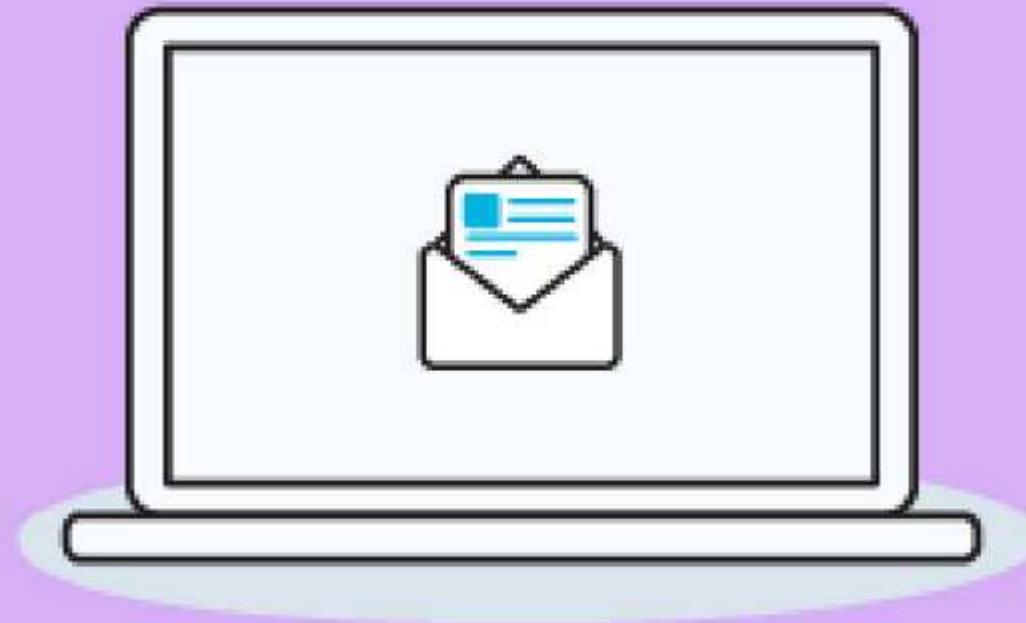


# Project 7

## Market with Email





# Target Persona

Background and Demographics	Target Persona Name	Needs
<p>Age: 25 - 31 Income level: less than 40,000 Gender: Female Race: White Education: Undergraduate degree in Nutritional Sciences</p>	<p><b>SALLY ANDRO</b></p>	<ol style="list-style-type: none"> <li>1. Accurate, concise information about program</li> <li>2. Flexible Learning Time</li> <li>3. How to increase income</li> <li>4. To have enough time to take a class</li> <li>5. Balance</li> <li>6. Job Placement</li> <li>7. Change Careers</li> <li>8. Affordable Education</li> <li>9. Guidance on Journey</li> </ol>
Hobbies	Goals	Barriers
<ol style="list-style-type: none"> <li>1. Yoga</li> <li>2. Spending time with friends</li> <li>3. Beach volleyball</li> <li>4. Volunteering and fundraising for charity (American Breast Cancer Foundation)</li> <li>5. Spending time with boyfriend</li> </ol>	<ol style="list-style-type: none"> <li>1. Wants to make a higher income</li> <li>2. Wants to be able to find a quality program that is easy to research and is able to be completed in a timely manner</li> <li>3. Wants to be able to become a managerial level in company</li> <li>4. Make a career change into a promising market</li> </ol>	<ol style="list-style-type: none"> <li>1. Not enough time</li> <li>2. Not enough money</li> <li>3. Not knowing where to find adequate information</li> <li>4. Working in order to make enough money to get by</li> <li>5. Busy life - needs time to balance it all</li> </ol>

# Marketing Objective & KPI

**Marketing Objective** – Engage customers with the first e-mail, engage customers with the second e-mail, create conversions with the 3<sup>rd</sup> e-mail.

The overall goal is to expand customer base (Acquire new customers/Acquisition)

**KPI** – We will measure:

- Open Rate
- Click Through Rate
- Conversion Rate



# Email Series

Email 1: 5 Reasons

Email 2: Don't Wait!

Email 3: Last Chance!

