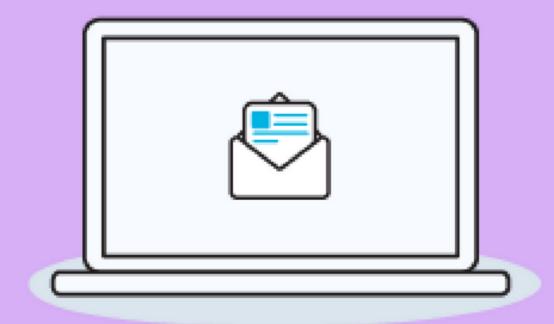# Market with Email

Project Contents

Use this as a checklist to ensure you included everything required to complete this project.

- **Section 1: Email Subscriber List**
  - Subscriber form
- **Section 2: Email Campaign Overview**
  - Primary Target Audience description
  - Email Campaign titles
- **Section 3: Email Campaign Content Planning**
  - Content Plan: Email #1 (include A/B testing)
  - Content Plan: Email #2
  - Content Plan: Email #3
  - A/B Testing Overview
- **Section 4: Creating and Testing**
  - Email Draft
  - Final Email
- **Section 5: Sending and Analyzing Email Campaign Results**
  - Results Email #1
  - Results Email #1 (continued)
  - Final Recommendations

Section 1:

Email Subscriber List

Subscriber Form – Furry Friends

SAVE A LIFE!
MAKE A DIFFERENCE

Find out how you can support our rescue mission

Email Address

First Name

LEARN MORE

Section 2

Email Campaign

Overview

Marketing Objective & Key Metrics

Please complete the following sections.

Marketing Objective: Define the main marketing objective for your email campaign.

Objective: The objective of this email campaign is get people to support our mission which is to rescue cats and dogs from overcrowded shelters and finding them a home. They can suppor us by adopting and making donations.

Key Metrics - Define the key business metrics that align with the main marketing goal and objective of the campaign and identify the email campaign metrics that matter most.

Business metrics: The number of new donors and the number of adoption resulting from this campaign.

Email campaign metrics: Event attendance, donations, open rate, click rate, conversion rate.

Primary Target Audience

Please share a two paragraph description of your primary target audience. This includes demographic and behavioral information that may help guide the key messages and CTAs throughout the campaign. (You may update your primary target audience based on learnings from previous projects.)

Response: My intended target audience is Magaret. Magaret has at least a high school diploma and she is between the ages of 30 – 60yrs with a minimum income of $40,000/yr.

Margaret is married with no children. She is kind, caring and has a benevolent disposition. She volunteers with a not for profit organisation. Her hobbies are hiking and and gardening.

Email Campaign

Identify three email topics, messages, and CTAs that align with the marketing objective.

Email	Topic/Focus	Message	CTAs (in priority order)
EMAIL ONE	ALL ABOUT FURRY FRIENDS	WHO WE ARE, WHAT WE DO AND HOW YOUR CAN SUPPORT OUR CAUSE.	YES, I WILL LEARN MORE
EMAIL TWO	EVENT	YOU'RE INVITED. JOIN US FOR A PAW WALK. LETS RAISE FUNDS FOR THIS MISSION. THERE WILL BE BARBEQUE	RSVP
EMAIL THREE	FEATURED STORIES	FEATURED STORIES OF PETS THRIVING IN THEIR NEW HOME	WATCH NOW

Section 3

Email Content

Content Plan: Email 1

Email Type and General Info	Conversion
Subject Line 1 *(9-60 characters)*	Furry Friends - Newsletter
Subject Line 2 (A/B testing)	Furry Friends – What we do.
Preview Text *(35-90 characters)*	Would you like to save a life?
Body	Furry Friends is a non-profit organization that rescues cats and dogs from overcrowded shelters all around Canada. Our goal is to place them in homes. Presently, we have 80 cats and dogs in our care awaiting adoption. This year, winter has started out earlier than we expected, and we are really concerned about the little time we have to make sure that most of the pets we have at hand are placed in homes in time for the holidays. To be successful in this goal, we need your help. You can support our rescue mission by adopting a pet and you can also donate to further this agenda. Will you support us?
Outro CTA 1	YES, I WILL
Outro CTA 2 (A/B testing)	LEARN MORE
Footer	Address. Privacy policy link, Social icon, Unsubscribe link

