



Project 7 – Market with Email

Marketing Objective

Convert 50 leads into purchaser (enroll) for Digital Marketing Nanodegree (DMND) Program within 3 weeks of Email Marketing campaign.

Primary KPI

Number of Conversion i.e. Number of students enrolled for the Program.

Target Persona

Background & Demographics

- Female, 35-40 years old
- Married, 1 Kid
- Lives in San Francisco
- Studied Law
- Stopped working as moved to different Country
- Husband is into IT
- HH income 150K

Name - Lucy Scott



Needs

- Start a new career
- Single & Comprehensive learning resource
- Real world skills
- Mentoring
- Start earning good income

Hobbies

- Travel
- Reading Blogs
- Fitness

Goals

- Get a good job
- Become a successful Digital Marketer
- Have Work-Life Balance

Barriers

- Time Constraint
- Overwhelmed by so many online courses available
- Needs motivation



Email Series

Email 1: Do you want to Become an Expert in Digital Marketing?

Email 2: Free EBook - Digital Marketing Nanodegree Program

Email 3: 30% Discount Reminder to become Digital Marketing Specialist

Creative Brief: Email 1

General	The first email gives idea about the course, Industry Experts and Real world projects will make the learning process more interesting.
Subject Line 1	Do you want to Become an Expert in Digital Marketing?
Subject Line 2	How about becoming a Digital Marketing Expert?
Preview Text	Launch a successful career as Digital Marketer with the guidance of Industry experts
Body	Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.
Outro CTA	Learn More

Creative Brief: Email 2

General	In the second email, prospective students will get the preview of the course through a Free eBook
Subject Line 1	Free EBook - Digital Marketing Nanodegree Program
Subject Line 2	FREE Digital Marketing EBook Download Now!
Preview Text	Find out what you can learn at Udacity Digital Marketing Nanodegree (DMND) Program
Body	<p>With the EBook for Digital Marketing Nanodegree Program you can get a snippet of the course. What are the topics covered like Facebook campaign, SEO, SEM, Google Ad words to name few.</p> <p>Take advantage of this opportunity today! Get the idea of the course for FREE.</p>
Outro CTA	Download Free EBook

Creative Brief: Email 3

General	The third and last email in the series amplifies the desire to enroll by offering a good discount deal for the limited time
Subject Line 1	30% Discount Reminder to become Digital Marketing Specialist
Subject Line 2	30% Discount Grab before its too late
Preview Text	Here is a Final reminder for quickly enrolling for the Program to grab the 30% discount deal
Body	<p>This is a final reminder for quickly enrolling yourself for the DMND program and avail a good discount of 30%.</p> <p>The last date for the enrollment is November 15, 2020 to take the advantage of the discount and get yourself a successful and bright future in the field of Digital Marketing.</p> <p>Don't wait and get yourself enrolled today!</p>
Outro CTA	Enroll Now



Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	November 10	November 11	November 13	November 19
Email 2	November 11	November 12	November 18	November 23
Email 3	November 12	November 13	November 23	November 27

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

Color Key	Planning	Testing	Send	Analyze
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Draft Email

Desktop Mobile Inbox		Header Info
 <p>Become a Digital Marketer</p> <p>Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.</p>  <p>Learn to create marketing content, use social media to amplify your message, make content discoverable in search, run Ads campaigns and advertise on Facebook.</p> <p>Additionally, learn how display and video ads work and how to</p>		<p>Enable live merge tag info <input type="checkbox"/></p> <p>To: <i>Recipient's email address</i></p> <p>From: Mansi Gandhi Udacity DMND mansimody89@gmail.com</p> <p>Subject: Do you want to Become an Expert in Digital Marketing ?</p> <p>Preview Text: Launch a successful career as Digital Marketer with the guidance of Industry experts</p>

Cont...

Additionally, learn how display and video ads work and how to market with email, and measure and optimize with Google Analytics.

[Learn More](#)



Copyright © {CURRENT_YEAR} {LIST.COMPANY}, All rights reserved.
{IFNOT:ARCHIVE_PAGE} {LIST.DESCRPTION}

Our mailing address is:

{HTML:LIST_ADDRESS_HTML} {END:IF}

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

{IF:REWARDS} {HTML:REWARDS} {END:IF}

Final Email



Become a Digital Marketer

Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.



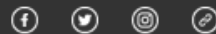
Cont...



Learn to create marketing content, use social media to amplify your message, make content discoverable in search, run Ads campaigns and advertise on Facebook.

Additionally, learn how display and video ads work and how to market with email, and measure and optimize with Google Analytics.


[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

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

Results Continued Email #1

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

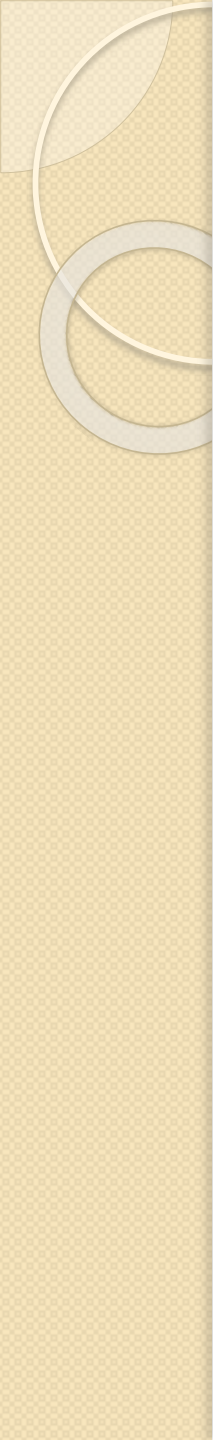
A/B Testing

A/B Testing		
CTA		
Email #1	Learn More	Tell me More

- A/B Testing is comparing two types of online or offline campaigns whether it is Subject Line, Body of Email, Call to Action (CTA), Time & Date when an Email was sent and many other such elements of an Email Marketing campaign.
- A/B Testing plays an important role in understanding whether our email campaign is performing good or it needs to make few changes in it to enhance its performance. It helps to reduce Bounce Rate, Click through Rate (CTR), Conversion Rate.
- A/B testing should be first performed on stastically significant data rather than performing on whole data.

Final Recommendations

1. Since the Bounce rate is high i.e. 250 emails were not delivered out of total 2500 emails, which means 10% of total emails sent were bounced. It is advised to keep bounce rate low as $<1\%$ or we can be flagged as spammer. Remove the invalid email addresses and try to keep hard bounces low.
2. We can optimize the Open Rate and Conversion Rate by following A/B test method on Subject Line, Preview Text, Body of the email and Call to Action. We can include more images, videos or testimonials in the body of the emails to gain attention of more prospective students and pursue them to convert.

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3. It is important to provide our Subscribers with an option to Unsubscribe from the emails. If we do not provide with this option, subscribers might start considering our emails as Spam and this can increase our chances of being flagged as spammer, which can impact our reputation and business negatively and our competitors can take advantage of this situation. If our unsubscribe rate is high, we must analyze our content and conduct A/B testing or reduce frequency and try to engage subscribers more efficiently.