# Overarching Theme E-mail 1

- The theme is to excite the customer with a short listicle that would help them easily learn more about the career opportunities for a digital marketer. They then could skim through it, see the opportunities and want to learn more.
- The CTA is a “Learn More” button because this person is wanting more information based on the listicle.
- From the website they can enter their e-mail at the bottom for Udacity to send them e-mails and updates.
- KPI = Open Rate

# Creative Brief: Email 1

General	<i>I included the Udacity logo and the picture that matches the website's picture. There is a "Learn More" button for the CTA. Customers needs to have consistency and know that they are in the right place. The pictures let them know that this is the official site and that they are finding what they are seeking.</i>
Subject Line 1	<i>5 Reasons Why Digital Marketing Is a Smart Career Move</i>
Subject Line 2	<i>Become a Digital Marketer in 3 months!</i>
Preview Text	<i>Learn professional skills to help you succeed!</i>
Outro CTA	<i>Learn More (Link to DMND website)</i>



# Email Body 1



All images used are copyright of Udacity.

## 5 Reasons Why Digital Marketing Is a Smart Career Move

### 1. Digital Marketers are in Demand!

The profession is growing at rapid pace and many companies are in need of digital marketing skills.

### 2. Flexible Job Options

Join a large corporation, small firm, or become a freelance digital marketer. There are many job titles to explore such as SEO executive, e-mail marketer, and content writer to name a few.

### 3. Transferable Skills

You will learn marketing strategies that can apply to different companies and make you adaptable. You can utilize your skills in one company, or eventually grow to start your own consulting business.

### 4. Get Professionally Certified Fast

Udacity offers a 3 months course created by digital marketing experts such as Google, Facebook, IBM, Hootsuite, MailChimp and Moz.

### 5. No Experience Necessary

This profession does not require any specific background. All you need is passion and determination to thrive!

# Draft from MailChimp



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Desktop

Mobile

Inbox



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# Overarching Theme E-mail 2

- This is to engage and also create a slight sense of urgency. It gives them a date so that they have a timeline in their head to encourage them to engage with the content and take an action such as conversion.
- It is a reminder e-mail to help them remember their interactions with the first e-mail. If they didn't engage with the first e-mail, the urgent phrases can encourage them to open this one. This e-mail is also getting the customer ready for the third e-mail, which focuses more on conversion.
- The CTA is the button "Start Your Nanodegree". It creates a sense of urgency as well. It directs customers to the home page, and repeats the theme of changing careers with a Digital Marketing Nanodegree.
- I also included their name in the body of the e-mail because it is more personal. This allows the customer to feel that the e-mail is specialized. It also recalls the customer's interactions with the brand and navigating to the website previously.
- At the bottom, I included a link to the Career Services page from Udacity to help the customer see that there is support and a final outcome to their journey.
- KPI = CTR

# Creative Brief: Email 2

General	<i>This e-mail is to excite the customer and create a sense of urgency. Using similar graphics from before so that the customer knows its from the same source and is reliable. Encourages conversion, but is still open to engagement. Inclusion of name to make more personal because the person has interacted with the company previously.</i>
Subject Line 1	<i>Don't Wait! Digital Marketing Class Begins JULY 2nd!</i>
Subject Line 2	<i>Start your Digital Marketing Nanodegree JULY 2nd!</i>
Preview Text	<i>Achieve your goals in just 3 months with Udacity's Nanodegree Program.</i>
Outro CTA	<i>Start Your Nanodegree (Button)</i>



## Email Body 2

- **The Udacity Nanodegree Program Offers:**

1. Supportive Mentors
2. Community and Connection
3. Online Resources
4. Flexible Work Time
5. Real World Projects
6. Coursework Made by Experts
7. Short 3 Month Program
8. Career Services



**|FNAME|, Start your Digital  
Marketing Nanodegree  
January 2nd!**



**The Udacity Nanodegree Program Offers:**

1. Supportive Mentors
2. Community and Connection
3. Online Resources
4. Flexible Work Time
5. Real World Projects
6. Coursework Made by Experts
7. Short 3 Month Program
8. Career Services

**Start Your Nanodegree**

**Check out our Career Services!**

<https://www.udacity.com/career-services>

All images used are copyright of Udacity.

