Project 7
Market with Email

Part 1

Plan Your Email

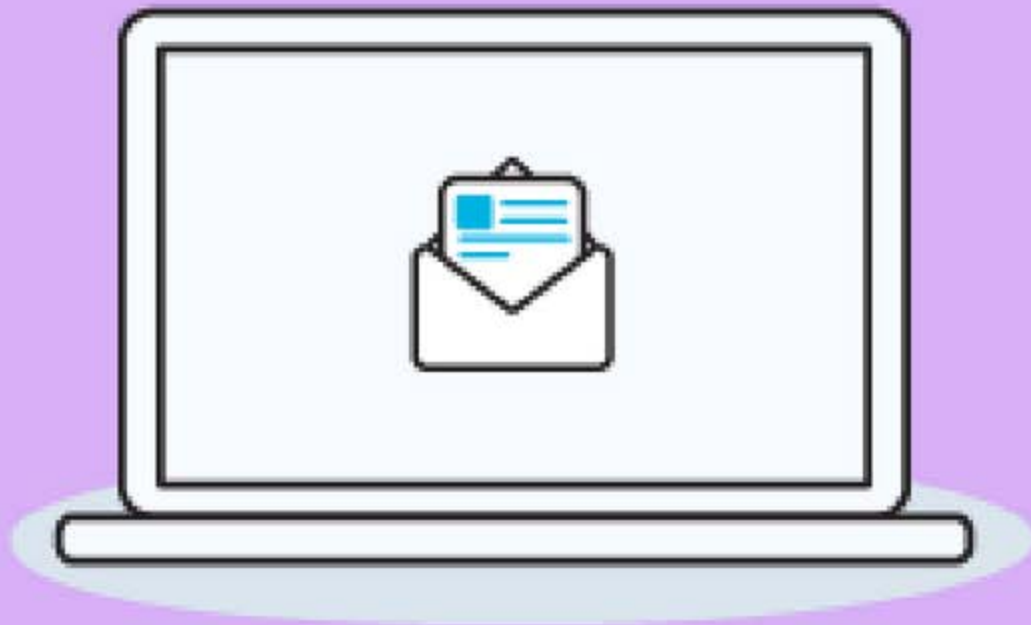Content

Marketing Objective & KPI

- **Marketing Objective** acquire 200 leads to enroll in DMND program within the 3 weeks campaign duration
- **KPI** - Number of conversions into udacity nanodegree.

Target Persona

Background and Demographics	Target Persona Name	Needs
• male • 24 • fresh grad • bachelor degree • Lives in city	Ahmed	• Need a job in digital marketing • Practical skills • resources (money – tools)
Hobbies	Goals	Barriers
• Chess • football • reading	• Want to be a digital marketer • Find a possibility to work remotely • Career path	• limited time • low income • No opportunities (job, internship)

Part 2

Create an Email

Campaign

Email Series

Email 1: what is DMND

Email 2: Why you should apply in DMND

Email 3: Start enrolling now – Limited time

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences	
General	*This first email is about introduction about digital marketing*
Subject Line 1	*Want to be a digital marketer and have a career path for your job*
Subject Line 2	*what is Digital marketing?*
Preview Text	Are you interested in digital marketing but don't know how to start Do you want to have a career path?
Body	Hi *|LIST:NAME|* **what is Digital marketing, why it's important?** Digital marketing in a simple way is about advertising delivered through digital channels. Channels such as social media, mobile applications, email, web applications, search engines, websites, or any new digital channel **WHY DIGITAL MARKETING IS IMPORTANT?** The group of potential customers that are found online is a much larger group of people than you are likely to be able to attract locally. Using digital marketing, you can reach an enormous audience in a way that is both cost-effective and measurable.
Outro CTA	*LEARN MORE*

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences	
General	*The second email is about why should customers apply in DMND program?*
Subject Line 1	*Why you should apply in DMND?*
Subject Line 2	*DMND program! what makes it unique??*
Preview Text	*3 reasons why you should apply in DMND program*
Body	*Hi *|LIST:NAME| *, 3 reasons why you should apply in DMND program* 1-<u>free course</u>: the scholarship is introduced by Egypt's Information Technology Industry Development Agency (ITIDA) to scale up digital skills among the Egyptian workforce through Udacity. 2- <u>Top-Quality Content</u>: Udacity develops its own content with tight collaborations with (industry-leading) partners such as Google, AWS (Amazon), Mercedes and Nvidia. 3- <u>Career advisors</u>: Udacity has very professional Career advisors to help you find and improve your professional path
Outro CTA	*Watch a demo*

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences	
General	*The third email is about Enrolling in DMND program.*
Subject Line 1	*Start enrolling now - Limited time*
Subject Line 2	*Limited Time! Book your seat in DMND program before times up*
Preview Text	*Don't waste time and book your seat before the times up*
Body	*Hi *|LIST:NAME|*,* Gentle reminder! book your seat and start your journey in digital marketing before the times up. Hurry up and *Enroll now* cause the DMND program is free for limited time
Outro CTA	*Enroll now*

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	Nov, 30	Dec, 1	Dec, 2	Dec, 4
Email 2	Dec, 7	Dec, 8	Dec, 9	Dec, 11
Email 3	Dec, 14	Dec, 15	Dec, 16	Dec, 18

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

Part 3

Build & Send

Draft Email

UDACITY

Hi, Mahmoud

Are you interested in digital marketing but don't know how to start ? Do you want to have a career path? So if you don't have answers for these questions, let me answer you..

Firstly **What Is Digital Marketing, Why It's Important**?

Digital marketing in a simple way is about advertising delivered through digital channels. Channels such as social media, mobile applications, email, web applications, search engines, websites, or any new digital channel

WHY DIGITAL MARKETING IS IMPORTANT?

The group of potential customers that are found online is a much larger group of people than you are likely to be able to attract locally. Using digital marketing, you can reach an enormous audience in a way that is both cost-effective and measurable.

So if you want to learn more about digital marketing:

Learn more

Final Email

U UDACITY

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So if you want to learn more about digital marketing:

[**Learn more**]

Want to change how you receive these emails?

You can update your preferences or unsubscribe from this list.

🐵 **mailchimp**

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	3.3%	30

Final Recommendations

1- Bounce rate: The percentage of bounce rate should be 1-2 % and once the percentage of bounced emails are 10% so **to improve this rate we need** :

1.1 double opt-in for new contacts

a double opt-in would require them to confirm the address that they submitted. This is commonly done through an automated email that is sent immediately after they provide their address.

1.2 regularly scrub your email list

Your contacts could change or delete their email addresses.

2- open rate: The average email open rate should be between 15-25% and once the percentage is 22% this means that our A/B test works well.

to keep improving this rate:

2.1 A/B test:

perform A/B test from time to time to see which subject line works better.

Final Recommendations

2.2 Perfect Your Timing

the best time for email opens is late afternoon, peaking at 3pm. Of course, we'll want to study our own statistics to see when our subscribers are most active.

2.3 Clean Up Inactive Subscribers

If a subscriber hasn't engaged with any of our emails in the past 6 months or so, we need to send a win back email campaign to attempt to re-engage them. If they don't re-engage with us, then you'll need to either unsubscribe them or move their email over to another list that you only email on rare occasions.

3- click through rate (CTR):

The average click-through rate should be about 2.5% and once the percentage is 8% this means that our copy and design works well.

4- Unsubscribe rate:

the percentage is 1.33% to improve this rate:

We should be highly targeted, mention customers by name and mention very specific things that catch their attention so they can feel like they're receiving a more personal communication.

And by doing all the previous will definitely improve our conversion rate.