

Project 7

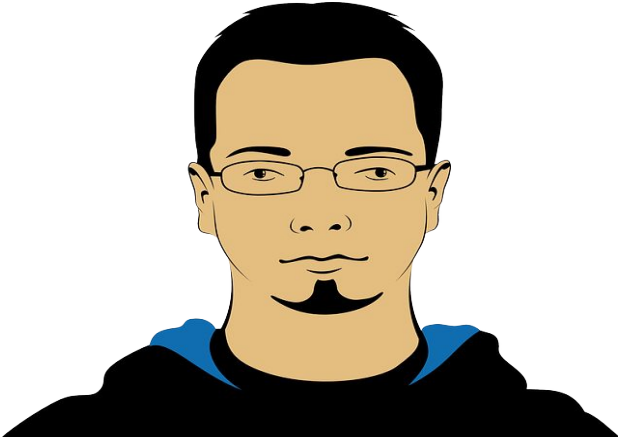
Market with Email



Marketing Objective & KPI

- **Marketing Objective** : My main marketing objective is to get 75 conversions by the end of December 2021.
- **KPI** : My KPI would be the conversion rate percentage.

Target Persona



Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">-Male- 21 years old-Egyptian-Single-Graduated-Employed	Ahmed Ali	<ul style="list-style-type: none">-Career shift- Work from home- Increase income-Learn Digital Marketing
Hobbies	Goals	Barriers
<ul style="list-style-type: none">-Play Video Games-Reading-Play Table Tennis-Surfing the internet	<ul style="list-style-type: none">-Become a Digital Marketeer-Become a freelancer	<ul style="list-style-type: none">-Not used to online learning-Not so proficient in the English Language-Problems in time management

Email Series

Email 1: Digital Marketing Power is now in your hand .

Email 2: The ultimate career shift is one click away.

Email 3: Register now.

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

General

IT is aimed at people who want a career shift and are interested in Digital Marketing

Subject Line 1

Digital Marketing Power is now in your hand.

**Subject Line 2
(for A/B
testing)**

Be a Digital Marketeer in no time

Preview Text

Here you will have the best Digital Marketing learning experience

Body

*We offer you the best Digital Marketing scholarship in the world at no cost. What are your waiting for ?
Here you will learn how to market anything in the world
Just as you would imagine with some of the best teachers who will walk you through this journey step by step .*

Outro CTA 1

Read More

**Outro CTA 2
(for A/B
testing)**

Learn More

Content Plan: Email 2

Overarching Theme: 3-5 Sentences

General

An article about how easy it is to career shift to Digital Marketing with Udacity's scholarship .

Subject Line 1

The ultimate career shift is one click away .

Subject Line 2

Your dreams are one click away.

Preview Text

Tired of your job! Don't worry at all ,we got your back

Body

Want to increase your income or tired of your job don't worry Udacity got your back .With our Digital Marketing Nanodegree program there is nothing for you to fear .You will learn the essence of Digital Marketing in no time .

Outro CTA

Read More

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

General

How to join Udacity's family of Digital Marketers

Subject Line 1

Register now.

Subject Line 2

Join our family .

Preview Text

Last chance to change your life , don't waste it!

Body

*Last chance to change your life and make your dreams come true
, join us now.*

Outro CTA

Register Now

A/B Test Overview

The A/B test is very important in my campaign because it is the most important indicator on what is more effective in my campaign and what isn't .

To measure the performance of my emails , I tested two different subject lines first then I changed the Ctas to see which email is going to get the Campaign objective done.

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	2 Days 10-11Dec	2 Days 12-13Dec	1 Day 14 Dec	1 Day 15 Dec
Email 2	2 Days 15-16 Dec	2 Days 17-18 Dec	1 Day 19 Dec	1 Day 20 Dec
Email 3	2 Days 20-21 Dec	1 Day 22 Dec	1 Day 23 Dec	1 Day 24Dec

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Email 1														
					Email 2									
										Email 3				

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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Draft Email

us20.admin.mailchimp.com/campaigns/edit

Admissions - Udacity MDN Web Docs Intro to HTML - Ud... W3 The W3C Markup V... Get Started with the... Basic concepts of fl... Flexbox - Learn web... B



Desktop

Mobile

Inbox

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Admissions - Udacity MDN Web Docs Intro to HTML - Ud... The W3C Markup V... Get Started with the... Basic concepts of fl... Flexbox - Learn web...



Desktop

Mobile

Inbox

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Final Email

Digital Marketing Power is now in your hand



Moataz <moatazmarwan15@gmail.com>

Sun 12/12/2021 2:21 PM

To: goodghost4live@hotmail.com



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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	3.33%	30

Final Recommendations

1- I would make sure that I selected the right target audience for my campaign and I will remove emails that bounced whether it's a Hard Bounce or a Soft Bounce.

2- I would change the color of the cta to make it more attractive and with the A/B test I can figure out which cta is more effective.

3- I would change the subject line and some parts of the content to see which could lead to better results.