Project 7: Email Marketing

Email Part 1

Plan Your Email Content

Campaign Approach

The advertiser is Udacity and the Campaign approach is to boost DMND Corporate Training by targetting audience between people interested in learning more about digital marketing. The Campaign have three e-mails related to digital marketing and the workflow planned is: engagement, conversion, and a thank you email intended to engage the audience to know about Udacity's courses. Each email has a specific call to action button according to the objective planned.

Target Persona

Target Persona

Background & Demographics
1. Male, 30 yo
2. Married, two kids
3. IT Professional interested in Digital Marketing

Mark Benny

Needs
1. Innovative products/services
2. Flexible Trainings
3. Small investiment on training

Hobbies
1. Running
2. Travelling
3. Drinking with friends

Goals
1. Aggregate value to its clients
2. Increase Revenues
3. Maintain contracts

Barriers
1. Wasting time in tradicional courses
2. Online training poor content
3. Low attention studying

DIGITAL MARKETING
NANODEGREE PROGRAM

Email Content:

Email Content Plan			
	Email Topic	**Marketing Objective**	**KPI**
Email #1	Giant industry: Best training ever	Engagement	*Number of subscribers*
Email #2	We want to: Thank you	Engagement	*Number of opens*
Email #3	Special Offer: Don't miss	Conversion	*Number of purchases*

DIGITAL MARKETING
NANODEGREE PROGRAM

Email #1

Email Content Plan				
Subject Line	**Body Summary**	**Visual**	**CTA**	**Link**
Industry giants: best training ever	• Tomorrow's careers are here • Know the market hottest skills. Design incredible and real projects. Gain a valuable certification. Start your Digital Marketing career and build a brilliant future! • Made by the industry giants. Click to learn more.	• A person's hands in a tablet, learning some online marketing topics • Industry giants logos	Learn more	https://br.udacity.com/course/digital-marketing-nanodegree--nd018/

Email #2

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Engagement	We want to: Thank you	Prepare for the future

DIGITAL MARKETING
NANODEGREE PROGRAM

Email #3

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Conversion	Special Offer: Don't miss	Yes! I'll take it

DIGITAL MARKETING
NANODEGREE PROGRAM

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										🟨	🟧	🟩		🟥	🟥

KEY PHASES

Planning	Tests	Send	Analyze

DIGITAL MARKETING
NANODEGREE PROGRAM

Email Part 2

Craft Your Email

Email Copy: Email #1

Subject Line: Industry giants**, {FNAME}**: best training ever

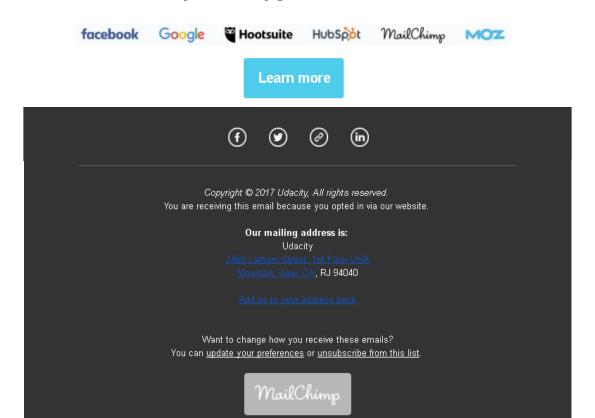* Body: Udacity Logo + Tomorrow's careers are here, **{FNAME}.** know the market hottest skills. Design incredible and real projects. Gain a valuable certification. Start your Digital Marketing career and build a brilliant future! + Main image + Made by the industry giants. This opportunity is for you, **{FNAME}**! Click to learn more + industry giants image + CTA button

 CTA: Learn more

Link for CTA: https://br.udacity.com/course/digital-marketing-nanodegree--nd018/

DIGITAL MARKETING
NANODEGREE PROGRAM

Email Screenshot: Email #1

Email Screenshot: Email #1

Made by the industry giants. Click to learn more.

facebook | **Google** | **Hootsuite** | **HubSpot** | *MailChimp* | **MOZ**

Learn more

MailChimp

DIGITAL MARKETING
NANODEGREE PROGRAM

A/B Testing Email

A/B Testing Email

Testing is an important component of any part of digital marketing. By A/B Testing various components of your email you can optimize open rates, and conversion rates on your call to action.

1. A/B Test the Subject Line and Call to Action in Email #1 by writing an alternative for each.

2. 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. **conducting A/B test is important to understand wich e-mail might have a highest conversion rate. The best practice is limit A/B test to isolate only one variable at a time. First, I would test the subject line, keeping it in the A version and to one half of subscribers list and B version to the other half, making changes in the subject. Next, repeating the test,, changing the call to action button in the B version.**

A/B Testing		
	Subject Line	**CTA**
Email #1	**Best digital marketing training ever**	**Learn how**

Sending and Analyzing Results

Sending and Analyzing Results

After you have hit send on the first email of your campaign, you can spend some time analyzing the results. Results can be monitored within the first 24 hours of an email send, or after a couple days or even after a week.

Assume your results for Email #1 send are below. Calculate the following:

1. Open Rate

2. Click through Rate

3. Conversion Rate

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)

DIGITAL MARKETING
NANODEGREE PROGRAM

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	**22.0 %**	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**	**Unsubscribe Rate**
180	**8.00 %**	75	**3.33 %**	30	**1,2%**

The unsubscribe rate should be kept at a minimum of <1%.
I would consider reducing the frequency of sendinfo e-mails, or analyze how to make the contente more relevant to engage customers.

Final Recommendations

Based on the work you did throughout this project, what would you do for Emails #2 & 3.

- Create another campaigns and new e-mail copies with sublists along timeframe planned.

- Conduct A/B Tests

- If possible, automate the workflow process.

- Lastly, the final email intention is to engage subscribers to further information about Udacity courses