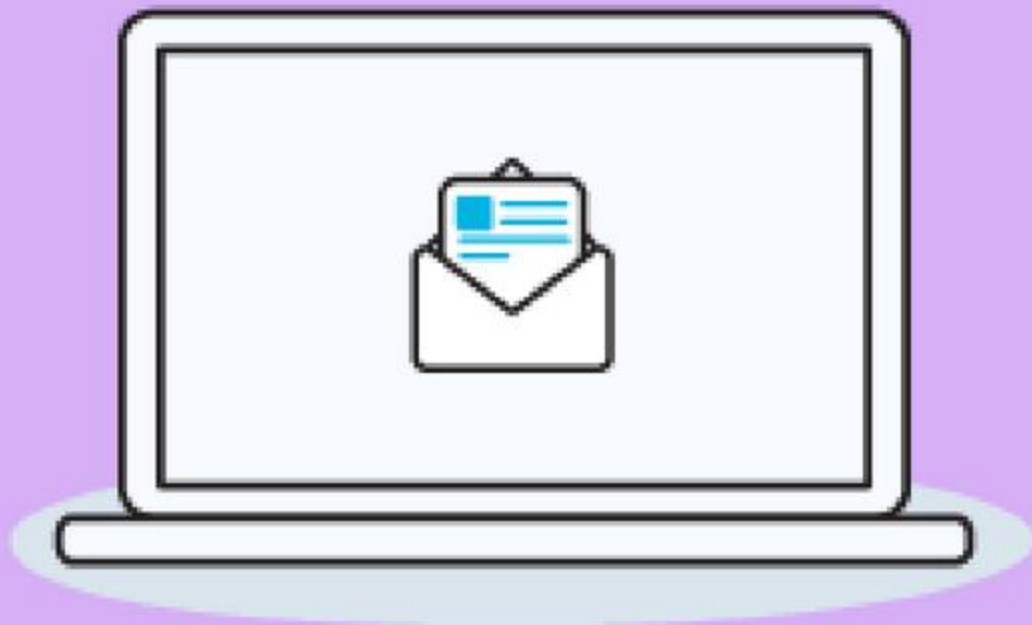


# Project 7

## Market with Email



BY PEACE NGOZI AGHEDO






# Marketing Objective & KPI

- **Marketing Objective** - To get 40 new students to enroll for the Udacity DMND course through 3 email campaign between May 23<sup>rd</sup> and June 10<sup>th</sup>.
- **KPI** - Conversion Rate

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>• AGE: 40</li><li>• GENDER: Male</li><li>• MARITAL STATUS: Married</li><li>• NUMBER OF CHILDREN: 3</li><li>• COUNTRY: Nigeria<ul style="list-style-type: none"><li>• STATE OF RESIDENCE: Edo</li></ul></li><li>• EMPLOYED: Yes</li><li>• ANNUAL INCOME: 1 million naira<ul style="list-style-type: none"><li>• HIGHEST CERTIFICATION: Masters Degree</li></ul></li></ul>	<p>MATTHEW</p> 	<ul style="list-style-type: none"><li>• Sufficient internet network.</li><li>• Projects to practice Digital Marketing.</li><li>• Better work and better cash inflow.</li><li>• Tutorial videos</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Play FIFA PES<ul style="list-style-type: none"><li>• Travel</li><li>• Singing</li><li>• Dancing</li><li>• Chess</li></ul></li></ul>	<ul style="list-style-type: none"><li>• A better job</li><li>• Does not see self in this same industry in the next 3 years.</li><li>• Sees self as a high profiled Digital Marketer in the next 3 years.</li></ul>	<ul style="list-style-type: none"><li>• High cost of data<ul style="list-style-type: none"><li>• poor Internet</li></ul></li><li>• Financial constraints<ul style="list-style-type: none"><li>• Too many responsibilities at work.</li></ul></li></ul>

# Email Series

Email 1: Launch your new Digital Marketing Career with Udacity.

Email 2: Susan's Career Switch Story

Email 3: Enrol now!

Registration into the Udacity digital marketing nanodegree closes June 10<sup>th</sup>.



# Content Plan: Email 1

## Overarching Theme: 3-5 Sentences

<b>General</b>	This email is intended to create awareness on the Udacity digital marketing program by providing relevant information. The objective is to encourage subscribers who have been nurturing the thought of acquiring digital marketing skill to engage the mail by signing up for the program.
<b>Subject Line 1</b>	Master required skills for a successful Digital Marketing Career
<b>Subject Line 2 (for A/B testing)</b>	Begin your Digital Marketing Journey from the comfort of your home
<b>Preview Text</b>	Join our Digital Marketing Nanodegree Program
<b>Body</b>	<p>Udacity Digital Marketing Nanodegree Program</p> <p>This program is built in partnership with industry pioneers like HubSpot, google, Moz, amongst others. It entails relevant knowledge you need to explore the full range of digital marketing specialties and a broad foundation for digital marketing expertise.</p> <p>In the course of this program, you stand to benefit;</p> <ul style="list-style-type: none"><li>- mastering the use of social media to scale up your business</li><li>- develop and run real-world campaigns</li><li>- get a 360-degree understanding of digital marketing, etc.</li></ul> <p>With Udacity, learning is interactive and at your pace and convenience. Also, you are guaranteed an effective digital marketing skill that will be beneficial to you and your brand. Globally, over 6000 professionals have enrolled and benefitted from the course. Join this community and supercharge your career.</p>
<b>Outro CTA 1</b>	Learn more
<b>Outro CTA 2 (for A/B testing)</b>	Read more

