

Project 7

Market with Email



Marketing Objective & KPI

- **Marketing Objective** - getting 500 potential customers to DMND by the end of october
- **KPI** - The number of customers joined the DMND by the end of october

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">_between 18 to 32_both genders_must be Egyptian	Ali Mohammed	<ul style="list-style-type: none">_Connection to stable network_Laptop
Hobbies	Goals	Barriers
<ul style="list-style-type: none">_Swimming_Shopping_Football	<ul style="list-style-type: none">_Become a digital marketing specialist_Work as a freelancer	<ul style="list-style-type: none">_Difficult to learn_No enough time

Email Series

Email 1: Making the customer interested in DMND (why studying digital marketing)

Email 2: learn digital marketing through DMND (desire)

Email 3: Joining the DMND (action)

Interest : Email 1

Overarching Theme: 3-5 Sentences

General	<i>This email explains to the customer why should he she study digital marketing using a picture from pixels.com free of copyrights .</i>
Subject Line 1	<i>Wondering why should you study digital marketing ?</i>
Subject Line 2 (for A/B testing)	<i>Digital marketing provides an opportunity for you to start a career online</i>
Preview Text	DMND is a free scholarship for you to study digital marketing
Body	<i>The world is turning digital .</i> <i>Now it's your opportunity to keep up with the digital transformation by learning one the most needed fields and to start a career in digital marketing .</i> <i>Take part of this scholarship offered to you by Udacity & ITIDIA Egypt and start a career online .</i>
Outro CTA 1	<i>Learn more</i>
Outro CTA 2 (for A/B testing)	<i>Read more</i>

Desire

Overarching Theme: 3-5 Sentences

General	<i>This email grabs the customer's attention and generates desire and shows some of the advantages of scholarship Using a picture from pixels.com free of copyrights .</i>
Subject Line 1	<i>YES you can work from home .</i>
Subject Line 2	<i>YES you Can earn money online.</i>
Preview Text	<i>We are here for you to guide you step by step .</i>
Body	<i>Hi there , If you are interested in learning digital marketing and be part of this digital transformation , DMND is the right place . DMND provides expert tutors to teach and guide you through your learning journey with hands on projects . DMND is a great free opportunity for you offered by udacity & ITIDIA Egypt . _Partcipate _Learn _Earn</i>
Outro CTA	<i>Read more</i>

Action : Email 3

Overarching Theme: 3-5 Sentences

General

This emails encourages potential customers to take action and join the DMND

Subject Line 1

DO NOT miss this opportunity .

Subject Line 2

This opportunity is for you

Preview Text

This opportunity is for you , Don't miss it

Body

What are you waiting for ?

The DMND is the best way to learn digital marketing , offered for you by Udacity & ITIDIA Egypt .

The next step is learning .

Outro CTA

Join now

A/B Test Overview

. A/B testing is important because it helps improve conversions of my campaign. It's achieved by testing two variables that must be different from each other.

To explain more , The marketer chooses a particular variable like subject line , preview text and cta , and sets up two campaigns and compares which campaign works the best , based on open rate ,click rate and total revenue.

Which campaign works best is sent to the rest of the audience .

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	4&5 October	6 October	7 October	11 October
Email 2	6&7 October	8 October	11 October	13 October
Email 3	8 October	11&12 October	13 October	15 October

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Email1														
		Email 2												
				Email 3										

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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Campaigns



You're almost finished! Draft

Draft email

[Finish later](#)

[Schedule](#)

[Send](#)

[Add Recipients](#)

Who are you sending this campaign to?



From

Mahmoud Mostafa • mm22200127@gmail.com

[Edit From](#)



Subject

Wondering why should you study digital marketing ?

Preview Text: Digital marketing provides an opportunity for you to start a career online

[Edit Subject](#)



Content

[Edit Design](#)



[Send a Test Email](#)

Didn't get your test email? [Learn more](#)



We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account](#).



