



Project 7: Email Marketing

Email Part 1

Plan Your Email Content

Target Persona: Marketing Challenge (DMND)

Target Persona

Background & Demographics

1. Male, 25 years old
2. Single
3. Bachelor's Degree in Software Engineering
4. Lives in Malaysia
5. Income is under \$20,000

Lim Man Choo



Needs

1. Learn Digital Marketing skills online.
2. Get practical experience
3. Get a certification for the skill

Hobbies

1. Play video games
2. Backpacking
3. Surfing the internet.

Goals

1. Start an ecommerce store
2. Market the product on digital platform to increase sales.
3. Get certified in digital marketing

Barriers

1. Not enough time to learn
2. Too many websites with no proper certification.
- 3.
4. Unsure where to start.

Email Content:

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	<i>How to start a new career in Digital Marketing</i>	Engagement	<i>Number of Opens</i>
Email #2	Discover new skills in Digital Marketing and save!	Engagement	Number of Opens
Email #3	Enroll now and excel in digital marketing.	Conversion	Number of Conversion

Email #1

Email Content Plan				
Subject Line	Body Summary	Visual	CTA	Link
Looking to start a new career?	<ul style="list-style-type: none">• Gain real world experience• Discover the world of opportunity with digital marketing skill.• Learn from top experts.	Woman and Man coversing	Learn More	http://dmnd.udacity.com/

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	Discover new skills in Digital Marketing and save!	<i>Learn More</i>



Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	Enroll now and excel in digital marketing.	<i>Enroll Today</i>



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
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Email Part 2

Craft Your Email

Writing Your Email

Now that you have completed the planning phase of your three touch email campaign, it's time to craft your first email!

1. Use the campaign content plan you created above to create **Email #1 in MailChimp**.
2. Follow the steps in the **Project Prep Guide** to help you setup your first campaign in Mailchimp.
3. When you complete Email #1 send yourself a test email. Please take a screenshot of your email and include the screenshot in your project submission deck. (**Please note:** this could require more than one slide)

Email Copy: Email #1

Subject Line: | NAME | , looking to start a new career?

Body: You can become a Digital Marketer with Udacity's Nanodegree Program.

