



Project 7: email marketing

Email Part 1

Plan Your Email Content



Background Demographics

- 1- female 20to 30 years
- 2- interested in online courses and marketing
- 3- live in egypt

Nour



Needs

- 1- to now she is not wasting her money
- 2- to take course has a good review
- 3- to obtain real certificate

Hobbies

- 1- games
- 2- travelling
- 3- exercise

Goals

- 1-become an expert in digital marketing
- 2-work with a Healthy team
- 3- work successful on digital campaigns and project

Barriers

- 1- not have proper support of mentor
- 2- amount paying for this course is worst it

Email content plan

	Email topic	Marketing objective	KPI
Email 1	Digital marketing course by industry experience	Engagement	CTR
Email 2	Become a successful digital marketer with udacity DMND	Engagement	Number of opens
Email 3	Avail 30% off on digital marketing course by udacity	Conversion	Conversion rate

Subject line	Body summery	Visual	CTA	LINK
Dear Nour Hear is a digital marketing course for you by industry expert	THANK YOU FOR JOINING US FOR A BETTER FUTER . WE AT UDACITY MAKES EVERY THING TO MAKE YOUR TIME WORTH . WE WILL BE HAPPY TO SEND YOU ABOUT OUR FUTUER UPDATES ONCE YOU CONFIRM YOUR EMAIL	VIDEO AN INTERVIWE digital marketing	CONFIRM	http://www.dmond.udacity.com

Marketing objective	Subject line	CTA •
Engagement	Become a successful • digital marketer with udacity dmnd	CONFIRM •

Marketing objective	Subject line	CTA
Conversion	Avail 30% off on digital marketing course by udacity	JOIN NOW

EMAIL PART2

CALENDAR



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

EMAIL PART 2 CRAFT YOUR EMAIL



EMAIL 1

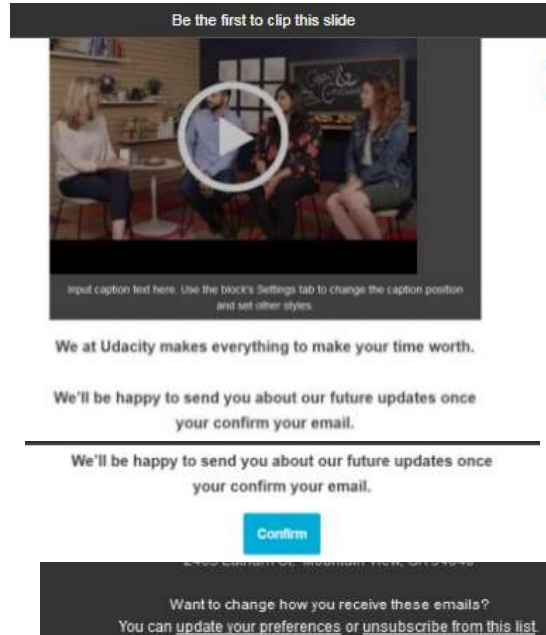
Subject Line: digital marketing course for you by industry expert

Body: THANK YOU FOR JOINING US FOR A BETTER FUTURE. WE AT UDACITY MAKES EVERYTHING TO MAKE YOUR TIME WORTH. WE WILL BE HAPPY TO SEND YOU ABOUT OUR FUTURE UPDATES ONCE YOU CONFIRM YOUR EMAIL.

CTA: LEARN MORE

Link for CTA: <http://www.dmnd.udacity.com>

Email Screenshot: Email #1



A/B testing email

SUBJECT LINE		CTA
EMIAL #1	CHANCGE YOUR CAREER WITH UDACITY DIGITAL MARKETING NANODEGREE PROGRAM	SIGN UP NOW

A/B Test the IS amprortent for any campaign its best way to analyze wich campaigns is working better A/B testing help us to improve content engegment incres conversion rate

A/B testing is comparing two types of an online or offline campaign such as landing page , call to action etc

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 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 Rat

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsubscribed
180	8%	75	3.3%	30

Here we can see that 30 people unsubscribed we need to remove those email id from our mailing list if we don't remove those email id's then we may be liable financial potation

Final Recommendations

I will campaign for both email #2 and 3 will analyze the result for CTR.
Open rate and conversion rate .

will do also A/B testing for campaigns this will help me TO DETERMINE which one working better

