

Project 7

Market with Email




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Marketing Objective & KPI

- **Marketing Objective** – To convert leads for the dmnd program using advert on your best social media advertising guide through 3 email campaign between May 23rd and June 8th
- **KPI** – Conversion Rate

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Age: 36• Gender: Female• Occupation: Civil servant and product designer• Marital status: Married• Location: Edo state Nigeria	<p>Mrs Plumoral</p> 	<ul style="list-style-type: none">• Knowledge, expansion and capacity.• More skills for better opportunities• Digital marketing skills (selling her skills) online
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Designing• Being creative and innovative• Researching, sourcing for information and learning online• Like to learn new things	<ul style="list-style-type: none">• Establishing great feats• increasing in knowledge, expansion and capacity.• Have more time for work, family and learning• Learn digital marketing	<ul style="list-style-type: none">• Limited recognition due to gender and marital status• Time to balance work, learning and family• Funds to learn digital marketing

Email Series

Email 1: Best E-book on social media Advertising Guide. Hurray! It totally free, Grab your E-book copy

Email 2: Your journey into digital marketing with Udacity. Sign up for our digital marketing nanodegree to gain in-demand marketing skills

Email 3: Time running out, do not miss this opportunity. Udacity Digital marketing nanodegre registration closes june 7th

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

General	This email is intended to build the awareness of the dmnd program to my subscribers through offering them of free e-bo The Objective' is to build engagement with subscribers
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Subject Line 1	Your best social media advertising Guide
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Subject Line 2 (for A/B testing)	Congratulations here is your free guide, all for free
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Preview Text	Hurray! it totally free, Grab your E-book copy
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Body	<p>Get the best free social media advertising guide</p> <p>Social media is one of the most cheapest and effective form of advertising. Did I just say that? Of course that totally correct, if you know your way around it. And with this guide you will surely be on your way to becoming a social media advertising expert</p> <p>Do you know what even more interesting and powerful than social media? The answer is strictly knowing how to use effective marketing strategies through digital marketing to remain visible to your clients and create contents that sells. Now, enjoy your guide.</p>
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Outro CTA 1	<i>Download now</i>
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Outro CTA 2 (for A/B testing)	<i>Grab it now</i>
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Content Plan: Email 2

Overarching Theme: 3-5 Sentences

General	This email is driven to provide information about the Udacity DMND program. The objective here is to encourage subscribers to sign up for the program
Subject Line 1	Your journey into digital marketing with Udacity
Subject Line 2	Become a digital marketer today
Preview Text	Sign up for our digital marketing nanodegree to gain in-demand digital marketing skills
Body	<p style="text-align: center;">How to become a Digital marketer today</p> <p>Hi there, I see you gotten on your best social media guide. By now you are probably on your way to mastering the use of social media to scale your business and you probably want to add more firepower to your marketing arsenal. Then you are right on track. The truth is knowing how to make advert on social media is not just enough, you have to know how to create effective content, utilize effective marketing strategy to ensure you keep your consumer focus on your brand</p> <p>That can be done through the skills of digital marketing, learning digital marketing can be daunting when you don't know where to start. That why you are receiving this email, I introduce you to the best digital marketing nanodegree you can find out there- the Udacity digital marketing nano degree program. With Udacity you are guaranteed to effectively learn digital marketing skills that will highly be beneficial to you and your brand. With Udacity learning is fun, interactive at your pace and convenience. Sign up today to learn in-demand digital marketing skills</p>
Outro CTA	Sign up now
Outro CTA 2	Register now

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

General	This email is reminder and targeted at consumers who fails to sign up for the DMND program. The objective here is to remind them and convince them to sign up
Subject Line 1	Time running out, do not miss this opportunity
Subject Line 2	<i>Enroll now for the Udacity digital marketing nanodegree</i>
Preview Text	Udacity Digital marketing nanodegree registration closes june 7th
Body	<p>Hey there,</p> <p>I see you are yet to register for the digital marketing nano degree program. Do not miss a golden opportunity to acquiring world class digital marketing skills that will allow to scale your business.</p> <p>Register now, registration closes 11.59pm, June 7th and join the class. Class begins June 10th, see you soon</p>
Outro CTA	Register now
Outro CTA 2	Sign up now

A/B Test Overview

I made two versions of my email campaign

Creating another subject line (subject line 2) and another CTA (Outro CTA2).

Therefore I divided my mail list into 2 groups of equal halves –group A and group B. I will send the email with the subject line 1 (**Your best social media advertising Guide**) and Outro CTA 1 of download now and send the email with the subject line 2 (Congratulations here is your free guide, all for free) and Outro CTA 2 (Grab it now).

The performance and responses of both mail would be tested and the email version that produces the higher open rates is what I will continue sending to my full mail list and the other will be discontinued

A/b testing is important as it will enable me understand what will affect my email open rates by understanding what works and don't, secondly it can help to achieve higher conversion of leads for the DMND program or any other product of choice.

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	May 23 - 24	May 25	May 26	May 30-31
Email 2	May 25-26	May 27	May 30	June 1-2nd
Email 3	June 1-2nd	Jun 3rd	June 6th	June 7 th - 8 th

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Email one														
		Email two												
							Email three							
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

[Test] Your Best Social Media Advertising Guide [\[test x\]](#)

John owen [@modmax.net](#)
to me

1:25 AM (28 minutes ago) ☆ ↶ ⋮

your best social media advertising guide.

Get the best free social media advertising guide.

Social media is one of the most cheapest and effective form of advertising. Did I just say that? Of course that totally correct, if you know your way around it. And with this guide you will surely be on your way to becoming a social media advertising expert

Do you know what even more interesting and powerful than social media? The answer is strictly knowing how to use effective marketing strategies through digital marketing to remain visible to your clients and create contents that sells. Now, enjoy your guide.

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Final Email

Your Best Social Media Advertising Guide.



Get the best free social media advertising guide.

Social media is one of the most cheapest and effective form of advertising. Did I just say that? Of course that totally correct, if you know your way around it. And with this guide you will surely be on your way to becoming a social media advertising expert.

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"JUSTDESCRIPTION"

Our mailing address is:
"JUST_ADDRESS_HTML"

Want to change how you receive these emails?

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 any subscriber unsubscribe from my list, I would remove them from the list as this would save cost from targeting the wrong customer and avoid being blacklisted as spam messages

I will split my mail list into two groups and also carry out A/b testing creating two versions of email using the subject line 1 and CTA 1 for version A and subject line 2 CTA 2 for version B as indicated in the email 2 and 3 and send a version to a group of mail list and examine the response and performance so as to know what works and what email to keep sending to my entire list

Specifically for email 2 I would add a non-personal image illustrating digital marketing while for email 3 I will add link to short video testimonials of successful students who have taken the course and are now gainfully employed as a digital marketer