Project 7
Market with Email

Part 1

Plan Your Email

Campaign

Marketing Objective & KPI

- **Marketing Objective** –
- **Get 100 subscriber for udacity digital marketing course during 1 month .**

- **KPI** – no of subscriber for udacity digital marketing course .

Target Persona

Background and Demographics	Target Persona Name	Needs
Male 35 years . Engaged. Lives in Alexandria . Fault of commerce . Working as accounter in import and export company. Has monthly income of 3000 EGP	Mahmoud ahmed	Freedom from job restrictions . The ability to market his own products .
Hobbies	**Goals**	**Barriers**
Swimming . Love gym workouts . Playing football. Travelling	to starts his own business . increase his income .	language barrier . Limited time to study or learn a new skills .

Email Series

Email 1: awareness about digital marketing

Email 2: interest about digital marketing course .

Email 3: action about digital marketing course .

Part 2

Create Your Email

Campaign

Content Plan: Email 1

Overarching Theme: 3-5 Sentences	
General	Digital marketing is your way for career shift . Helps you grow your own business . Helps you start a freelance job and you can choose your working hours . get customers knows your company brand and services .
Subject Line 1	*Your ticket to Freedom from job restrictions*
Subject Line 2 (for A/B testing)	*your dreams comes true .*
Preview Text	Do you want to make extra income? Do you want to own your own business ?
Body	*Do you want to make extra income ?* *Do you want to own your own business ?* *Do you want to grow your business ?* *Digital marketing is your way .* *Helps you secure a free lancer job as digital marketer .*
Outro CTA 1	*More info*
Outro CTA 2 (for A/B testing)	*additional info*

Content Plan: Email 2

Overarching Theme: 3-5 Sentences	
General	Udacity is where lifelong learners come to learn the skills they need, to land the jobs they want, to build the lives they deserve. Udacity offers an online digital marketing course that's helps you achieve your goals .
Subject Line 1	*The journey of a thousand miles begins with a single step*
Subject Line 2	*Learn Digital marketing*
Preview Text	*Its time to learn more about digital marketing .* *Udacity offers an online course about digital marketing u can study from home ,choose studying time and practice to run campaigns .*
Body	*Its time to learn more about digital marketing .* *Udacity offers an online course about digital marketing u can study from home , choosing studying time and practice to run campaigns .* With this course you will Learn to how to create marketing content, use social media to amplify your message, make content discoverable in search, run ad 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.
Outro CTA	*Read more*

Content Plan: Email 3

Overarching Theme: 3-5 Sentences	
General	In this course, we give you a framework to help you organize and plan your marketing approach . In this course you learn how to plan your content marketing, how to develop content that works well for your target audience, and how to measure its impact. In this course, you learn more about the main social media platforms In this course, you learn about the opportunities for targeted advertising in social media and how to execute advertising campaigns that resonate with your audience.
Subject Line 1	*Take the opportunity and get 50 % discount*
Subject Line 2	*Your instructor's is waiting for you .*
Preview Text	*Udacity offers 50 % discount on your digital marketing course*
Body	*Udacity offer 50 % discount on your digital marketing course* *With this course you will be able to organize and* *plan your marketing approach .* ,plan your content marketing, how to develop content that works well for your target audience, and how to measure its impact. ,learn more about the main social media platforms ,learn about the opportunities for targeted advertising in social media and how to execute advertising campaigns that resonate with your audience.
Outro CTA	*Enroll now*

A/B Test :an email test by changing some email variables Like subject lines ,image in or sending different email templates

