




Project 7: Email Marketing

Email Part 1

Plan Your Email Content

Target Persona for DMND

Background and Demographics	Target Persona Name	Needs
<p>Age: 18-50 years old Education: Grade 12 or higher Profession: student, Freelancer, IT professional and small business owner Location: anywhere across the globe Income: 0-100k per annum</p>	<p>Alex Miller</p> 	<ol style="list-style-type: none">1. Learn new technology2. Professional development3. to make extra income outside the job4. need a job5. To promote own business
Hobbies	Goals	Barriers
<ol style="list-style-type: none">1. Listening music2. Watching movies3. Travel4. Reading	<ol style="list-style-type: none">1. To be able to successfully market own business2. To get better control on my business and growth3. to be financially and technically independent4. To get a job in digital marketing field5. To start freelance career in digital marketing	<ol style="list-style-type: none">1.To manage time to study beyond business/job/studies commitments2. Too many things to learn3. Limited computer skill4. No background in marketing

Email Content:

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	Enrolment started	Engagement	Number of opens
Email #2	Free eBook Download	Engagement	Number of clicks
Email #3	Reminder for Enrolment	Conversion	Number of clicks



Email #1

Email Content Plan

Subject Line	Body Summary	Visual	CTA	Link
Enrol now to become a digital marketer	<ul style="list-style-type: none">You could become a digital marketer, No experience required.Enrol in this program before Monday, July 10th (11:59PM PDT)What you will get after completing this courseWhy take this Nanodegree program	<i>Images</i>	Learn more	https://www.udacity.com/course/digital-marketing-nanodegree--nd018

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	Get your free eBook to know Social Media Advertising	Download



Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	Don't miss the chance to become a digital marketer	Enrol Now



Email Part 2

Calendar

Email Campaign Calendar Key

Use the following colors to represent the stages in your email campaign calendar.

- a. Yellow - Planning Phase
- b. Orange - Testing Phase
- c. Green - Send Phase
- d. Red - Analyze Phase

Key	
	Planning Phase
	Testing Phase
	Send Phase
	Analyze Phase

Email Campaign Calendar

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



Email Part 2

Craft Your Email

Email Copy: Email #1

Subject Line: Enrol now to become a digital marketer

Body: You could become a digital marketer, No experience required.

Enrol in this program before Monday, July 10th (11:59PM PDT)

