

Email Part 1

Plan Your Email Content

Target Persona | Digital Marketing Nanodegree

Background & Demographics

- 1. Female, 29 years old
- 2. Engaged, no children
- 3. Lives in Brasília
- 4. HH income 36k
- 5. Graduate degree
- 6. Journalism in Uniceub
- 7. Social Media

Hobbies

- 1. Watching TV series
- 2. Reading
- 3. Cooking



Goals

- 1. To be an important Digital Marketing professional
- 2. To work in a large company
- 3. To have more qualification

Needs

- More professional training and knowledge about the changes in the market
- 2. More focus

Barriers

- To have more knowledge in the area of digital marketing
- Lack of time, opportunities and recognition

My target persona is Karen Fernandes, a Brazilian woman who works with Digital Marketing for 7 years. She thinks that is important to gain more professional training and knowledge about the changes in the market, feels a lack of recognition and wants to have a new role in the same industry.

Email Content Plan | Digital Marketing Nanodegree Program

Email Content Plan								
	Email Topic	Marketing Objective	KPI					
Email #1	Free Social Media Advertising Guide	Conversion	(Number of leads)					
Email #2	DMND's Social Medias	Engagement	(Number of clicks)					
Email #3	Digital Marketing Nanodegree trial	Conversion	(Number of new students)					



Email #1: Free Social Media Advertising Guide

Email Content Plan								
Subject Line	Body Summary	Visual	СТА	Link				
Your Free Social Media Advertising Guide	Logo Udacity Name of the Guide and a short explanation Photo of the Guide + Informations about the guide Call to action DMND's Social Medias Links Footer	A photo of the Guide's cover	Get your Free Copy!	http://dmnd.ud acity.com/eboo k				

Email #2: DMND's Social Media

Email Content Plan						
Marketing Objective	СТА					
Engagement	Stay on top of all news about Digital Marketing	Follow us!				



Email #3: Digital Marketing Nanodegree trial

Email Content Plan							
Marketing Objective	СТА						
Conversion	Try Our Digital Marketing Nanodegree Program for 10 days	Subscribe Now!					



Email Part 2

Calendar

Email Campaign Calendar

		1	Week '	1		Week 2			Week 3						
	M	т	W	Th	F	M	т	W	Th	F	M	т	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: Your Free Social Media Advertising Guide

Body: Free Social Media Advertising Guide

A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat.

- ✓ Learn how to target specific audiences
- ✔ Plan your budget and schedule your campaigns
- ✓ Measure the success of your ads Everything you need to get started!

CTA: Get your Free Copy!

Link for CTA: http://dmnd.udacity.com/ebook

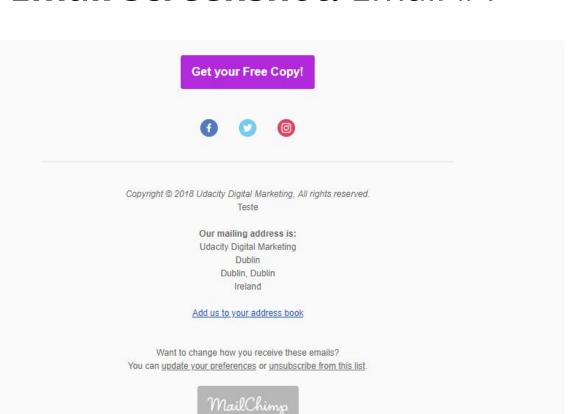


Email Screenshot: Email #1

Udacity Digital Marketing <u>via</u> mail121.sea41.rsgsv.net to me ▼					
Images are not displayed. Display images below					
View this	email in your browser				
U	JDACITY				
Free Social Med	lia Advertising Guide				
	leading social media advertising platforms er, Pinterest, LinkedIn, and Snapchat.				
DMND SOCIAL MEDIA ADVERTISING GUIDE	 ✓ Learn how to target specific audiences ✓ Plan your budget and schedule your campaigns ✓ Measure the success of your ads 				

[Test] Your Free Social Media Advertising Guide Udacity Digital Marketing via mail121.sea41.rsgsv.net to me • Images are not displayed. Display images below View this email in your browser W UDACITY Free Social Media Advertising Guide A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat. √ Learn how to target specific audiences √ Plan your budget and schedule your campaigns √ Measure the success of your ads Everything you need to get started! **Get your Free Copy!** Copyright @ 2018 Udacity Digital Marketing, All rights reserved. Our mailing address is: Udacity Digital Marketing Dublin Dublin Ireland Add us to your address book Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.

Email Screenshot: Email #1



Udacity Digital Marketing via mail121.sea41.rsgsv.net to me Images are not displayed. Display images below View this email in your browser **U** UDACITY Free Social Media Advertising Guide A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat. √ Learn how to target specific SOCIAL MENI audiences √ Plan your budget and schedule your campaigns √ Measure the success of your ads Everything you need to get started! **Get your Free Copy!** Copyright © 2018 Udacity Digital Marketing, All rights reserved. Our mailing address is: Udacity Digital Marketing Dublin, Dublin Ireland Add us to your address book Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.

A/B Testing Email

A/B Testing Email

A/B Testing						
	Subject Line	СТА				
Email #1	Free Ebook Social Media Advertising Guide	Download Now!				

An A/B test is important to test versions of an email and to understand which version performs best. This way, we can improve any parts of the email to get more reach.

These two components, **Subject Line and CTA**, should be tested with one variable at a time. To do this, we should use large sample size to get results statistically significant. To determine appropriate sample sizes for an A/B test, we can use a free calculator by Optimizely.

Sending and Analyzing Results

Results Email #1

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



Results Continued Email #1

Results and Analysis							
Clicked	CTR	Take Action	Conversion	Unsubscribed			
180	08%	75	03%	30			



Final Recommendations

- Write Subject Lines and Copies more attractive to get a better Open Rate.
- Delete hard bounce emails and try to send again after a certain period to soft bounce emails.
- Make an A/B test with Call To Action to get a better CTR.
- Delete from the mailing list emails for anyone who unsubscribed the list to not indicate SPAM.
- Try to reduce the unsubscribe rate: make a content more relevant and engaging and analyze if the frequency of the email is too high.
- Try to change the visual of the landing page to get a better Conversion.

