

A photograph of two people in an office setting. A woman with short blonde hair and glasses, wearing a yellow sleeveless top, looks thoughtfully at a man. The man, wearing a grey vest over a light blue shirt, holds a tablet and looks up. In the foreground, another person's hands are visible, writing in a notebook.

Project 7: Email Marketing

Email Part 1

Plan Your Email Content

Target Persona-DMND

Background and Demographics	Target Persona Name	Needs
1.Female 2.29 years 3.New Delhi -India 4.Post Grad 5.Income-2L-8L	Malvika 	1.A course that will require minimum time & not too expensive 2.Better growth 3.Guidance in career advancement
Hobbies	Goals	Barriers
1.Reading 2.Travelling 3.Music	1.Wants to advance her career 2.Wants to be CEO in 5 years 3.Needs time for family & friends	1.Time 2.Money 3.Slow Growth

Email Content:

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	<i>Welcome to the world of Digital Marketing</i>	Engagement	<i>Number of opens</i>
Email #2	Best jobs in Digital Marketing waiting for you	Engagement	<i>Number of opens</i>
Email #3	Festive offer -10 % off for Udacitys Digital Marketing Nano degree	Conversion	No of enrollment



Email #1

Email Content Plan				
Subject Line	Body Summary	Visual	CTA	Link
Welcome to the World of Digital Marketing with Udacity	<p>1)Welcome to Digital Marketing</p> <p>2)Growing importance of digital marketing and how it is the need of the hour today</p> <p>3)Ever evolving discipline & need for Digital marketing professionals</p>	<p>1)Udacity logo</p> <p>2)Picture with future of digital Marketing</p> <p>3)A Picture with Careers in Digital Marketing</p> <p>4)Digital marketing Nano Degreee Logo</p>	Know more	Link taking them to DMND page

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	Best jobs in Digital Marketing waiting for you	<i>Know More</i>

Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	Festive offer -25 % off for Udacitys Digital Marketing Nano degree	<i>Enroll now</i>

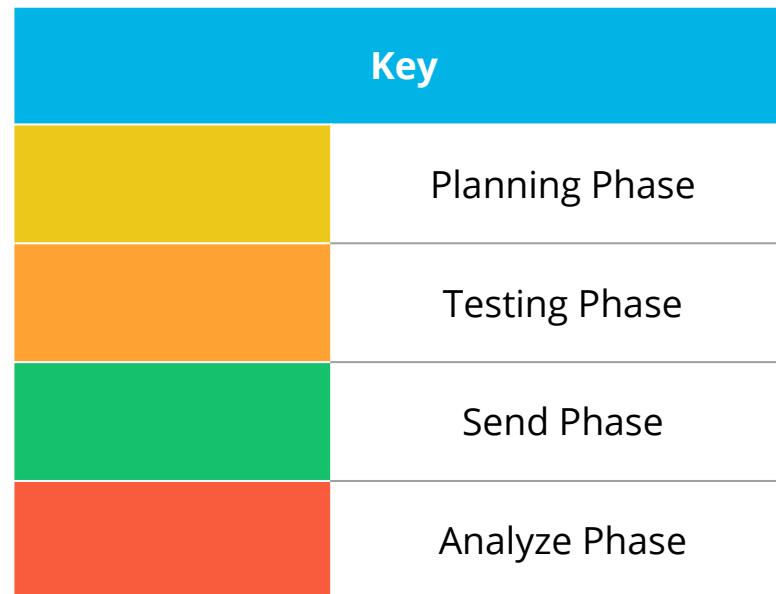
Email Part 2

Calendar

Email Campaign Calendar Key

Use the following colors to represent the stages in your email campaign calendar.

- a. Yellow - Planning Phase
- b. Orange - Testing Phase
- c. Green - Send Phase
- d. Red - Analyze Phase



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



DIGITAL MARKETING
NANODEGREE PROGRAM

Email Part 2

Craft Your Email

Email Copy: Email #1

Subject Line:**Welcome to the World of Digital Marketing with Udacity**

Body:

Greetings xyz

Welcome to the world of Digital Marketing -one of the hottest disciplines right now.Today everyone is online and everything is online.Digital Marketing has become instrumental for the survival of any business.

Digital Marketing has become the need of the hour and no business can afford to ignore it. This need has created a huge demand for Digital Marketing professions globally and made it one of the most sought after careers today.

Digital Marketing has enabled to connect audience across the world. This has broken the boundaries of language, demographics ,race and geographies and resulted in a complete change in Consumer Behavior.

Digital marketing professionals are perpetually investing more time and money on research and new tools to keep up with the ever evolving discipline.

Watch this space for more in our up coming newsletters or click below to know more..

CTA: Know more

Link for CTA:

https://in.udacity.com/course/digital-marketing-nanodegree--nd018?utm_source=google&utm_medium=newacq&utm_campaign=PR-Search-D-Purchase-Brand-Courses-BMM&utm_term=%2Budacity%20%2Bdigital%20%2Bmarketing&gclid=EA1alQobChMlpfCw3I6-2QIVkwYqCh1qzwIdEAAYASAAEglolfD_BwE

Email Screenshot: Email #1

[Test] Welcome to the World of Digital Marketing with Udacity Inbox

malvika mathur malvika.mathur6@gmail.com via mail126.suw17.mcsv.net
to me

4:32

[View this email in your browser](#)

 U D A C I T Y

Welcome to the world of Digital Marketing -one of the hottest disciplines right now.Today everyone is online and everything is online.Digital Marketing has become instrumental for the survival of any business.

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More

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Know More



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“[LIST:DESCRIPTION]”

Our mailing address is:
“[LIST_ADDRESS_HTML]”

A/B Testing Email

A/B Testing Email

A/B Testing		
	Subject Line	CTA
Email #1	<i>The Digital Age</i>	<i>Learn more</i>

Would run A/B test by first only changing the subject and see the open rate and then run another A/b test for the call to action and see which email had a higher click through rate

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)

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	0.22%?=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	Unsubscribed
180	0.08=8%	75	0.03=3.33%	30

Emails unsubscribed should be removed of the mailing list.

Final Recommendations

- Would like to make the creative more visually appealing as thats the first thing the user sees
- More attractive pictures
- Encourage social Sharing
- Run A/B test
- Have engaging content