



PROJECT

MARKET WITH EMAIL



PART 1

PLAN YOUR EMAIL CAMPAIGN





MARKETING OBJECTIVE

The main objective of this project is to build awareness about the Fundamentals of digital marketing course provided by Google Digital Unlocked, to reach out to potential students and gather potential leads.



KEY PERFORMANCE INDICATOR

KPI is to increase-

- Website Traffic
- Click Through Rate
- Conversions



TARGET PERSONA

Background and Demographics	Target Persona Name	Traits
<ul style="list-style-type: none">Gender- FemaleAge-21Mass Communication Student, B.Tech(CSE) StudentHometown- New Delhi	<div> Keshar</div> <div> Prachi</div>	<ul style="list-style-type: none">PassionateOptimisticSociableHardworking
Hobbies	Goals	Barriers
<ul style="list-style-type: none">PhotographyReading stuff related to Digital MarketingListening to Music	<ul style="list-style-type: none">Become an expert in Digital MarketingStart my own Digital Marketing FirmFinancially Stable	<ul style="list-style-type: none">Network BarrierLack of InformationLack of consistency



EMAIL SERIES

	Email Topic	Marketing Objective	KPI
Email #1	Become a Digital Marketer	Engagement	Number of Clicks
Email #2	Get Real-world Projects	Engagement	Number of Clicks
Email #3	Apply for webinars	Conversion	Number of Enrolments

PART 2

CREATE YOUR EMAIL CAMPAIGN





CONTENT PLAN: EMAIL #1

Marketing Objective	Subject Line	Body	CTA	Link
Engagement	Gain Real-world Work Experience	Gain real-world experience to run live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.	Learn More.	Link of course



CONTENT PLAN: EMAIL #2

Email Content Plan

Marketing Objective	Subject Line	CTA
Engagement	Get free eBook of Social Media Advertising Guide	Learn More.



CONTENT PLAN: EMAIL #3

Email Content Plan

Marketing Objective	Subject Line	CTA
Conversion	Apply for webinars	Learn More



A/B TEST OVERVIEW

A/B Testing is the best way to analyze the results of the emails sent as it defines good and bad results of the email campaign. It describes better ways to increase CTA, Open Rate, ClickRate and Conversions and also helps in using good Subjectlines and also helps in maintaining a good email list.

CALENDAR AND PLAN:

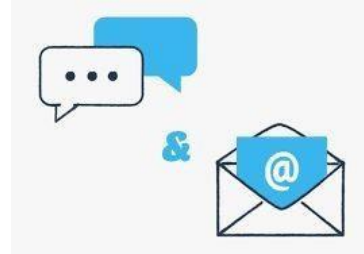
	KEY
Planning Phase	
Testing Phase	
Send Phase	
Analyze Phase	

	Week One					Week Two					Week Three				
	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Email #1															
Email #2															
Email #3															

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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PART 3

BUILD AND SEND






BUILD YOUR EMAIL

Subject: Gain Real-world Work Experience.

Body: Gain real-world experience to run live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.

Our Program Includes-

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- Real-world projects from industry experts.
 - Career Services
 - Technical mentor support
 - Flexible learning program

CTA: Learn More

Link for CTA: <https://learndigital.withgoogle.com/digitalunlocked/course/digital-marketing>



PART 4

SENDING AND ANALYZING RESULTS





CALCULATION FORMULAS

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)