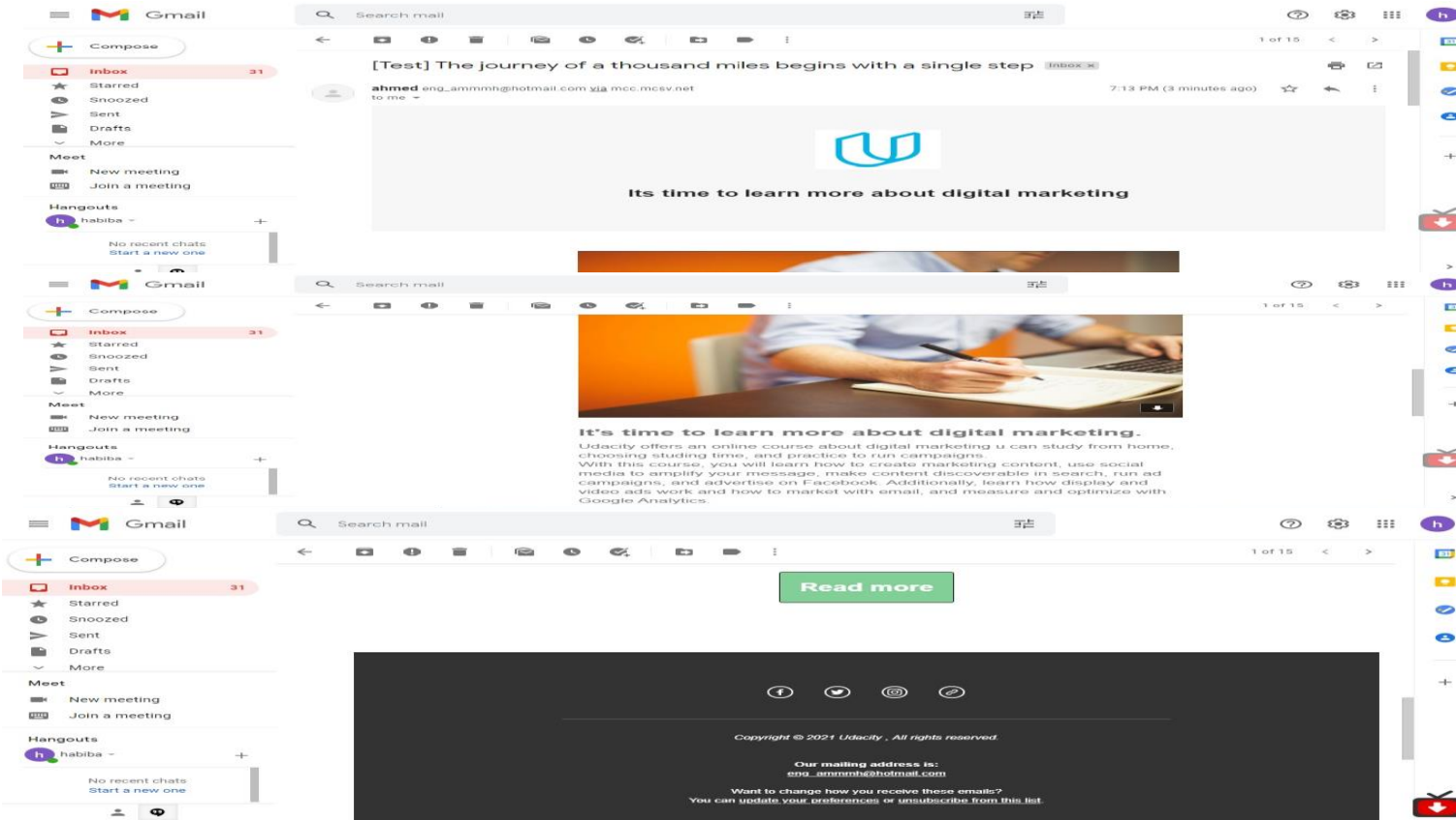- To use A/B test you need a large no of emails list

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	15-16 sep	17 sep	18 sep	18-19 sep
Email 2	22-23 sep	24 sep	25 sep	25-26 sep
Email 3	28-29 sep	30 sep	1 October	2-3 October

	Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Part 3

Build & Send

Draft Email

Final Email

Part 4

Sending & Analyzing
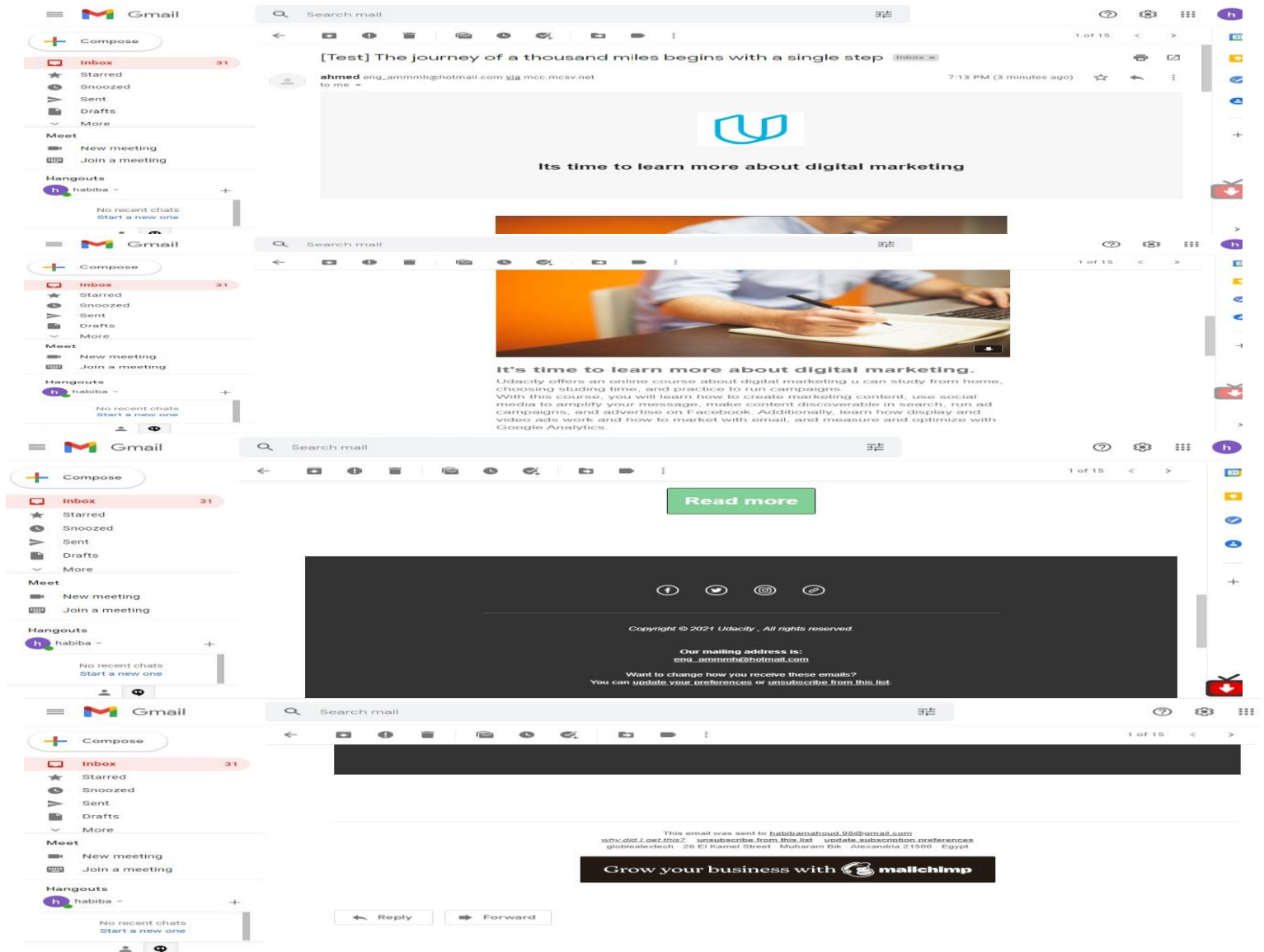
Results

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**	**Unsub**
180	8 %	75	3.3%	30

how unsubscribes must be handled

- I will remove unsubscribes emails from my mailing list .

- Send email to the target audience .

- Use the double-opt in process for audience subscriptions .

Final Recommendations

Change and using more visual .

Changing email copy .

Change the color of CTA colors .

Adding more CTAS .

Add more information about course content .