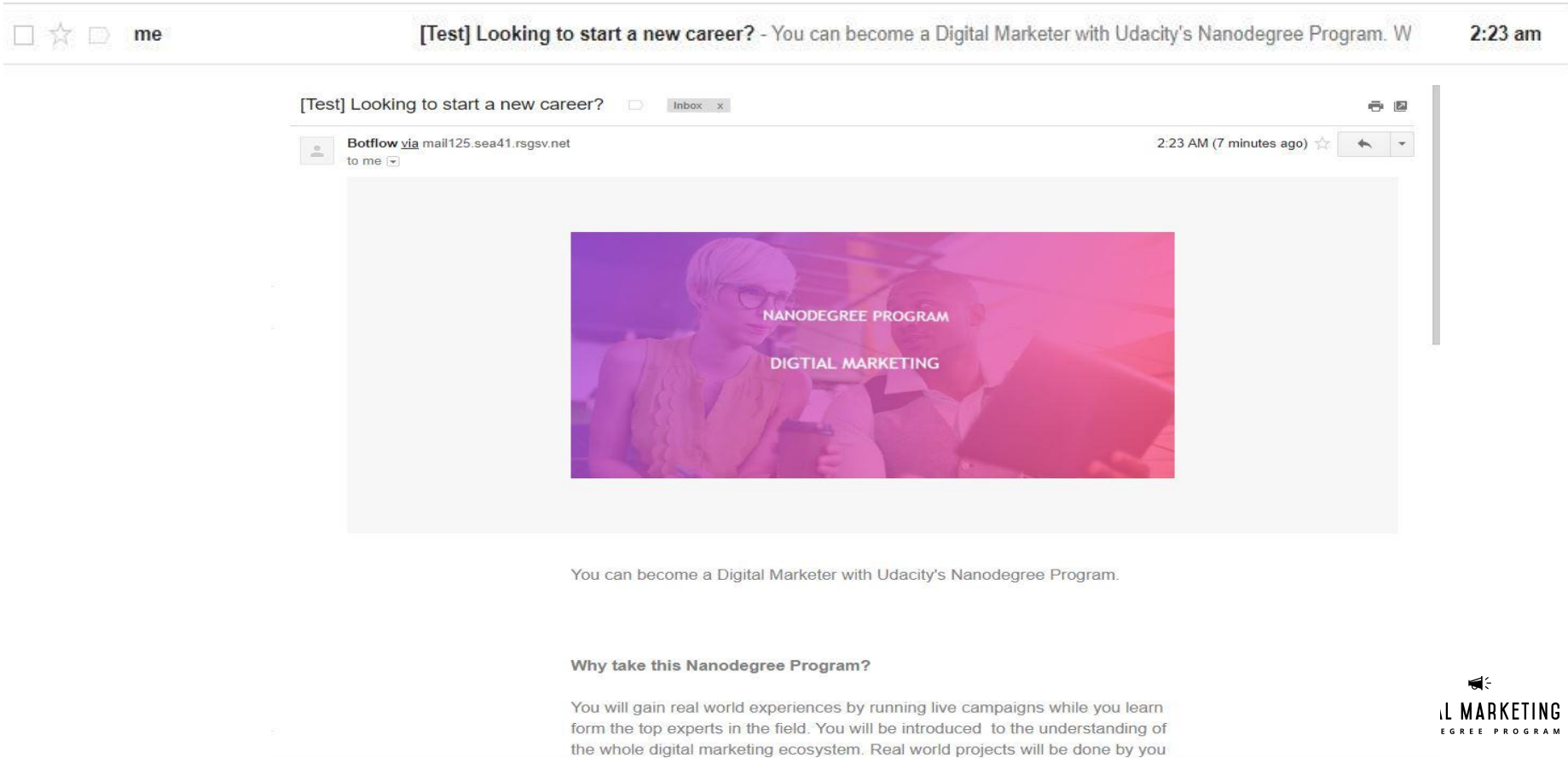
With Udacity's course you will :

- *Gain real world experience*
- *Discover the world of opportunity with digital marketing skill.*
- *Learn from top experts.*

CTA: LEARN MORE

Link for CTA: <http://dmnd.udacity.com/>

Email Screenshot: Email #1



Why take this Nanodegree Program?

You will gain real world experiences by running live campaigns while you learn from the top experts in the field. You will be introduced to the understanding of the whole digital marketing ecosystem. Real world projects will be done by you on major marketing platforms, with this you learn to apply new techniques, analyze results, produce actionable insights and build a dynamic portfolio of work.

- Gain real world experience.
- Discover the world of opportunity with digital marketing skill.
- Learn from top experts.

[Learn More](#)



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Thanks for signing up to hear about our launch!

Our mailing address is:

Udacity

[2465 Latham Street](#)

[MountainView, CA 94040](#)

[Add us to your address book](#)

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

MailChimp



Click here to [Reply](#) or [Forward](#)



DIGITAL MARKETING
NANODEGREE PROGRAM

A/B Testing Email

A/B Testing Email

A/B testing is important because it's a way for anyone to optimize Open Rates, Click Through Rate (CTR), and Conversion Rates. By optimizing, we will be able to deliver our message and get positive ROI on our campaign.

I would start with a random sample which is statistically significant from the email list. It would be divided into two groups where one group will receive my Email #1 original subject line while the other would receive Email #1 with a different subject line. It will be sent out, and after two days I will analyze the results. Then I would choose the best performing subject line and repeat the same test with two different CTAs.

A/B Testing		
	Subject Line	CTA
Email #1	<i>Digital Marketing as a Career?</i>	<i>Get Started</i>



Sending and Analyzing Results

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

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

Final Recommendations

I would choose a subject line that is clear and concise with the message that needs to be delivered or garner the interest of people at the first look. I would do more A/B test changing only images, CTA, subject line at a time. The better performing ones will be chosen. Since our marketing objective is conversion, I would choose a different landing page from Udacity which clearly has a way to enroll students with a CTA of “Enroll Today”.

