

DIGITAL MARKETING





EMAIL PART 1

PLAN YOUR EMAIL CONTENT

TARGET PERSONA

Background

- Female , 24 years old .
- bachelor of computers science.
- work as translator .

Mary Frank

Hobbies

- Read .
- Watching series .
- Yoga

Goals

- Work as digital marketer.
- Owning home.
- Owning company .

Needs

- Real projects to learn digital marketing .
- Better job .

Barriers

- Lack of understanding the digital marketing .
- Too Many Responsibilities.
- lack of time .

Email Content:

	Email Topic	Marketing Objective	KPI
Email #1	You Need to learn digital marketing?	Engagement	Number of opens
Email #2	Jobs in digital marketing	Engagement	Number of views
Email #3	Get stat with digital marketing courses	Conversion	Number of signups

Email #1

Email Content Plan				
Subject Line	Body Summery	Visual	CTA	Link
You Need To Learn Digital Marketing ?	Want to become a digital marketer sign up now to learn with real advertising projects at udacity.	A person using a laptop computer with digital marketing stuff on the monitor	To have individual s click on the link to the Udacity Digital Marketing landing page “JOIN”	To click on the landing page link to take them to the Udacity Digital Marketing , http://dmnd.udacity.com

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	Careers in Digital Marketing	To have the email subscribers click on a link that will take them to the Careers in Digital Marketing videos on the Udacity YouTube channel

Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	Sign up today to start your experience as a digital marketer	Number of people who sign up for the Udacity Digital Marketing Nanodegree .



EMAIL PART 2 CALENDAR

Email Campaign Calendar Key

Key	
	Planning Phase
	Testing Phase
	Send Phase
	Analysis Phase

Email Campaign Calendar

	Week 1					Week 2					Week 3				
	M	T	W	Th	F	M	T	Th	W	F	M	T	W	Th	F
Email #1															
Email #2															
Email #3															

Planning

Testing

Send

Analysis



EMAIL PART 2
CRAFT YOUR EMAIL

Email Copy: Email #1

Subject Line: You Need To Learn Digital Marketing ?

Body : Want to become a digital marketer sign up now to learn with real advertising projects at udacity.

CTA: The number of clicks to the landing page.

Link for CTA: <http://dmnd.udacity.com/>

Email

Screenshot: Email #1

There is social contact in footer not appear in screenshot :

twitter https://twitter.com/Udacity_DMND?s=03

Instagram [https://instagra
m.com/udacitydmnd?
utm_source=ig_profile_shar
e&igshid=qok4e4yb7k8y](https://instagram.com/udacitydmnd?utm_source=ig_profile_share&igshid=qok4e4yb7k8y)



You Need To Learn Digital
Marketing ?



Want to become a digital marketer sign up
now to learn with real advertising projects
at udacity .

JOIN

Digital Marketer Career
It's one of the fastest grown jobs in
technology fields .



A/B TESTING EMAIL

A/B Testing Email

A/B Testing		
	Subject Line	CTA
Email #1	Need a Way to Knew How To Learn Digital Marketing?	Number of views on the Udacity Digital Marketing Nanodegree trailer found on Udacity's YouTube channel "Join With Us"

A/B Testing Email

A/B testing is important because it allows you to see how my emails are performing, which allows to continue sending those with positive results and keeping me to do best and to discontinue those with negative results.

To do A/B testing for email marketing . I would create two group and measure the result for each subject line/CTA pairing .



SENDING AND
ANALYZING
RESULTS



Results Email #1

Results and Analysis

Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

Results Continued Email #1

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsubscribed
180	8%	75	3.33%	30

It is important to remove unsubscribes from your email list as this will not only annoy the unsubscribed users, but it is against the law and you could face criminal charges as a result. Don't email users if they've unsubscribed, it's not worth the hassle for both parties.

Final Recommendations

Define the email list to remove the unsubscribe and email bounces.

I would write "Learn more" across the bottom because it's fit more than "JOIN" to asking people kindly to know more about DMND course .