Content Plan: Email 2

Overarching Theme: 3-5 Sentences	
Email Type and General Info	Event
Subject Line 1 *(9-60 characters)*	Fun with the paws
Subject Line 2	Invitation - Paw walk
Preview Text *(35-90 characters)*	So much fun! Walk the paws along the creek, socialize and barbeque
Body	Join Us for a walk with the dogs to help raise money for our rescue efforts. Venue: Bar haven creek Date: Saturday 10th of July 2022 Time: 2-4pm
Outro CTA	RSVP
Footer *(include compliance info)*	Address. Privacy policy link, Social icon, Unsubscribe link

Content Plan: Email 3

Overarching Theme: 3-5 Sentences	
Email Type and General Info	Engagement
Subject Line 1 *(9-60 characters)*	Kayla in her new home
Subject Line 2	We did it- Kayla is home
Preview Text *(35-90 characters)*	Kayla's story
Body	Kayla finally is home. She was adopted 2months ago. Watch
Outro CTA	WATCH
Footer *(include compliance info)*	Address. Privacy policy link, Social icon, Unsubscribe link

A/B Testing Overview

Use this space to provide an overview of the A/B testing strategy and rationale for Email #1.

In Email 1, our goal is for the audience to support or mission by either donating or show interest in adopting, So we will be testing two components of the email. The first is the subject line and the other is our CTA. Testing the subject line will help me determine which version will give me a higher open rate while testing the CTA will help me determine which version will give a better conversion rate.

For both variables, two emails will be created and sent to different subset of our email audience list (Group A and Group B). The performace of both will be evaluated and compared to deterine which one has performed better and why. Each test will be conducted independently to ensure that we're testing one variable at a time.

Variable 1: Subject line

Test A- Furry Friends - Newsletter

Test B- Furry Friend s- What we do

Variable 2: CTA

YES, I WILL

Learn More

Part 4

Creating and Testing

Email Draft

Will you help us save a life?

Furry Friends is a non-profit organization that rescues cats and dogs from overcrowded shelters all around Canada. Our goal is to place them in homes. Presently, we have 80 cats and dogs in our care awaiting adoption.

This year, winter has started out earlier than we expected, and we are really concerned about the little time we have to make sure that most of the pets we have at hand are placed in homes in time for the holidays.

To be successful in this goal, we need your help. You can support our rescue mission by adopting a pet and you can also donate to further this agenda.

Will you support us?

YES, I WILL

Furry Friends
Arif Akpan (CEO)

Follow us:

Final Email

Will you help us save a life?

Arit,

Furry Friends is a non-profit organization that rescues cats and dogs from overcrowded shelters all around Canada. Our goal is to place them in homes. Presently, we have 80 cats and dogs in our care awaiting adoption.

This year, winter has started out earlier than we expected, and we are really concerned about the little time we have to make sure that most of the pets we have at hand are placed in homes in time for the holidays.

To be successful in this goal, we need your help. You can support our rescue mission by adopting a pet and you can also donate to further this agenda.

Will you support us?

YES, I WILL

Furry Friends
Arit Akpan (CEO)

Follow us:

🅕 🅣 🅘

We respect your right to privacy: visit our privacy policy

Our mailing address is:
350 Cambrian Road, Ottawa, K2J 1N2

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

Email Update Highlights

Please highlight and explain the changes from the initial draft to the final draft.

Changes I made:

In the first draft, the email was not personalized even though I had indicated that I wanted it personalized with the recipient's first name. To achieve this, I had to insert a first name function tag in the final draft of the email copy. Addressing the recipients with their name will enable me communicate effectively with my audience.

Part 5

Sending and Analyzing

Results

Results Email #1

After you sent the first email of the campaign, you must analyze the results.

1. *Calculate the Open Rate*

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

Results Email #1 (Continued)

Results can be monitored within the first 24 hours of sending, within a couple of days, or even within a week.

1. *Calculate the CTR*
2. *Calculate the Conversion Rate*

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

Final Recommendations

Please answer the following questions:

1. Based on the work you completed throughout this project, explain how you would handle a contact unsubscribing from your email list during the campaign.

   In line with the law, If a contact unsubscribes, then I must remove them from my email list within 10days.

2. In addition, what actions would you take for the second and third emails within the campaign to improve the results?

To improve my results in subsequent emails, I will ensure that my subscriber list has contacts that have completed a Confirmed Opt-in process. I would use a business email with a company domain name for the "from" or "reply-to" information so that my emails are not seen as SPAM.

References

IMAGES

BY CASSANDRA ROSE/UPDATED: AUG. 23, 2022 10:56 AM ESTRead More:
https://www.thelist.com/297556/dogs-vs-cats-survey-reveals-which-pet-the-majority-of-people-prefer/?utm_campaign=clip

Unknown
imgurl:https://i.pinimg.com/originals/4a/fc/f7/4afcf7ca6402ef96a1264de09dc710e7.jpg – Bing