a white coffee cup in his left hand. In the background, there is a modern glass skyscraper.	<ul style="list-style-type: none"><li>• Affordable options for to outsource professional development opportunities for his business</li><li>• Working with a limited budget, Todd needs a program that demonstrates the most bang for his buck</li></ul>
Hobbies <sup>1</sup>	Goals	Barriers
<ul style="list-style-type: none"><li>• Watching TV</li><li>• Heading to a local brewery with friends</li><li>• Playing pick-up basketball on the weekends</li></ul>	<ul style="list-style-type: none"><li>• To grow Apricot in size to 100 employees by 2025</li><li>• In order to diversify his business's portfolio, Todd must attract talent for an array of different technical backgrounds and skills</li><li>• Todd wants to grow the competencies offered by Apricot's current and future employees</li></ul>	<ul style="list-style-type: none"><li>• Works with a small and limited budget for professional development benefits</li><li>• Is unable to predict the trajectory of his business and is uncertain about the future of the company as he pushes for exponential growth in the next five years</li></ul>



# CREATE AN EMAIL CAMPAIGN

02

# Email Series

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Email 1: Welcome to the Udacity Community!

Email 2: Meet Todd

Email 3: Still on the Fence?

# Creative Brief: Email 1

Theme	
General	<i>This is intended to generate new leads for Udacity's Corporate Training program by providing additional information on the course to those who filled the landing page's contact form.</i>
Subject Line 1	<i>Thank you for your interest in joining Udacity!</i>
Subject Line 2	<i>Welcome to the Udacity Community</i>
Preview Text	<i>Learn more about Udacity's Corporate Training Program and its benefits for your organization below.</i>
Body	<i>Hi [FNAME],</i>  <i>Welcome to the Udacity community! We are so excited to have you here. Udacity's Corporate Training program boasts benefits to organizations including diversifying its capabilities in digital marketing, AI, machine learning, and more and enhancing employee satisfaction. The program, which is expertly taught and self-paced, incorporates the building of a professional portfolio to showcase your employees' mastery of complex concepts.</i>
Outro CTA	<i>For more information on Udacity and its programs, follow us on social media! [Link social media platforms for Udacity]</i>

# Creative Brief: Email 2

Overarching Theme: 3-5 Sentences	
General	<i>This is intended to increase conversions to Udacity's Corporate Training program by showcasing real-life success stories from candidates whose companies enrolled in Udacity's Corporate Training program.</i>
Subject Line 1	<i>Meet Todd:</i>
Subject Line 2	<i>Learn how one CEO transformed his business with Udacity</i>
Preview Text	<i>Todd Jacobson, CEO of Apricot Technology, saw an increase in employee satisfaction and his company's portfolio size by using Udacity Corporate Training.</i>
Body	<i>Hi [FNAME],  We recently posted a blog post showcasing Todd Jacobson, a recent Udacity Corporate Training user, and his company's success with the program [URL link to post].</i>
Outro CTA	<i>For more success stories, including Todd's and many others, click the link here to access Udacity's blog.</i>



# Creative Brief: Email 3

Overarching Theme: 3-5 Sentences	
General	<i>This is intended to drive conversions for Udacity's Corporate Training program by incentivizing those who had previously received 'Thank You' follow-up emails with a discount coupon code.</i>
Subject Line 1	<i>Still on the fence?</i>
Subject Line 2	<i>Invitation to Join Udacity's Corporate Training Program</i>
Preview Text	<i>Perhaps this 20% off coupon will help you decide...</i>
Body	<i>Hi [FNAME],</i>  <i>We see that you have not yet enrolled in the Udacity Corporate Training program. Our team offers flexible payment options, including monthly installments, to meet diverse financial needs.</i>  <i>Right now the Udacity program is running a promotional 20% off on its trainings. Don't miss out on this incredible value!</i>
Outro CTA	<i>Copy and paste the code below to claim 20% off and enroll today!</i>

# Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1: Thank you for your interest in Udacity!	March 16	March 17	March 18	March 19
Email 2: Still on the fence?	March 20	March 23	March 24	March 25
Email 3: Meet Todd	March 26	March 27	March 29	March 30

