



Project 7: Email Marketing



Email Part 1

Plan Your Email Content

Target Persona

My marketing challenge is DMND and my target persona is a woman named Christina Anderson. Christina has 1-2 years of working experience but not satisfied with the current job. Detailed information is as follows.

Christina Anderson

Background & Demographics

1. Female, 26 years old
2. 1-2 years of working experience
3. Normal employee at an large enterprise
4. Not satisfied with the current job



Needs

1. Gain useful information
2. Get to know people who has resolved the problem she has
3. Need a guide

Hobbies

1. Music
2. Dancing
3. TV
4. Internet surfing

Goals

1. Getting a better/suitable job
2. Finding out what to do next to resolve current problem

Barriers

1. Hard to find an answer to what to do
2. Doesn't know people with the same situation
3. Not a fast learner

Email Content:

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	Free Access to DMND Content	Engagement	Number of registrations
Email #2	Event Invites	Engagement	Number of tickets sold
Email #3	DMND Coupon	Conversion	Number of enrollments

Email #1

Email Content Plan				
Subject Line	Body Summary	Visual	CTA	Link
<i>Get Free Access to Our DMND Content for 3 Days! - Search Engine Optimization (SEO)</i>	<ul style="list-style-type: none"><i>Brief explanation of the importance of digital marketing and the nanodegree program</i><i>The invitation of the recipient to the SEO part of the nanodegree</i><i>Nanodegree content details</i>	<i>Professional digital marketing image with brief nanodegree introduction</i>	<i>GET FREE ACCESS</i>	<i>To DMND's free access campaign page</i>

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	<i>Join Our Digital Marketing Sharing And Networking Session! (Free Coffee & Delicious Cakes!)</i>	<i>Get the Ticket!</i>

Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	<i>Enroll in the Digital Marketing Nanodegree Now with 30% Off</i>	<i>ENROLL NOW</i>





Email Part 2

Calendar

Email Campaign Calendar Key

Use the following colors to represent the stages in your email campaign calendar.

- a. Yellow - Planning Phase
- b. Orange - Testing Phase
- c. Green - Send Phase
- d. Red - Analyze Phase

Key	
	Planning Phase
	Testing Phase
	Send Phase
	Analyze Phase

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



Email Part 2

Craft Your Email

Email Copy: Email #1

Subject Line: *Get Free Access to Our DMND Content for 3 Days! - Search Engine Optimization (SEO)*

Body:

Hi Christina,

We're offering you a 3-day trial for the our Digital Marketing Nanodegree program.

In the U.S. alone, over 70 billion dollars are spent on Digital Marketing every year. The field remains crowded with specialists and demand for multi-channel fluency are high. Udacity's Digital Marketing program offers a holistic approach to the field and can help you to cover the full range of digital marketing expertise.

You're invited to try our Search Engine Optimization (SEO) course of the nanodegree. Search engines are an essential part of the online experience. You will learn how to use SEO to optimize your page presence through on-site and off-site activities.

Our program is in collaboration with top digital marketing companies and you will learn from top experts in the field and run live campaigns with us. After completing the nanodegree, you will have a 360-degree understanding of digital marketing and gain real-world experience!

CTA: *GET FREE ACCESS*

Link for CTA: *To DMND's free access campaign page*

Email Screenshot #1



Digital Marketing Nanodegree Program

Learn job-ready skills with real-world projects
and expert marketers.

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DIGITAL MARKETING
NANODEGREE PROGRAM

Email Screenshot #2

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GET FREE ACCESS





A/B Testing Email

A/B Testing Email

A/B Testing		
	Subject Line	CTA
Email #1	<i>You're invited to try Our DMND Content for 3 Days! - Search Engine Optimization (SEO)</i>	<i>START LEARNING!</i>

[Approach]

1. Split the subscribers into two groups: group A(20%) and group B(80%)
2. Split group A into 4 subgroups for running A/B testing
3. A/B test **Subject Line** on 2 subgroups, and **CTA** on the other 2 subgroups
4. Apply the result of A/B testing to group B

A/B testing is very important because it can help us to decide which alternative is more effective to market our products. Proper modification of the marketing campaign can make a big difference, and A/B testing is effective for marketers to get better results. What's more, A/B testing helps us learn. When we do A/B testing, we also construct hypotheses and test them. In this way, we can learn why certain elements have much impact while others do not.



Sending and Analyzing Results

Sending and Analyzing Results

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

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

1. Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

Results Continued Email #1

2. Calculate the CTR and the Conversion Rate

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsubscribed
180	8%	75	3.33%	30

※ We have to remove the subscribers who have unsubscribed our email service within 10 days. Since the main purpose of this campaign is to promote our products, we have to comply with CAN-SPAM Act. Failing to comply with CAN-SPAM might lead to a charge of up to \$16,000 per email.

Final Recommendation

Our emails are delivered to 2250 subscribers, and 30 of the subscribers unsubscribe the email, which is about 1.3% overall. First of all, I will write thank-you emails to those 30 subscribers, because they might still be interested in our services in the future. I will include a subscription link in those emails for them to subscribe again in the future. And then, I will analyze the possible reasons for the unsubscription, so we can make improvements in the future.

For future email campaigns, I will run A/B testing on a small samples every time. I will do the tests based on the following aspects:

- Subject Line & CTA
- Email Templates and Visual Design
- Sending Dates and Time
- Length of the Content

