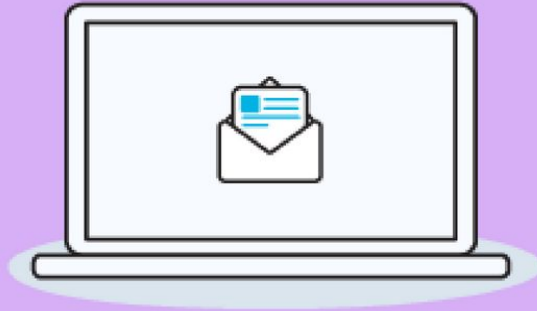# Project 7
Market with Email

Part 1

Plan for the Email Campaign

Marketing Objective & KPI

- **Marketing Objective** - The campaign's marketing objective is to convert at least 2000 leads to the landing page and enroll in the Digital Marketing Nanodegree (DMND), during 3 weeks starting from the 9th of April 2021 and achieve a 10% conversion rate.

- **KPI** - The number of conversions (leads) gathered.

Target Persona

Background & demographics	Lara	Needs
- Female, 27 years old - Single - Bachelor's degree - Sales Manager - Lives in Canada - HH income $120k		- she needs a course that includes support services, industry-backed knowledge, and career planning - she needs high digital marketing skills for her business
Hobbies	**Goals**	**Barriers**
- Blogging - Travelling ,Photography - Watching TV Shows - Reading	- Gain digital marketing skills for her business and for personal goals - Become A Freelancer - Make a Passive Income Source - Focuses on marketing in her next career	- Lack of classroom interaction - Too many courses choices - The time needed to complete the course

Email Series - Titles

Email 3: Welcome to Udacity. We'll be in touch.

Email 1: Social Media Advertising Guide. Get your free copy of the guide today!

Email 2: Advance your career! Enroll in Digital Marketing Nanodegree to launch your new career.

Part 2

Create an Email Campaign

Content Plan: Email 1	
General	**This email is the first contact with our audience includes a welcome message and thanking them for the subscription. Objective: Engagement and increase awareness about the product platform.**
Subject Line 1	**Welcome to Udacity**
Subject Line 2 (for A/B testing)	**Welcome! Start Your Journey with Udacity**
Preview Text	**We'll be in touch**
Body	**Thanks for signing up to keep in touch with Udacity. From now on, you'll get regular updates on the education, and skills relevant to digital marketing, eBooks, case studies you need.** **Advance your career, with our online courses and our special offers for you, to land the jobs you want.**
Outro CTA 1	**Learn More**
Outro CTA 2 (for A/B testing)	**Read More**

Content Plan: Email 2	
General	This is email created to encourage leads to download the " Social Media Advertising Guide "E-book. Objective: To participate and increase awareness about the product Platform.
Subject Line 1	Social Media Advertising Guide
Subject Line 2 (for A/B testing)	Your Ebook is ready for download
Preview Text	Get your free copy of the guide today!
Body	The Social Media Advertising Guide has everything you need to start succeeding with social ads! Enjoy a comprehensive overview of the leading social media advertising platforms including Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat. Check out Udacity Digital Marketing Nanodegree to understanding digital marketing and run real campaigns on Facebook, Google AdWords, and much more!
Outro CTA 1	Download Now
Outro CTA 2 (for A/B testing)	Download Free

Content Plan: Email 3

General	**Information about the DMND program to those that download free Ebook.** **Objective: Encourage enrollment in DMND**
Subject Line 1	**Advance your career with DMND**
Subject Line 2 (for A/B testing)	**Transfer your career with DMND program from Udacity**
Preview Text	**Enroll in Digital Marketing Nanodegree to launch your new career.**
Body	**Check out Udacity Digital Marketing Nanodegree.** **DMND program summarizes the keys skills and includes all information needed to know to be an expert in digital marketing, like marketing fundamentals, content strategy, social media advertising, SEO, Email marketing, display ads, measure and optimize, etc,** **With real projects, running live campaigns and immersive content built in partnership with top-tier companies, Like, Google, Moz, Hubspot, and Facebook, etc.** **Estimated time - 3 month at 10 hours/week, with no experience required.**
Outro CTA 1	**Enroll Now**
Outro CTA 2 (for A/B testing)	**Register Now**

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	April 9-10	April 11	April 12	April 14
Email 2	April 15	April 16	April 17	April 19
Email 3	April 19	April 20	April 21	April 23

Calendar & Plan

	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

A/B Test Overview

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?

By A/B testing emails, I can ensure that my emails are performing at their best. because they help us to dissect out an email into various parts and each part can be analyzed with an alternative while other parts are unchanged. Moreover, they help us to determine which alternative performed well when compared to others.

In addition, they help us to achieve our marketing objective. A/B testing the campaigns is a great way to increase the open and click-through rates of the emails, they cater us to craft performing email design and content.

A/B Test Overview

I would like to perform A/B testing for my Email -1 on the Subject line and CTA. I changed the subject line to **Welcome! Start Your Journey with Udacity**, and for CTA's I used **Read More**.