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

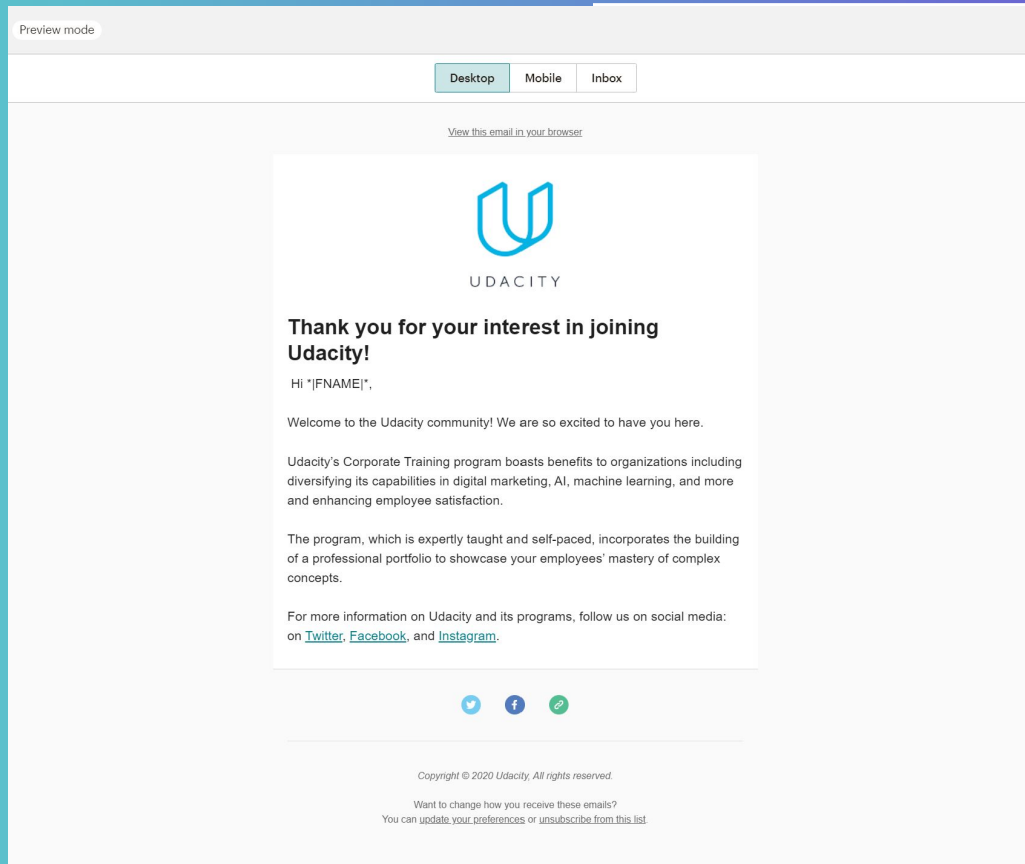
Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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03

BUILD & SEND



# Draft Email



# Final Email

[View this email in your browser](#)



UDACITY

## Thank you for your interest in joining Udacity!

Hi ,

Welcome to the Udacity community! We are so excited to have you here.

Udacity's Corporate Training program boasts benefits to organizations including diversifying its capabilities in digital marketing, AI, machine learning, and more and enhancing employee satisfaction.

The program, which is expertly taught and self-paced, incorporates the building of a professional portfolio to showcase your employees' mastery of complex concepts.

For more information on Udacity and its programs, follow us on social media: on [Twitter](#), [Facebook](#), and [Instagram](#).



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# SENDING & ANALYZING RESULTS 04

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# Results Email #1

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

# Results (continued) Email #1

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



# Final Recommendations

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To enhance the results from Emails #2 & 3, I would recommend the following:

- Roll out A/B testing on the campaigns' wording and evaluate conversion rates to determine which language is more likely to drive conversions.
- Segment audiences to those who have actively subscribed to Udacity's newsletter versus those who have not subscribed and tweak campaigns to target both audiences differently.