



# Project 7: Email Marketing



# Email Part 1

Plan Your Email Content

# Target Persona

## Marketing Challenge: DMND

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>1.Female, 18-34 yo</li><li>2. High school diploma to grad school education</li><li>3. Interested in online learning and marketing</li><li>4. Lives in the US</li></ul>	<p>Morgan Edwards</p> 	<ul style="list-style-type: none"><li>1.To know she's not wasting her money on a degree mill</li><li>2.Will only take courses if they are designed well</li><li>3.To take a course that has positive reviews</li><li>4. To obtain a real certification</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>1. Looking at/collecting art</li><li>2. Gaming</li><li>3. Exercise</li><li>4. Discovering Music</li></ul>	<ul style="list-style-type: none"><li>1. Becoming an expert in digital marketing.</li><li>2. Working in a healthy team-friendly environment where she can be creative.</li><li>3.Working successfully on digital projects/campaigns from start to finish</li></ul>	<ul style="list-style-type: none"><li>1. There is so much free information out there, it's hard to know if paying for a course is worth it</li><li>2.If there is nothing tangible to add to her existing portfolio</li><li>3. Not having mentor/teacher response/interaction</li></ul>

# Email Content:

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	<i>What the customer gets from DMND</i>	Engagement	CTR
Email #2	<i>The support of the DMND community</i>	Engagement	Number of opens
Email #3	<i>DMND \$300 discount</i>	Conversion	Conversion Rate

# Email #1

Email Content Plan				
Subject Line	Body Summary	Visual	CTA	Link
<i>A Digital Marketing NanoDegree may sound small</i>	<i>Learn the world of digital marketing</i> <i>Learn from industry leaders and experts</i> <i>Build a portfolio from working on real-world projects</i>	<i>A picture of a marketing professional presenting a project</i>	<i>Find out how you can become a digital marketer</i>	<i>DMND landing page</i>

# Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	<i>&lt;subscriber's name&gt;, Take advantage of DMND resources</i>	<i>Learn more</i>

# Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	<i>&lt;subscriber's name&gt;,get \$300 off Udacity's DMND for three days only</i>	<i>Enroll now</i>



# Email Part 2

Calendar



# Email Campaign Calendar

	Week 1					Week 2					Week 3				
	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F
Email #1															
Email #2															
Email #3															

## KEY PHASES

Planning

Tests

Send

Analyze



# Email Part 2

Craft Your Email

# Email Copy: Email #1

Subject Line: A Digital Marketing Nanodegree May Sound Small

Body: **Here's how the Udacity Digital Marketing Nanodegree can change your life:**

- You will understand the complete Digital Marketing ecosystem - from SEO to Adwords to email marketing. With this holistic overview, you will have everything you need to start your Digital Marketing career.
- You will learn from industry leaders and collaborators such as Facebook, Google, Hootsuite, Hubspot, Mailchimp, and Moz.
- You will develop a portfolio that showcases the real-world projects you completed during the course.

CTA: Get your Digital Marketing Nanodegree

Link for CTA: <http://ahomeforanimals.us10.list-manage.com/track/click?u=b30019f1de3aba57970bbd3a4&id=4e3af72703&e=bb6dfd6b65> - tracking link goes to <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

# Email Screenshot: Email #1



me to me

11:40 AM



Here's how the Udacity Digital Marketing  
Nanodegree can change your life:

## Here's how the Udacity Digital Marketing Nanodegree can change your life:

- You will understand the complete Digital Marketing ecosystem - from SEO to Adwords to email marketing. With this holistic overview, you will have everything you need to start your Digital Marketing career.
- You will learn from industry leaders and collaborators such as Facebook, Google, Hootsuite, Hubspot, Mailchimp, and Moz.
- You will develop a portfolio that showcases the real-world projects you completed during the course.

**Get your Digital Marketing Nanodegree**



---

*Copyright © 2017 Chris Criswell, All rights reserved.*  
Thanks for signing up to receive updates from Udacity!

**Our mailing address is:**

Chris Criswell  
2465 Latham Street  
Mountain View, CA 94040

[Add us to your address book](#)

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

*MailChimp*



# A/B Testing Email

# A/B Testing Email

1. A/B Test the Subject Line and Call to Action in Email #1 by writing an alternative for each.
2. Explain why A/B testing is important and how you might A/B test each of these two components of your email in an email campaign.
  - An A/B test lets you determine which version of a subject line, copy, CTA, etc., performs better. I would try an A/B on a sample of my email list and see which version has a higher conversion rate, and then send the higher performer out to the rest of the list.

A/B Testing		
	Subject Line	CTA
Email #1	<i>Change your career with a Udacity Nanodegree</i>	<i>Enroll now</i>







# Sending and 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.

- If someone unsubscribed, I would look at the frequency of my emails and re-evaluate my content to make it more engaging. A high unsubscribe rate could flag you as a spammer and damage your brand

## 1. Calculate the CTR and the Conversion Rate

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsubscribed
180	8%	75	3%	30

# Final Recommendations

Based on the work you did throughout this project, what would you do for Emails #2 & 3.

For Email #2, I would emphasize the strong resources that come with enrolling in DMND including one-to-one mentorship, peer forums, and slack channel. I would see how many customers are opening it to gauge interest in this message. I would consider A/B testing either the image or the font and color scheme of the email to see which ones customers responded the best to.

For Email #3, I would send out an email advertising a discount to give the extra push for conversions. This would be for any subscriber who maybe unsure about enrolling. I would do an A/B test on the subject line to the best response to the announcement of the discount.