

Project 7

Market with Email



Marketing Objective & KPI

- **Marketing Objective**

Acquire 10 new customers in period of 21 days

- **KPI** – 20% of people who read the email to press the CTA and subscribe to the program

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">➤ Male 42 YEARS OLD.➤ MARRIED, 1 KID (7 YEARS OLD)➤ Bsc(Hons) in Computer Science from university of Sheffield.➤ Lost his job after 20 years and currently working a contractor.➤ Lives in Thessaloniki.➤ HUSBAND DOES NOT WORK➤ ANNUAL INCOME 12000 EUROS	MENELAOS	<ul style="list-style-type: none">➤ Find a permanent job➤ Change job industry by getting online learning courses in order to get the knowledge and the credentials which are required for such a transition.➤ Find a job where he can feel and be more creative.➤ Have the change to work remotely from home.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">➤ Yoga➤ Reading Books➤ Attend workshops and events about personal development	<ul style="list-style-type: none">➤ Find a permanent Job in new industry.➤ Combine IT technical knowledge and experience which already has with Digital Marketing in order to be more competitive in Job Market➤ Express Creativity through Digital Marketing	<ul style="list-style-type: none">➤ Time because of Family Duties➤ Money because of low income

Email Series

Email 1: Find the right path on Digital Marketing.

Email 2: Get hands on experience with real world projects

Email 3: Get 10% discount on Digital Marketing Nanodegree

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences

General	<i>This is intended to help drive the visual and written assets for this campaign.</i>
Subject Line 1	<i><Name> Find your right path on Digital Marketing</i>
Subject Line 2	<i><Name> . A 360 View of Digital Marketing</i>
Preview Text	<i>The web site will give you an introduction with a 360 view of Digital and Social Media Marketing</i>
Body	<i>Visit Digital Marketing Web site by Udacity and find the right path to the hot topic of Digital and Social Media Marketing. The website will give you an introduction with a 360 view of Digital and Social Media Marketing</i>
Outro CTA	<i>Digital Marketing Nanodegree</i> <i>URL: Landing Page of DMND</i>

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences

General	<i>This is intended to help drive the visual and written assets for this campaign.</i>
Subject Line 1	<i><Name> Get Hands on experience in Digital Marketing with real world projects</i>
Subject Line 2	<i><Name> Get hands ion experience in Digital Marketing by doing real world projects with leading experts in the field</i>
Preview Text	Learn Digital Marketing by doing real world projects in cooperation with Facebook, Google, Hubspot, HootSuite, Mooz
Body	<i>The Udacity learning approach to Digital Marketing is the learning by doing approach which means real campaigns with real budgets on AdWords, Facebook with cooperation with leading experts and companies in the field like Google, Facebook, Hubspot, HootSuite et</i>
Outro CTA	<i>Sign Up for the Program</i>

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences

General

This is intended to help drive the visual and written assets for this campaign.

Subject Line 1

<Name> Get 10% discount for the Digital Marketing Nanodegree

Subject Line 2

<Name> Enroll and get 10 discount for the Digital Marketing Nanodegree

Preview Text

Enroll until end of month and get a 10% discount in Digital Marketing Nanodegree

Body

Class Start at the end of the Month . The future cannot wait neither should you. Learning by doing and get real world experience in collaboration with the biggest players in the field

Outro CTA

ENROLL AND SAVE

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	1Analyze Phase
Email 1	07-01-19 Monday	08-01-19 Tuesday	09-01-19 (Wednesday) 11-01-19 (Friday)	10-01-19 Thursday
Email 2	21-01-19 Monday	22-01-19 Tuesday	23-01-19 Wednesday 25-01-19 (Friday)	24-01-19 Thursday
Email 3	28-01-19 Monday	29-01-19 Tuesday	30-01-19 (Wednesday) 31-02-19 (Friday)	01-02-19 Thursday

Week One (07-01-2019 to 11-01-2019)					Week Two 21-01-2019 to 25-01-2019					Week Three 28-01-2019 to 01-02-2019							
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F			

Color Key

Planning
Phase

Testing

Send Phase

Analyze
Phase

Draft Email Copy: Email #3

Subject Line: Get 10% discount for the Digital Marketing Nanodegree

Body: Class Start at the end of the Month . The future cannot wait neither should you. Learning by doing and get real world experience in collaboration with the biggest players in the field

CTA: ENROLL AND SAVE

Link for CTA:


<https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Final Email



Desktop

Mobile

Inbox



Enrollment Closes Soon!



Class Start at the end of the Month. The future cannot wait neither should you. Learnign by doing and get real world experience in collaboration with the biggest players in the field.

Header Info

Enable live merge tag info ☒

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To:
Recipient's email address

From:
GEORGIOS CHATZINIKOLAOU
ghatzin@gmail.com

Subject:
Get 10% discount for the Digital Marketing Nanodegree

Preview Text:
Enroll until end of month and get a 10% discount in Digital Marketing Nanodegree

Enable live merge tag info ☒

< >

To:
Recipient's email address

From:
GEORGIOS CHATZINIKOLAOU
ghatzin@gmail.com

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%	75	3,33%	30

Unsubscribes should be out of our email list because otherwise our emails maybe considered as a spam

Final Recommendations

I would perform an A/B Testing for email 2 and 3 in order to see which performs better.