Project 7: Email Marketing

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

Karen Fernandes

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

Barriers
1. To have more knowledge in the area of digital marketing
2. Lack of time, opportunities and recognition

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

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)*

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Email #1: Free Social Media Advertising Guide

Email Content Plan				
Subject Line	**Body Summary**	**Visual**	**CTA**	**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.udacity.com/ebook*

Email #2: DMND's Social Media

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Engagement	*Stay on top of all news about Digital Marketing*	*Follow us!*

Email #3: Digital Marketing Nanodegree trial

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Conversion	*Try Our Digital Marketing Nanodegree Program for 10 days*	*Subscribe Now!*

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Email Part 2

Calendar

Email Campaign Calendar

	Week 1					Week 2					Week 3				
	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F
Email #1	🟨	🟨	🟧	🟩		🟥									
Email #2						🟨	🟨	🟧	🟩		🟥				
Email #3									🟨	🟨	🟧	🟩		🟥	🟥

KEY PHASES

Planning	Tests	Send	Analyze

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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

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Email Screenshot: Email #1

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.

DMND
SOCIAL MEDIA ADVERTISING GUIDE

SOCIAL MEDIA ADVERTISING GUIDE

✓ 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!

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

UDACITY

Free Social Media Advertising Guide

A comprehensive overview of the leading social media advertising platforms
Facebook, Instagram, Twitter, 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

Everything you need to get started!

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MailChimp

A/B Testing Email

A/B Testing Email

A/B Testing		
	Subject Line	**CTA**
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				
Sent	**Delivered**	**Opened**	**Opened Rate**	**Bounced**
2500	2250	495	22%	225

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Results Continued Email #1

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

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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.