

Project 7

Market with Email



Marketing Objective & KPI

- **Marketing Objective** – *converting 150 potential customer into buyer in July 2021*

KPI -

The KPI of my marketing objective is measured by the number of potential customer who have already made Enrollment in July 2021.

Target Persona

<https://bit.ly/3xvHOCK>



Background and Demographics	Target Persona Name	Needs
Male 25-30 age Live in Egypt Fresh graduate	Mohamed	Online courses Practical training Qualification for the labor market
Hobbies	Goals	Barriers
Follow Facebook, Instagram and LinkedIn content creation design Montage take photo	he want to Finding a job opportunity in the digital future Become a Freelancer Get a decent income	Lack of experience necessary to get a job online Lack of a mentor for training and getting jobs He has no experience in digital marketing

Email Series

Email 1: Take the right path to learn digital marketing

Email 2: Digital marketing is the latest, best and most widely spread marketing

Email 3: join now

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

General

This is intended to

Reach to the people who want to join the freelancer market

Subject Line 1

Take the right path to learn digital marketing

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

Learn to join the freelancer market in digital marketing

Preview Text

Get a job as freelancer and work online

Body

Free scholarship to become a digital marketer from Udacity aimed at those who wish to join the self-employment market, in which we will learn the following:

- 1) **Marketing objective**
 - 2) **KPI**
 - 3) **Target persona**
 - 4) **Freelancing**
- Management tools**
- 1) **Hoot suite**
 - 2) **Mail chimp**

Outro CTA 1

Check now

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

Learn more

Content Plan: Email 2

Overarching Theme: 3-5 Sentences

General

*This is intended to
How to Easily discover the world of digital marketing, and
change your life*

Subject Line 1

**Digital marketing is the latest, best and most widely spread
marketing**

Subject Line 2

*Easily discover the world of digital marketing, and change your
life*

Preview Text

find a foothold in this new and fast-changing world with Udacity

Body

**Change your career path and join the most in-demand jobs in
the future with Udacity through the free scholarship to study
digital marketing**

Outro CTA

Read more!

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

General

This is intended to
How to register for the free diploma

Subject Line 1

join now

Subject Line 2

apply now

Preview Text

The last step to enter the world of digital marketing

Body

Join now the free scholarship from Udacity to become one of the thousands who changed their lives through the freelance job gate
Learn to be a digital marketer online apply now

Outro CTA

join us now

A/B Test Overview

A/B test is very useful

It helps to know which plan is the best performing by noting the highest open rate

I need to increase the CTR ratios

I will try to change the email address or the content or the color of the call to Action

Calendar & Plan

Email Name					Planning Phase	Testing Phase					Send Phase	Analyze Phase				
Email 1					2 days 5-6 July	1days 7 July					1 days 8 July	1days 9 July				
Email 2					2 days 9-10 July	1days 11 July					1 days 12 July	1days 13 July				
Email 3					2 days 13-14 July	1days 15 July					1 days 16 July	2 days 17-18 July				
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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Build your Email

1. Using your Email 1 Content Plan from the previous section, build your email in MailChimp, making sure to include all needed components.
2. Send yourself a test email. Make sure to take a screenshot of the test to add to your project.
3. Revise your email to ensure that it looks exactly the way your want it to.
4. Next send yourself another test message with the final version of the email. Make sure to take a screenshot of the email for your project

Reference slide remove
before you submit

Draft Email



From

Who is sending this campaign?

Name

87 characters

Email address

Mohamed Ahmed

m.abdelwaahab@gmail.com

Use something subscribers will instantly recognize, like your company name.



Subject

What's the subject line for this campaign?

Subject

104 characters

Take the right path to learn digital marketing



See how your [recent subject lines](#) performed. [View our subject line guide](#)

Preview Text

111 characters

Get a job as freelancer and work online



Draft Email



Free scholarship to become a digital marketer from audacity aimed at those who wish to join the self-employment market, in which we will learn the following:

- 1)Marketing objective
- 2)KPI
- 3)Target persona
- 4)Freelancing

Management tools

- 1)Hoot suite
- 2)Mail chimp

[Learn more](#)



Draft Email

[Learn more](#)



We're sorry to see you go! Enter your email address to unsubscribe from this list.

[unsubscribe](#)

Copyright © **|CURRENT_YEAR|* *|LIST:COMPANY|**, All rights reserved.
|IFNOT:ARCHIVE_PAGE|* *|LIST:DESCRIPTION|

Our mailing address is:

|HTML:LIST_ADDRESS_HTML|* *|END:IF|
phone:0201003155303

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



Free scholarship to become a digital marketer from audacity aimed at those who wish to join the self-employment market, in which we will learn the following:

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[Learn more](#)

Al
Gc

Final Email



We're sorry to see you go! Enter your email address to unsubscribe from this list.

unsubscribe

Copyright © 2021 **|LIST:COMPANY|**. All rights reserved.
|LIST:DESCRIPTION|

Our mailing address is:
|LIST_ADDRESS_HTML|
phone:0201003155303

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

Grow your business with  **mailchimp**

Calculation Formulas

Open Rate =

of emails opened / (# of emails successfully delivered)

Click through Rate =

of clicks on CTA / (# of emails successfully delivered)

Overall Conversion Rate =

of actions taken / (# of emails successfully delivered)

Reference slide remove
before you submit

Sending and Analyzing Results

After you have hit send on the first email of your campaign, you can spend some time analyzing the results. Results can be monitored within the first 24 hours of an email send, or after a couple days or even after a week.

Assume your results for Email #1 send are below.
Calculate the following:

1. Open Rate
2. Click through Rate
3. Conversion Rate

Reference slide remove
before you submit

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

I have 20 people I will remove from the list within 10 working days I will do more tests and analyze the results to improve my campaign and to avoid losing customers