

## Email: Email Plan, Test Message, Recommendations

### Part 1

#### Plan Your Email Content

### Marketing Objective & KPI

- **Marketing Objective** – To launch a new product (“Nano-cleaners”) and sell 100 units of the product during the launching
- **KPI** – The number of units sold during the launching.

## Target Persona


Background and demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>▪ Male, 30 years old</li><li>▪ just married (looking forward for first kid</li><li>▪ Computer Systems Analyst</li><li>▪ Recently received a promotion</li><li>▪ Lives in Oakville</li><li>▪ Wife works as a school teacher</li><li>▪ HH income \$90k</li></ul>	<p>Criss Garofalo</p> 	<ul style="list-style-type: none"><li>▪ Lack of time for deep research on hobby</li><li>▪ Requires an effective information source</li><li>▪ Requires recommendations on cost effective solutions for hobby.</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>▪ Salt water aquarium</li><li>▪ Travel</li><li>▪ working out</li></ul>	<ul style="list-style-type: none"><li>▪ Get ready for his first child</li><li>▪ Save for a new home</li><li>▪ Learn scuba diving</li><li>▪ Get in better shape</li><li>▪ Enjoy family life and friends</li></ul>	<ul style="list-style-type: none"><li>▪ Work can be stressful and demanding</li><li>▪ Busy trying to keep the pace with his industry</li><li>▪ Hobby can demand time and money</li></ul>

Photo by Pexels.co

### Part 2

#### Create an Email Campaign

## Email Series

Email 1: **Announcing the Launching**

Email 2: **Launching Nano-cleaners**

Email 3: **Alternative/Follow-up**

## Creative Brief: Email 1

Overarching Theme: 3-5 Sentences	
General	<i>This Email is intended to create expectations on the launching.</i>
Subject Line 1	(FNAME) Would you like to prolong the life span of your aquatic pets?
Subject Line 2	This biotechnology will save you time and money.
Preview Text	On April 15 <sup>th</sup> we are revealing how you can employ hundreds of thousands micro-workers to constantly clean up your aquarium, for the cost of single meal.
Body	Creative of “micro-workers” inside of the aquarium
Outro CTA	Learn More (clicking here will take you to a landing page where you learn about Nano-cleaners launch)

## Creative Brief: Email 2

Overarching Theme: 3-5 Sentences	
General	<i>This Email announces that the launching is going on and a special launching bonus.</i>
Subject Line 1	(FNAME) Your micro-workers arrived!

<b>Subject Line 2</b>	This biotechnology will save you time and money.
<b>Preview Text</b>	Today we are launching “Nano-cleaners,” friendly bacteria you can apply to your aquarium tank without hassles and without paying a fortune. Purchase now and get a special bonus.
<b>Body</b>	Creative of person applying the product to her aquarium tank
<b>Outro CTA</b>	Learn More (clicking here will take you to a landing page where you can buy the product online)

### Creative Brief: Email 3

Overarching Theme: 3-5 Sentences	
<b>General</b>	<i>This Email is an alternative strategy. It offers a free guide for prolonging the life of aquatic pets. Is intended to remarket the product but it also can be used as a follow up on those whose purchased the product.</i>
<b>Subject Line 1</b>	(FNAME) Your aquatic pets can live double the time.
<b>Subject Line 2</b>	Discover what is holding back your aquatic pets from striving.
<b>Preview Text</b>	Download this free guide for prolonging the life of your pets.
<b>Body</b>	Creative of the digital guide.
<b>Outro CTA</b>	Download