# Overarching Theme E-mail 3

- The theme is to create urgency and give the customer a feeling as if they are missing out if they do not sign up for the DMND program.
- We use urgent phrases right away to get them to take action more quickly. There is a feeling of “Act now!”
- The CTA is the button “Enroll Now” to support conversions.
- The message body is straight forward to warn the customer of the deadline and encourage an action.
- There are also a number of images that remind the customer of the advantages of Udacity, and help them remember the DMND page. This recalls their previous actions with the page and makes the site very familiar. When a customer is more familiar with the product they are more likely to be interested in purchasing it.
- KPI = Conversion

# Creative Brief: Email 3

General	<i>Creating urgency and a strong inclination for conversions. Reminding students of the deadline, using graphics that are familiar to them and recognizable. Using evidence to support program.</i>
Subject Line 1	<i>Class starts in 24 hours! Sign up for Udacity Nanodegree &amp; save your spot!</i>
Subject Line 2	<i>Last chance! Claim your spot in the Digital Marketing Nanodegree Program!</i>
Preview Text	Your future career is waiting for you – sign up today!
Outro CTA	<i>Enroll Now (Button)</i>

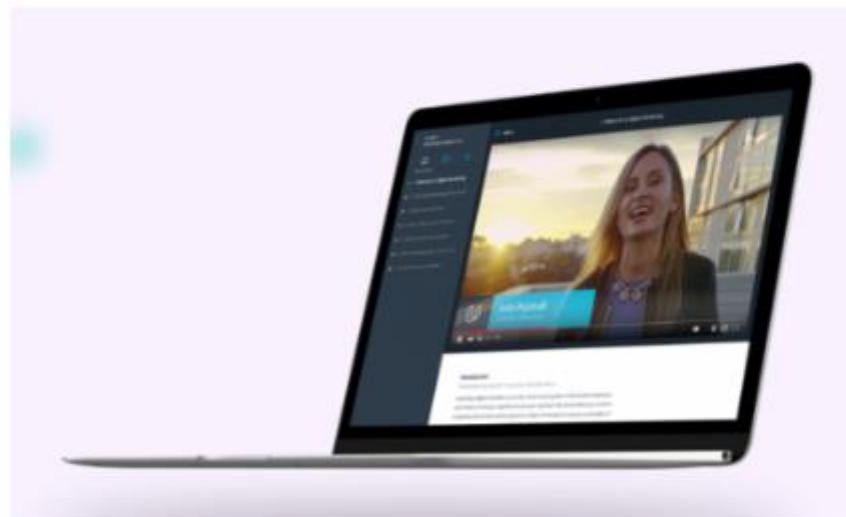
# Email Body 3

- 24 Hours Left to Enroll, Start Your Career as a Digital Marketer!