# Content Plan: Email 2

## Overarching Theme: 3-5 Sentences

<b>General</b>	This email is intended to build the interest of subscribers in the Udacity digital marketing program to subscribers. The objective is to make subscribers engage the mail and to consider the program
<b>Subject Line 1</b>	From Store Keeper to Digital marketer
<b>Subject Line 2 (for A/B testing)</b>	Freelancer: Susan's success story
<b>Preview Text</b>	Success with Udacity
<b>Body</b>	<p>Hi there, allow me introduce you to Susan.</p> <p>Susan is a 25years old young lady. She is a graduate of the South California business school where she finished the top of the class. After graduation she got job as a store keeper in a shopping mall, but her salary could rarely help pay for her upkeep. One day she stumbles upon the Udacity Digital Marketing Nanodegree ad campaign on her mailbox and enrolled. Despite her tight schedule she finished the classes and did all her projects and graduated. Today, Susan is not just a certified Digital Marketer, an employee of Google, where she is the Team Lead of the Marketing department.</p> <p>Susan's story can be your story. You too can become digital marketer and get employed by a multi-million company. Sign up today for the Udacity Digital Marketing Nanodegree and join the train to success.</p>
<b>Outro CTA 1</b>	Read more
<b>Outro CTA 2 (for A/B testing)</b>	Learn more



# Content Plan: Email 3

## Overarching Theme: 3-5 Sentences

### General

The objective is conversion. This email is targeted at subscriber's, reminding them of the registration deadline and convincing them to sign up before June 10<sup>th</sup>.

### Subject Line 1

Become a certified Digital Marketer (Last Day). Enroll now!

### Subject Line 2 (for A/B testing)

Wait no more! Enroll now for the Udacity Digital Marketing Nanodegree

### Preview Text

Final call! Deadline of Udacity Digital Marketing Nanodegree registration.

### Body

Hey there,

I see you are yet to register for the Udacity Digital Marketing Nanodegree Program. Are you having second doubts about the program? Opportunities like this don't come around every day. Don't miss his golden opportunity to be part of something great. Enroll now and don't miss your chance to become a world class Digital Marketer.

Registration closes 11:59pm June 10<sup>th</sup> and classes begins June 30<sup>th</sup>. See you soon!

### Outro CTA 1

Enroll now

### Outro CTA 2 (for A/B testing)

Sign up now

# A/B Test Overview

2 components of my email were created (email #1 and email #2), alongside 2 Subject line (subject line 1&2) and 2 CTA (Outro CTA 1 and Outro CTA 2. I divided my mail list into 2 groups of equal halves- group A and group B.

## **The steps I will follow:**

1. First, I will test for the subject line
2. To group A, I will send email #1 with subject line 1 “Master required skills for a successful Digital Marketing Career” and Outro CTA 1 “Learn more”.
3. To group B, I will send email #2 with subject line 2 “Begin your Digital Marketing Journey from the comfort of your home” and Outro CTA 2 “Read more”.
4. I will analyze the click rate and CTA to see which performed better and stick to the higher performing subject line. This will be the mail I will send to my full mail list.

A/B testing is important because it helps one understand which email version performs better. It helps understand what keywords can increase the click rate of the email. Also, it helps achieve a higher CTA for a campaign.

# Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	May 23 <sup>rd</sup> - 24 <sup>th</sup>	May 25 <sup>th</sup>	May 26 <sup>th</sup>	May 30 <sup>th</sup> - 31 <sup>st</sup>
Email 2	May 25 <sup>th</sup> - 26 <sup>th</sup>	May 27 <sup>th</sup>	May 30 <sup>th</sup>	June 1 <sup>st</sup> - 2 <sup>nd</sup>
Email 3	June 1 <sup>st</sup> - 2 <sup>nd</sup>	June 3 <sup>rd</sup>	June 6 <sup>th</sup>	June 8 <sup>th</sup> - 10 <sup>th</sup>

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									
23	24	25	26	27	30	31	1	2	3	6	7	8	9	10
Color Key		Planning Phase		Testing		Send Phase		Analyze Phase						



# Draft Email

[Desktop](#)[Mobile](#)[Inbox](#)

## Master required skills for a successful Digital Marketing

### Career



Udacity Digital Marketing Nanodegree Program is built in partnership with industry pioneers like HubSpot, google, Moz, amongst others. It entails relevant knowledge you need to explore the full range of digital marketing specialties and a broad foundation for digital marketing expertise.

In the course of this program, you stand to benefit:

- mastering the use of social media to scale up your business
- develop and run real-world campaigns
- get a 360-degree understanding of digital marketing, etc.

With Udacity, learning is interactive and at your pace and convenience. Also, you are guaranteed an effective digital marketing skill that will be beneficial to you and your brand.

Globally, over 8000 professionals have enrolled and benefited from the course. Join this community and supercharge your career

[Learn more](#)

# Final Email

## Master required skills for a successful Digital Marketing

### Career



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# 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	8.0%	75	3.3%	30

# Final Recommendations

- If a subscriber unsubscribes from my list, I would make sure to remove the person and other inactive subscribers from my email list. There is no need keeping persons who do not open promotional emails sent. This will help save cost and avoid being blacklisted.
- I'll suggest that experiment be done with different visuals (especially email 2). I will attach a short video of Susan telling her story. The words should be condensed more Read and understand the survey results. Feedback should be treated seriously and urgently.
- I'll suggest the results of previous email campaign be analyzed by; tracking the reach of both email #1 and email #2, track Click and Open rates(to understand how subscribers engage with the campaign, so that I can restructure the message), Track unsubscribe rate (to ensure there is nothing discouraging in it) and finally, track number of bounces(to help scrutinize my email list and remove any inactive or invalid email address.