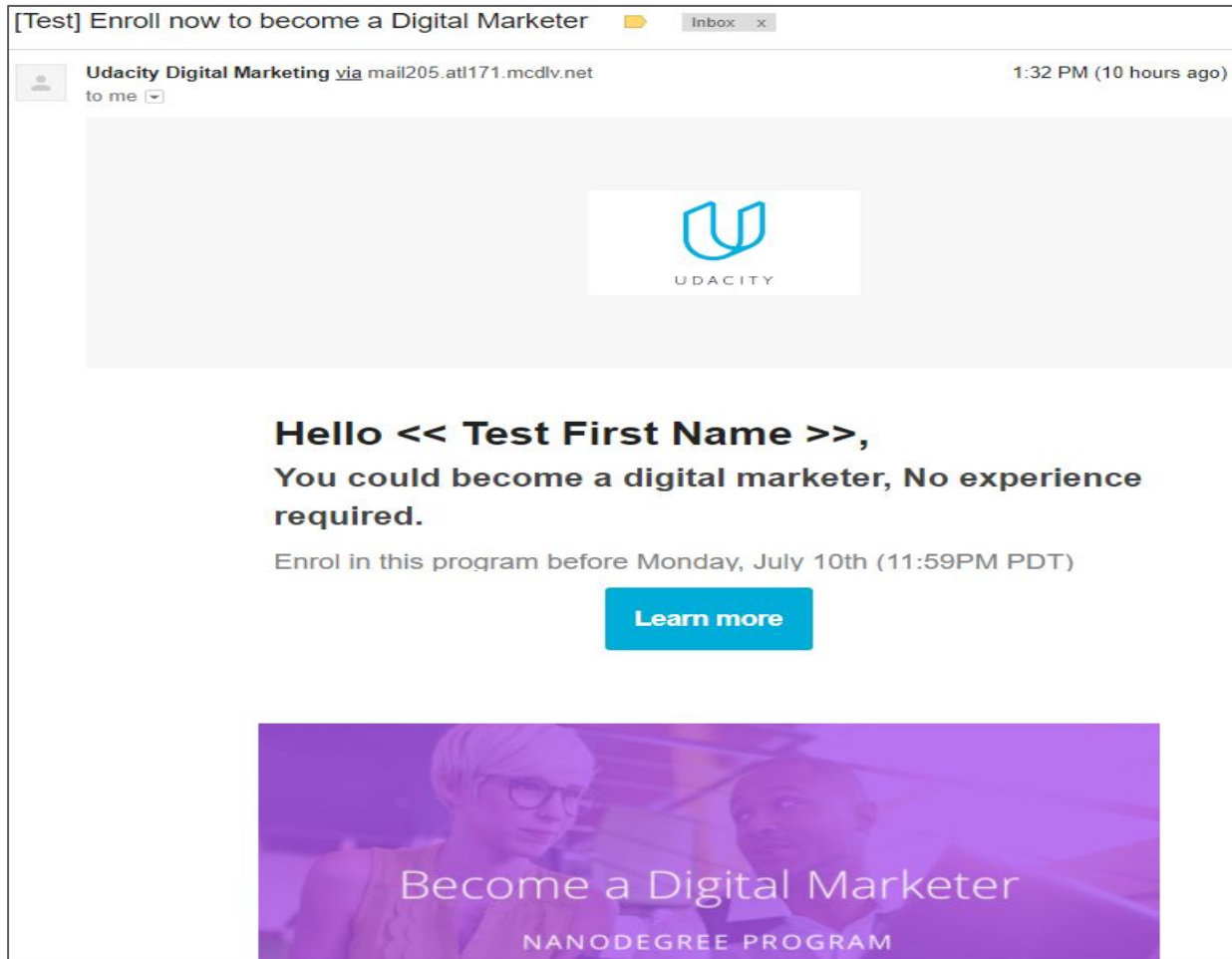
What you will get after completing this course

Why take this Nanodegree program

CTA: Learn more

Link for CTA: <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Email Screenshot: Email #1



Email Screenshot: Email #1

Achieve your goal

Digital Marketing Nanodegree Udacity gives a perfect path to its students to reach their goal.



What you will learn

Learn to create marketing content, use social media to amplify your message, make content discoverable in search, run Adwords campaigns and advertise on Facebook. Additionally, learn how display and video ads work and how to market with email, and measure and optimize with Google Analytics.

Email Screenshot: Email #1



Why take this Nanodegree program

This program offers you the opportunity to master platform-specific skills valued by top employers, while at the same time establishing a broad-based understanding of the whole digital marketing ecosystem. After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.



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DIGITAL MARKETING
NANODEGREE PROGRAM

A/B Testing Email

A/B Testing Email

Testing is an important component of any part of digital marketing. By A/B Testing various components of your email you can optimize open rates, and conversion rates on your call to action.

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.

A/B Testing		
	Subject Line	CTA
Email #1	Fabulous chance to become a Digital Marketer	Enrol Now



Why A/B testing is important

A/B testing is important for any advertising campaign because it helps advertisers to evaluate the effectiveness of various factors.

In case of email advertising, subject plays an important role to open rate of email. By A/B testing of subject, we can find out which subject is giving better results.

Another important thing in advertising is CTR and conversion rate. Clear call to action (CTA) enables users to respond better. By A/B testing of CTA, we get to know which CTA is giving the better result for our campaign.



Sending and Analyzing Results

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)



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	Unsubscribed
180	8%	75	3%	30

Unsubscribe rate

If emails have unsubscribed, we should reduce the frequency of emails. Try to analyse how we can make content more relevant and engaging to our audiences. Unsubscribe rate should always be less than 1%.



Final Recommendations

From the given data for Email#1, we can see that almost 10% of email has gone bounced that is not a good result. Bounce should not be more than 1%. Therefore it is important to remove addresses that are not valid from email address list. To improve open rate, click through rate and conversion we can go for A/B testing. Subject line plays most important role in open rate for email campaign so to make suitable changes in subject line we can increase open rate for our campaign. There should not be more than one link so that recipient don't get confused about CTA.