First I will test for the Subject line. I will select a smaller sample of subscribers from my subscriber list (I'll use the free calculator from Optimizely to decide the size of the group, so results are statistically significant), then I will send the email to one-half of this group. I will vary the subject line and send it to the other half. I will analyze the Click rate to see which performed better and stick to the higher-performing subject line.

After that, I will test for CTA and select a different sample group. I will send the email (chosen after doing the subject line test) to one half of this group, I will vary the CTA and send it to the other half. I will again check the Click rate, and choose the higher-performing CTA. This will be the mail I will send to the rest of the people on the subscriber list.
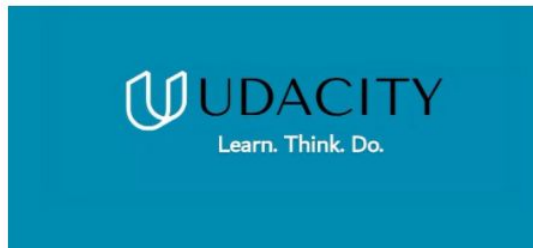
Part 3

Build & Send

Draft Email

U UDACITY

Welcome to Udacity

We'll be in touch.

U UDACITY
Learn. Think. Do.

Thanks for signing up to keep in touch with Udacity. From now on, you'll get regular updates on the education, and skills relevant to digital marketing, eBooks, case studies you need.

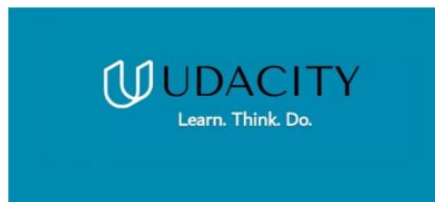Advance your career, with our online courses and our special offers for you, to land the jobs you want.

Learn More

Final Email

UDACITY

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Learn More

You're almost finished! Draft
Draft email

All campaigns

Email templates

Reports

To
Who are you sending this campaign to?

Add Recipients

From
Uadcity • Raghad.baniodeh98@gmail.com

Edit From

Subject
Social Media Advertising Guide
Preview Text: Get your free copy of the guide today!

Edit Subject

Content

Edit Design

View this email in your browser

UDACITY

Welcome to Udacity

We'll be in touch.

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Advance your career, with our online courses and our special offers for you, to land the jobs you want.

Learn More

Send a Test Email

(!) We automatically add a required Referral badge to your email footer. To remove the badge, upgrade your account.

(!) We'll insert a footer in compliance with our Terms of Use.

(✓) A plain-text version of this email will be included automatically.
Edit

Enable Social Cards

Raghad
Udacity

Crafted my email on the **MailChimp** platform

Part 4

Sending & Analyzing

Results

Results Email #1

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

Results Continued Email #1

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

Final Recommendations

Adding an unsubscribe link on your email footers helps reduce the spam scores. Now, we must keep an eye on the Unsubscribe rate – this should be kept at a minimum (ideally, <1%). If our unsubscribe rate is too high, we need to consider analyzing how the content could be made more relevant and engaging to subscribers or reducing frequency. If we do not do this, subscribers may consider our emails Spam.

We can offer alternative ways to be in touch like social media platforms, and offer to update email preferences like fewer emails, days break, or other clever ways to update how many emails they receive.

I will let my subscribers choose to choose the kind of emails they'd like to receive, That will help me to get fewer unsubscribes and more engagement.

Final Recommendations

what to do if someone on your list unsubscribes and why that is important?

I will send a kind message saying goodbye/we'll miss you/sorry to see ya go etc. I will ask them to Conduct exit surveys. On our unsubscribe page, I will include a form that allows unsubscribers to select the reason for their departure. If I see a common theme, I may want to address the issue. Because some unsubscribes are inevitable, negative feedback can also be a valuable learning experience. and I will never spam them to avoid violating the CAN-SPAM Act.

Final Recommendations

Analyzing the results from the first email, we may conclude:

The open rate was rather low 22% (expected around 40%), and the bounced rate was 9% which is relatively high. CTR of 8% was rather high. We also got 3.3% conversions from Email which objective was merely to create brand awareness, which is good. Expecting the result to be better in Email 2, which objective is to increase participation and increase awareness about the product Platform.

Final Recommendations

I will track the reach (for email #1 and #2), Clicks, Open rates, and the other metrics which will help me understand how the subscribers are engaging with the campaign. Also, I will focus on unsubscribing rate – to ensure there's nothing alarming there. To remove any invalid email ids I will track the bounces which will help me prune my subscriber list.

I will definitely continue with A/B testing for both email # 2, and email # 3, to ensure that my emails are performing at their best, and to increase the open and click-through rates of the emails.

On emails #2, and #3 I will refine the messaging, imagery, and CTA based on the findings from email #1.

For email 3, I will include a discount for enrolling to encourage subscribers, which would result in higher conversion.