

# PROJECT 7

## MARKET WITH EMAIL



# PART 1

## PLAN YOUR EMAIL CAMPAIGN





## **MARKETING OBJECTIVE**

The main objective of this project is to build awareness about the DMND Program, to reach out to potential students and gather potential leads.



# KEY PERFORMANCE INDICATOR

KPI is to increase-

- Website Traffic
- Click Through Rate
- Conversions



# TARGET PERSONA

Background and Demographics	Target Persona Name	Traits
<ul style="list-style-type: none"><li>• Gender- Female</li><li>• Age-21</li><li>• Mass Communication Student, B.Com(H) Student</li><li>• Hometown- Dehradun</li></ul>	<div> SWATI</div> <div> SUHANA</div>	<ul style="list-style-type: none"><li>• Passionate</li><li>• Optimistic</li><li>• Sociable</li><li>• Hardworking</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Photography</li><li>• Reading stuff related to Digital Marketing</li><li>• Watching Movies</li></ul>	<ul style="list-style-type: none"><li>• Become an expert in Digital Marketing</li><li>• Start my own Digital Marketing Firm</li><li>• Financially Stable</li></ul>	<ul style="list-style-type: none"><li>• Network Barrier</li><li>• Lack of Information</li><li>• Lack of consistency</li></ul>



## EMAIL SERIES

	Email Topic	Marketing Objective	KPI
Email #1	Become a Digital Marketer	Engagement	Number of Clicks
Email #2	Get Real-world Projects	Engagement	Number of Clicks
Email #3	Avail 40% discount on DMND Program by Udacity	Conversion	Number of Enrolments

## **PART 2**

### CREATE YOUR EMAIL CAMPAIGN





## CONTENT PLAN: EMAIL 1

Marketing Objective	Subject Line	Body	CTA	Link
Engagement	Gain Real-world Work Experience	Gain real-world experience to run live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.	Learn More	<a href="https://www.udacity.com/course/digital-marketing-nanodegree--nd018">https://www.udacity.com/course/digital-marketing-nanodegree--nd018</a>





## CONTENT PLAN: EMAIL 2

### Email Content Plan

Marketing Objective	Subject Line	CTA
Engagement	Get free eBook of Social Media Advertising Guide	Learn More



## CONTENT PLAN: EMAIL 3

### Email Content Plan

Marketing Objective	Subject Line	CTA
Conversion	Avail 40% discount on DMND Program by Udacity	Learn More



# A/B TESTING

A/B Testing		
Subject Line		CTA
Email #1	Become a Digital Marketer	Enrol Now



## A/B TEST OVERVIEW

A/B Testing is the best way to analyze the results of the emails sent as it defines good and bad results of the email campaign.

It describes better ways to increase CTA, Open Rate, Click Rate and Conversions and also helps in using good Subject lines and also helps in maintaining a good email list.



# CALENDAR AND PLAN

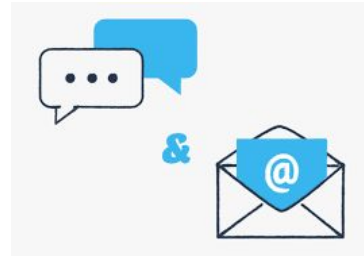
	KEYS
Planning Phase	
Testing Phase	
Send Phase	
Analyze Phase	

	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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## PART 3

### BUILD AND SEND






## **BUILD YOUR EMAIL**

Subject: Gain Real-world Work Experience.

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

Our Program Includes-



- 
- Real-world projects from industry experts.
  - Career Services
  - Technical mentor support
  - Flexible learning program

CTA: Learn More

Link for CTA:

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

# DRAFT EMAIL



## Become a Digital Marketer

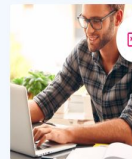
Gain real-world experience to run live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.

Our Program Includes



### Real-world projects from industry experts

With real world projects and immersive content built in partnership with top tier companies, you'll master the tech skills companies want.



### Technical mentor support

Our knowledgeable mentors guide your learning and are focused on answering your questions, motivating you and keeping you on track.



### Career services

You'll have access to resume support, Github portfolio review and LinkedIn profile optimization to help you advance your career and land a high-paying role.

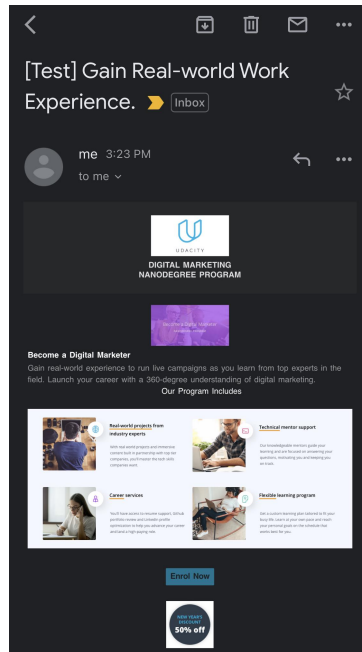


### Flexible learning program

Get a custom learning plan tailored to fit your busy life. Learn at your own pace and reach your personal goals on the schedule that works best for you.

[Learn More](#)

# FINAL EMAIL





## PART 4

### SENDING AND ANALYZING RESULTS



Sending





## 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

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	0.22	225



## RESULTS CONTINUED EMAIL #1


Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	0.08	75	0.033	30



## FINAL RECOMMENDATIONS

- Based on the project, I would use better images and a better subject line.
- And also focus on different emails i.e using A/B Testing. It would help us in analyzing better results.



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- To make test for Email #2 & #3 to test better.
  - Would focus on people who subscribed to my email and provide them better content so they don't unsubscribe from the email list.