



Project 7: Email Marketing

Email Part 1

Plan Your Email Content

Target Persona-DMND

| Background and Demographics | Target Persona Name | Needs |
|---|--|--|
| <ul style="list-style-type: none">1.Female2.29 years3.New Delhi -India4.Post Grad5.Income-2L-8L | <p>Malvika</p>  | <ul style="list-style-type: none">1.A course that will require minimum time & not too expensive2.Better growth3.Guidance in career advancement |
| Hobbies | Goals | Barriers |
| <ul style="list-style-type: none">1.Reading2.Travelling3.Music | <ul style="list-style-type: none">1.Wants to advance her career2.Wants to be CEO in 5 years3.Needs time for family & friends | <ul style="list-style-type: none">1.Time2.Money3.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

| Key | |
|-----|----------------|
| | Planning Phase |
| | Testing Phase |
| | Send Phase |
| | 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

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&clid=EAlalQobChMIpfCw3l6-2QIVkwYqCh1qzwldEAAYASAAEglolfD_BwE



Email Screenshot: Email #1





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More

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.

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Know More



Copyright © 2018 "[LIST:COMPANY]". All rights reserved.

"[LIST:DESCRIPTION]"

Our mailing address is:

"[LIST_ADDRESS_HTML]"



MARKETING
EE PROGRAM

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