**24 Hours Left to Enroll, Start Your Career as a Digital Marketer!**

**Enroll Now**



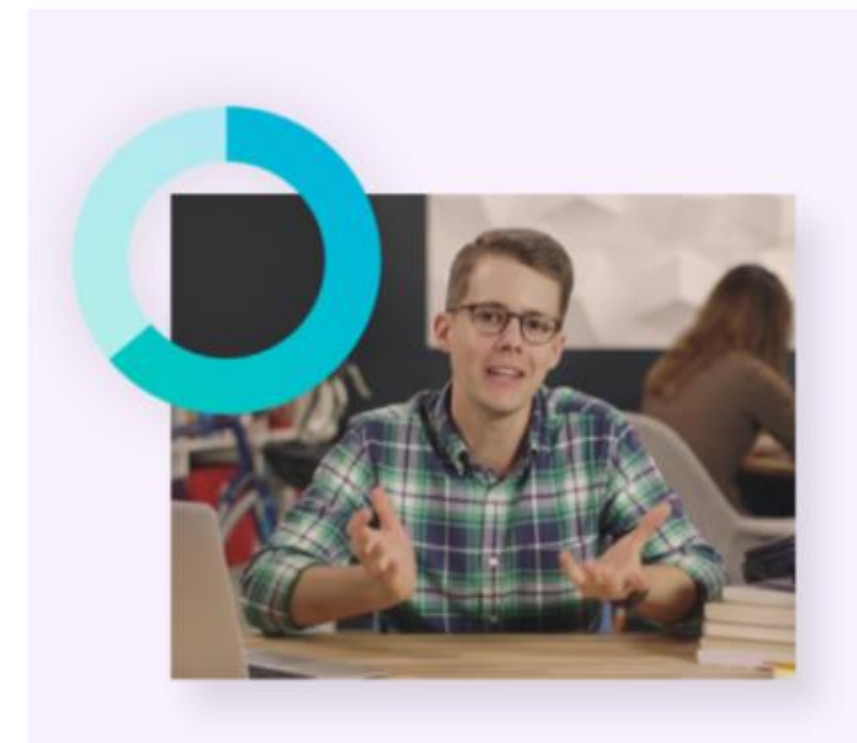
## Flexible Learning

Access our classrooms from anywhere. Learn at your own pace and on your time.



## Course Designed by Experts

Learn the newest information professionally designed by experts from Google, Facebook, Hootsuite, Hubspot, and more.



## Mentors & Supportive Community

Get feedback on your real world projects, ask questions and become a part of the Udacity community!

## Questions?

Reach out to us at [dmnd-support@udacity.com](mailto:dmnd-support@udacity.com)

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# Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1: 5 Reasons	December 17 <sup>th</sup> – 18 <sup>th</sup>	December 19 <sup>th</sup>	December 20 <sup>th</sup>	December 24 <sup>th</sup> - 25 <sup>th</sup>
Email 2: Don't Wait!	December 24 <sup>th</sup> – 25 <sup>th</sup>	December 26 <sup>th</sup>	December 27 <sup>th</sup>	December 31 <sup>st</sup> – January 1 <sup>st</sup>
Email 3: Last Chance!	December 27 <sup>th</sup> – 28 <sup>th</sup>	December 29 <sup>th</sup>	December 30 <sup>th</sup>	January 3 <sup>rd</sup> – 4 <sup>th</sup>

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
December 17th	December 18th	December 19th	December 20th	December 21st	December 24th	December 25th	December 26th							
Email 1: 5 Reasons														
					December 24th	December 25th	December 26th	December 27th	December 28st	December 31st	January 1st			
Email 2: Don't Wati!														
								December 27th	December 28st	December 31st	January 1st	January 2nd	January 3rd	January 4th
Email 3: Last Chance!														
					Color Key	Planning Phase	Testing	Send Phase	Analyze Phase					



