



# Project 7: Email Marketing

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# Email Part 1

Plan Your Email Content

# Digital Marketing Nanodegree Program

Background and Demographics	Target Persona Name Andrew	Needs
<ol style="list-style-type: none"><li>1. Lives in india and an Engineering Graduate</li><li>2. Works in a customer support background</li><li>3. Salary package of 50k/year</li></ol>		<ol style="list-style-type: none"><li>1. Skill Enhancement</li><li>2. Experienced faculty.</li><li>3. Career Services</li></ol>
Hobbies	Goals	Barriers
<ol style="list-style-type: none"><li>1. Reading Books</li><li>2. Travelling</li><li>3. Hanging out with friends</li></ol>	<ol style="list-style-type: none"><li>1. Career Transition and enhancement</li><li>2. Gain knowledge</li><li>3. Networking with experienced professional</li></ol>	<ol style="list-style-type: none"><li>1. Undecided on what course to pursue due to lack of career counselling.</li><li>2. Time Constraints</li><li>3. Limited understanding of digital marketing.</li></ol>

## Email Content:

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	Our digital marketing nanodegree program is a unique, three month program that requires students to keep pace throughout the duration of the program.	Engagement	<i>Number of students who viewed the Dmnd website</i>
Email #2	Become a digital marketer	Engagement	Number of students registered for the webinars
Email #3	Welcome to the digital marketing nanodegree program	Conversion	Students enrolled the DMND program

## Email #1

### Email Content Plan

Subject Line	Body Summary	Visual	CTA	Link
Digital marketing nanodegree program by Udacity	<ul style="list-style-type: none"><li>Gain real world experience by running live campaigns</li><li>You'll learn and apply new techniques, analyze results produce actionable insights, and build a dynamic portfolio of work.</li><li>Learn to create marketing content, use social media to amplify your message.</li><li>Run Adwords campaigns and advertise on Facebook</li></ul>	Adding images which look professional	Learn More	<a href="https://www.udacity.com/course/digital-marketing-nanodegree--nd018">https://www.udacity.com/course/digital-marketing-nanodegree--nd018</a>

# Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	<i>Thank you for your interest in digital marketing nanodegree program</i>	<i>Learn More</i>



# Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	<i>Welcome to the digital marketing nanodegree program</i>	<i>Enroll Today</i>



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# Email Part 2

Calendar



# 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															



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## **Email Part 2**

Craft Your Email

**Email Copy:** Email #1

**Subject Line: Our digital marketing nanodegree program is a unique, three month program that requires students to keep pace throughout the duration of the program**

Body:



Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing

CTA: Let's get started

Link for CTA:

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

[Test] Our digital marketing nanodegree program is a unique, three month program that requires students to keep pace throughout the duration of the program.



Inbox x



Rakshitha via mail204.atl61.mcsv.net

to me ▾

20:54 (19 hours ago) ☆



Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.

This program offers you the opportunity to master platform specific skills by

**Let's Get Started**



Graduates of this program will emerge with a holistic understanding of how digital marketing works. Digital marketers are in high demand, to launch or advance a successful career, you must differentiate yourself with multi-platform fluency, and have real world experience with the most important tools and platforms.



In this unique program, you'll get to run live campaigns on major marketing platforms. You'll learn and apply new techniques, analyze results produce actionable insights, and build a dynamic portfolio of work.





### **Download the syllabus**

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.



## Happy to Help

With Live Q&A sessions with industry experts  
Forums



### Support

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- Service Status
- Course Guides.







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Thank you for your interest in Udacity's Digital Marketing Nanodegree Program.

**Our mailing address is:**

Udacity

2460 Latham Street

Mountain View, Ca 94040

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You can [update your preferences](#) or [unsubscribe from this list](#).

MailChimp

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# A/B Testing Email

# A/B Testing Email

A/B Testing		
	Subject Line	CTA
Email #1	<i>Digital marketing nanodegree program in 3 months</i>	<i>Enroll Now</i>

A/B testing of the campaign plays an important role, By A/B Testing various components of your email you can optimize open rates, and conversion rates on your call to action. Sometimes the email campaign don't work out. By conducting the A/B test it helps to test which versions of the email performs well and how to change it to be more effective. It can also be segmented by sending the targeted messages to the subscribers so that only relevant messages can be sent. A/B test performed on each of the components can be done by testing the subject line or the call to action either one at a time then analyze the results which performs well. Choosing the success metric based on the campaign objective will be helpful to perform the A/B test. Performing this method helps in large number of conversions and it reaches many subscribers and the overall campaign will be successful.



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# Sending and Analyzing Results

# 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

In most cases, having someone unsubscribe from the emails does not mean that it is the end of the relationship with that customer or client either. Customer relationships don't begin and end with an email signup or unsubscribe. If the customer opt out doesn't necessarily mean they're done being a customer. First and foremost thing is to learn from their decision. Looking at the email reporting is the easiest way to track the effectiveness of the email marketing campaigns. The most popular measurements are "positive" metrics like opens and click-through rates, which allows to see the type of interest the emails are generating and the type of engagement that's actually taking place. However the "negative" metrics like opt-outs and spam reports have a lot to teach about the email marketing as well. The downside risk of not removing them, **If the business fails to comply with CAN-SPAM, you could face a charge of up to \$16,000 per email** To comply with the law, you need to:

1. Allow customers to unsubscribe from emails
  1. Including an "opt-out" link in every marketing email
  2. If customers decide to "opt-out," you must remove them from your email list within 10 days.
  3. Customers also need to "opt-in" to emails from you.
2. Refrain from including misleading content in your emails
  1. Identify all marketing emails as ads
  2. Don't use misleading "from" or "reply-to" information.
  3. Use a subject line that reflects the copy of your email
  4. Ensure that your email copy contains at least one sentence





## Final Recommendations

Based on the work performed in this project, It gave an overview of the campaign and the whole campaign was successful. For email 2 and email 3 the main marketing objective of this campaign is conversions from the collected leads and the target personas. Keeping these things in mind it will be easier to craft a email campaign. By choosing the effective email topic, CTA and understanding the KPI the campaign will be successful. Next is the key elements of the campaign such as Email content, subject line, body, identifying the key visual and CTA of the campaign. Creating the effective email content leads to high number of click rate and conversions and reaches large number of subscribers and leads to high number of conversions. Performing the A/B test will optimize the open rates and conversion rates on the call to action, A/b testing each part at a time will be make the emails more successful by reaching maximum number audience that will lead to conversions.