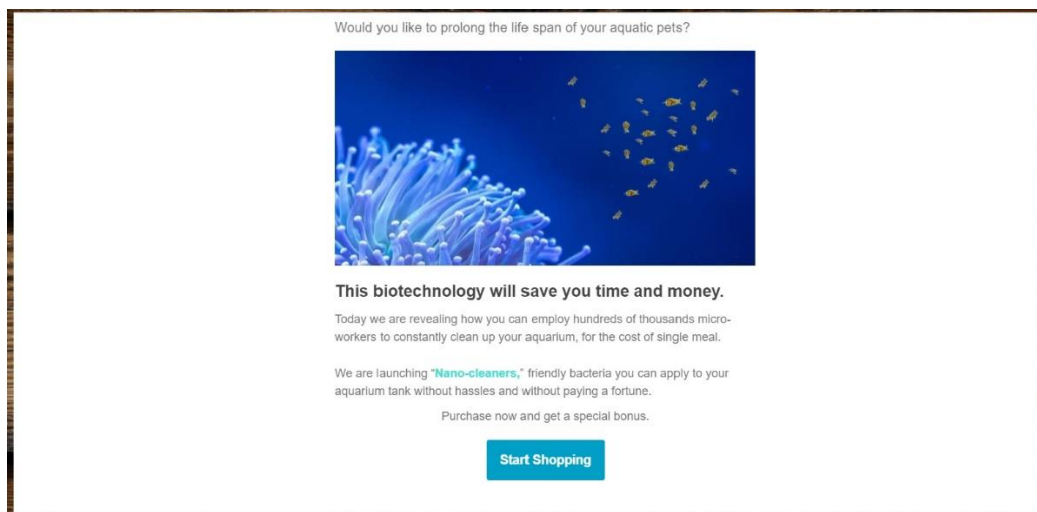
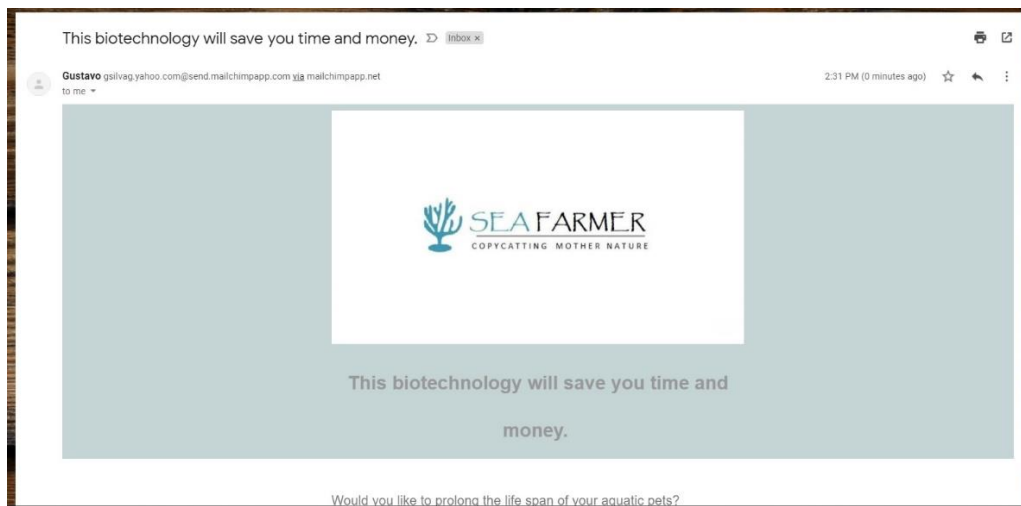
Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	April 01	April 02	April 8	April
Email 2	April 11	April 12	April 15	April 16
Email 3	April 15	April 16	April 17	April 18

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F



## Final Email



Part 4

Sending & Analyzing Results

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

## Final Recommendations

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

Taking in consideration the results given above I would implement the following changes:

### About the bounce percentage

225 mails of a total of 2500 bounced. This accounts for 9% which is high (we would like to keep it under 1% for hard and soft bounce). This implies that it's necessary to depurate the mailing list avoid the risk of being flagged as a spammer by the ISP or the web hosting company.

When depurating the mailing list, we must discriminate between soft and hard bounce to avoid deleting good email addresses.

### Regarding Opened percentage

Potential clients opened 22% of the delivered mails, so it's fair to say that the campaign was successful in appealing the curiosity of the potential clients to the extent of making them open the mail,

### About the CTR

On the other hand, approximately only one third of those who opened the mail were interested enough to learn more about the offer. We should focus in improving the CTR rate, trying the offer to make the offer more compelling; for instances, Introducing a discount or a special event.

### About the Conversion Rate

Nevertheless, more than 40% of the customers that clicked on the CTA button converted. This is not a bad result for the campaign, especially considering the cost of the campaign which would result in a high ROI.

Finally

Also, 2500 delivered mails is rather small. It is not big enough to be statistically significant when applying – for instance- an A/B test. Considering the conversion rate (3.3%), the list requires a size of 11,000 to reach the 95% significance level. I would recommend to work in increasing the size of the mailing list.

In order to do so, I would recommend using the capability of Mailchimp to grow the list by means of Facebook ads because of its ability to segment the target and to aim to potential customers with the specific interest in aquarium pets.

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