# Draft E-Mail



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Desktop

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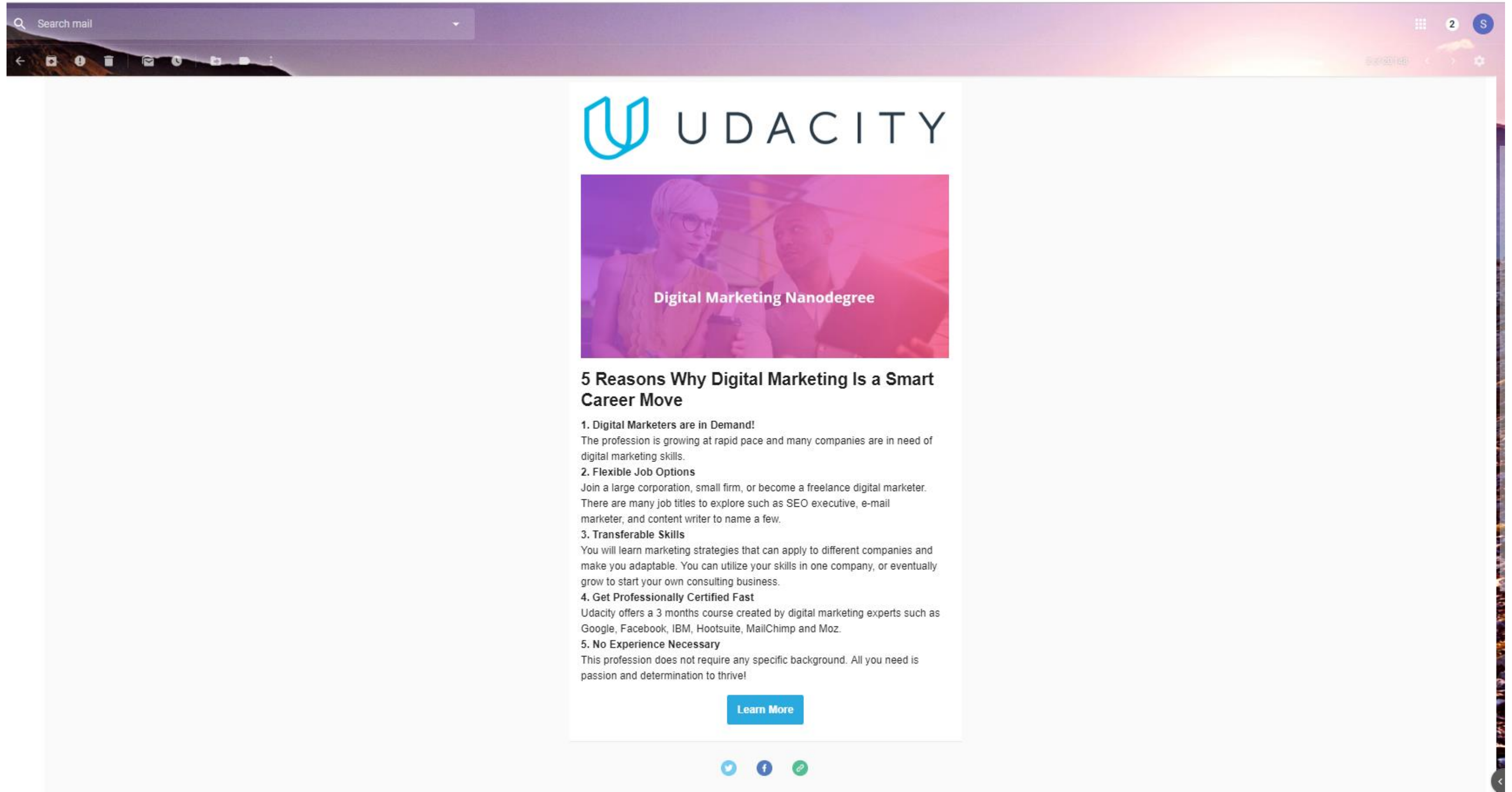
## 5 Reasons Why Digital Marketing Is a Smart Career Move

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# Test E-mail Received



# Final Email



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[View this email in your browser](#)

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Udacity  
29 E Madison St  
Chicago, IL 60602-4404

[Add us to your address book](#)

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





# Results Email #1

**Open Rate** = # of emails opened/(# of emails successfully delivered)

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225



# Results Continued Email #1

**Click through Rate** = # of clicks on CTA /(# of emails successfully delivered)

**Overall Conversion Rate** = # of actions taken/(# of emails successfully delivered)

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

# Final Recommendations

Based on the results, we had a very good open rate and conversion rate. I would ensure that e-mails 2 and 3 continue to enrich our customer's knowledge about Udacity while also including appropriate CTAs. It's also important that the customer is given a lot of support in their journey. I think adding more links to Udacity's support center at the bottom of the e-mails could be beneficial.

Thinking about A/B testing, since e-mail 1 has done well, I would use similar wordage for e-mails 2 and 3 because the wordage resonates with our audience well. I would also ensure that we are using images that align with the theme of the e-mail and DMND Program. We want to satisfy our customers' need for an easy, and uniform path to conversion.

A way to potentially increase open rate and conversions might be segmenting our audience into a more specified group. We could then appeal to that group's needs further and create more conversions. We could A/B test two different target audiences to see which group appeals to the program more.

If a customer unsubscribes to the e-mail, we can think about our target audience and if we are meeting their needs. An idea would be to send an e-mail that teaches more about our product instead of pressing conversions. Another thought could be that the persona wants to see real people doing the class, so we should create an e-mail that invites the audience to follow us on social media. There is also opportunity to change images, ad copy, or use different phrasing to get our audience's attention. We can also think about if we are using aesthetically pleasing colors.