Project 7 Market with Email





Part 1 Plan Your Email Content

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		
 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	 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		
Yoga	 Find a permanent Job in new industry. Combine IT technical knowledge and experience which already has with Digital Marketing in order to be more 			

Part 2 Create an Email Campaign

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 Th	Overarching Theme: 3-5 Sentences						
General	This is intended to help drive the visual and written assets for this campaign.						
Subject Line 1	<name> Find your right path on Digital Marketing</name>						
Subject Line 2	<name>. A 360 View of Digital Marketing</name>						
Preview Text	The web site will give you an introduction with a 360 view of Digital and Social Media Marketing						
Body	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						
Outro CTA	Digital Marketing Nanodegree						
	URL: Landing Page of DMND						

Creative Brief: Email 2

Overarching Th	eme: 3-5 Sentences
General	This is intended to help drive the visual and written assets for this campaign.
Subject Line 1	<name> Get Hands on experience in Digital Marketing with real world projects</name>
Subject Line 2	<name> Get hands ion experience in Digital Marketing by doing real world projects with leading experts in the field</name>
Preview Text	Learn Digital Marketing by doing real world projects in cooperation with Facebook, Google, Hubspot, HootSuite, Mooz
Body	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
Outro CTA	Sign Up for the Program

Creative Brief: Email 3

Overarching Th	eme: 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</name>
Subject Line 2	<name> Enroll and get 10 discount for the Digital Marketing Nanodegree</name>
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

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Analyze Phase

Color Key Planning Testing Send Phase Phase

Part 3 Build & Send

Draft Email Copy: Email #3

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

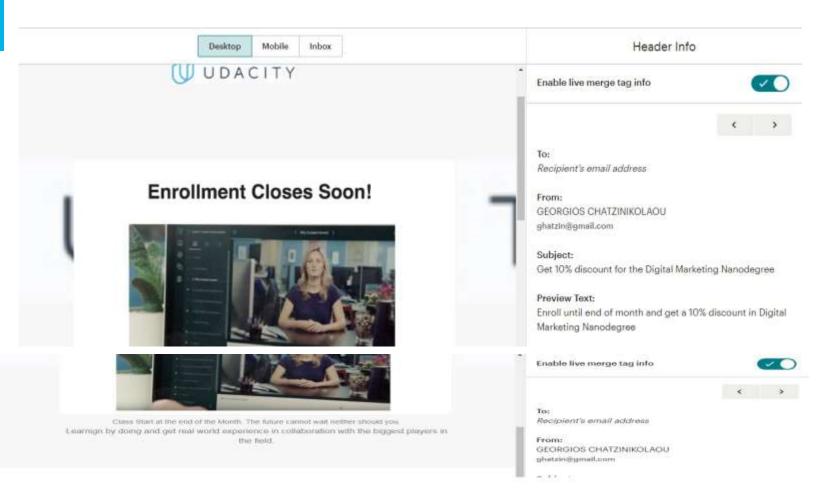
Body: Class Start at the end of the Month. The future cannot wait neither should you. Learning by doing and get real world experience in collaboration with the biggest players in the field

CTA: ENROLL AND SAVE

Link for CTA:

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

Final Email



Part 4 Sending & Analyzing Results

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	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.