

Email Part 1

Plan Your Email Content

Target Persona

Marketing Challenge: DMND

Background and Demographics	Target Persona Name	Needs
 Female, 18-34 yo High school diploma to grad school education Interested in online learning and marketing Lives in the US 	Morgan Edwards	1.To know she's not wasting her money on a degree mill 2.Will only take courses if they are designed well 3.To take a course that has positive reviews 4. To obtain a real certification
Hobbies	Goals	Barriers
1. Looking at/collecting art 2. Gaming 3. Exercise 4. Discovering Music	Becoming an expert in digital marketing. Working in a healthy teamfriendly environment where she can be creative. Working successfully on digital projects/campaigns from start to finish	1. There is so much free information out there, it's hard to know if paying for a course is worth it 2. If there is nothing tangible to add to her existing portfolio 3. Not having mentor/teacher response/interaction



Email Content:

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



Email #1

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

Email #2

Email Content Plan						
Marketing Objective	Marketing Objective Subject Line					
Engagement	<subscriber's name="">,Take advantage of DMND resources</subscriber's>	Learn more				



Email #3

Email Content Plan						
Marketing Objective	Marketing Objective Subject Line					
Conversion	<subscriber's name="">,get \$300 off Udacity's DMND for three days only</subscriber's>	Enroll now				



Email Part 2

Calendar

Email Campaign Calendar

		,	Week 1			Week 2			Week 3						
	M	т	W	Th	F	M	т	W	Th	F	M	т	W	Th	F
Email #1															
Email #2															
Email #3															



Planning Tests Send Analyze

Email Part 2

Craft Your Email

Email Copy: Email #1

Subject Line: A Digital Marketing Nanodegree May Sound Small

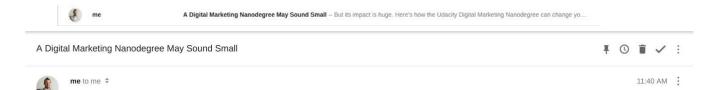
Body: Here's how the Udacity Digital Marketing Nanodegree can change your life:

- 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">https://ahomeforanimals.us10.list-
manage.com/track/click?u=b30019f1de3aba57970bbd3a4&id=4e3af72703&e=bb6dfd6b65
https://www.udacity.com/course/digital-marketing-nanodegree--nd018
DIGITAL MARKE
<a href="ma

Email Screenshot: Email #1





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 the send the higher performer out the rest of the list.

A/B Testing						
	Subject Line	СТА				
Email #1	Change your career with a Udacity Nanodegree	Enroll now				



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	Unsubscrib ed		
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.