A plain-text version of this email will be included automatically. [Edit](#)

[Enable Social Cards](#)

[Upgrade](#)

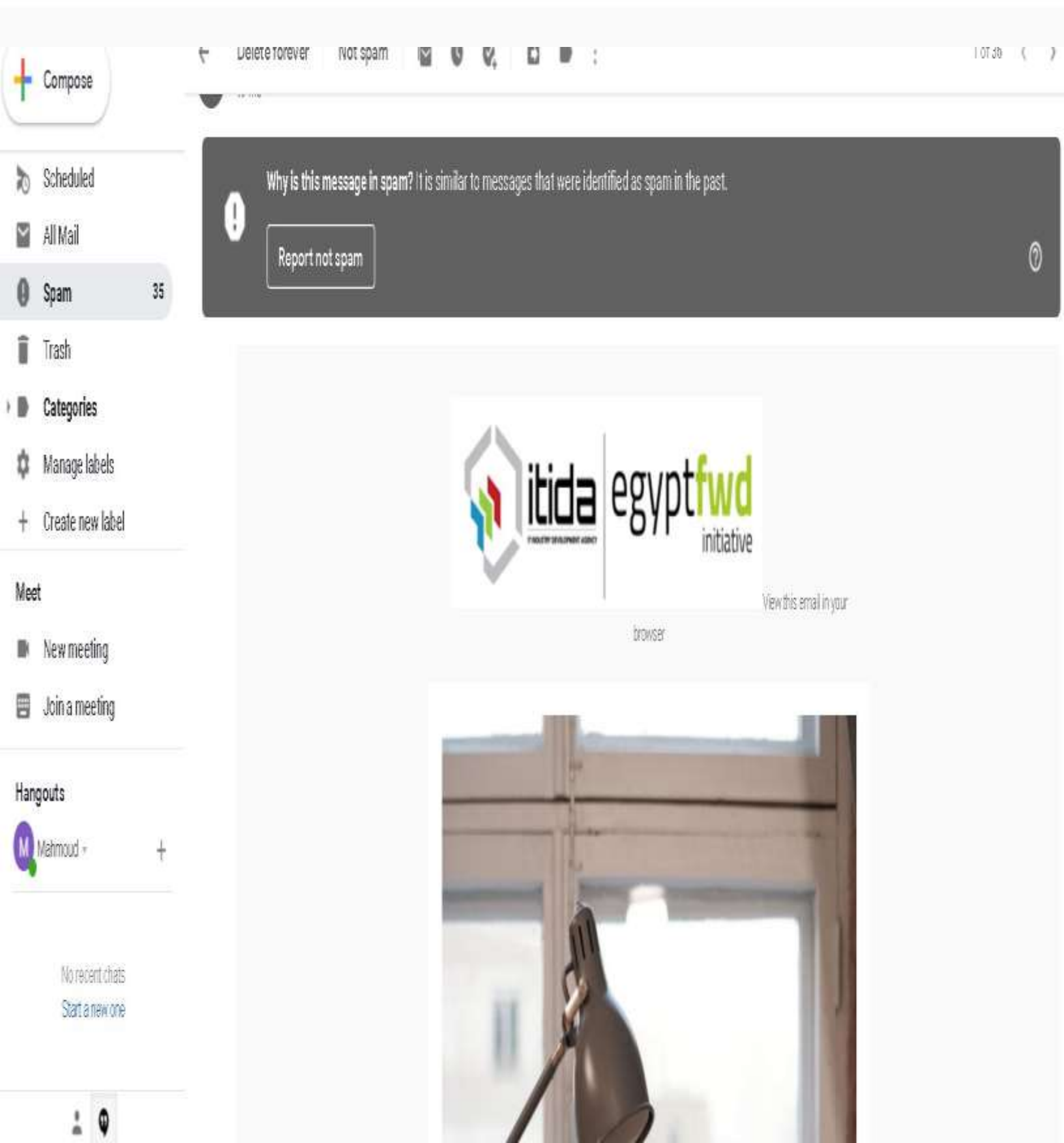
Mahmoud

Mahmoud

Feedback



Final Email



Compose

Scheduled

All Mail

Spam 35

Trash

Categories

Manage labels

Create new label

Meet

New meeting

Join a meeting

Hangouts

M Mahmoud +


No recent chats


[Start a new one](#)


Delete forever Not spam




The world is turning digital .


 Scheduled

 All Mail


 Spam

35


 Trash


 Categories

Manage labels


 Create new label

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Learn more

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LIST_DESCRIPTION

Our mailing address is:

LIST_ADDRESS_HTML

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

Grow your business with  mailchimp

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	3.3%	30

Final Recommendations

When a user unsubscribes, we must remove them within 10 business days from our list because of rules (CAN-SPAM Act) and eventually wish him\her good luck .

To improve Email 2&3 campaigns , I used Clear call to action and short subject line.

I try as much as possible to add interest and desire to my talk