

Project 7

Market with Email



Marketing Objective & KPI

- **Marketing Objective** - By the 31st of June, convert 50 leads into digital marketing nanodegree purchases
- **KPI** - Successful conversion rate - a number of people enrolled into the Digital Marketing Nanodegree program as a result of an email campaign.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Married, Male, 30 years of age• Degree in Electrical Engineering• Machine Learning Engineer• Passionate about writing and teaching• Lives in Cape Town, South Africa• Household-income: \$100000pa	John Doe	<ul style="list-style-type: none">• Skill in Digital Marketing for his side hustles and online teaching business• Would like to get connected to other digital marketing freelancers• Create job opportunities to the community
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Gaming• Hiking• Swimming• Traveling	<ul style="list-style-type: none">• Own an online and interactive teaching business• Be independent• Improve work/life balance	<ul style="list-style-type: none">• New to teaching with hand-on approach• Poor planning• Too noise and little signal on the internet

Email Series

Email 1: Learn a new skill on Digital Marketing today.

Email 2: Get a personalized discount and enrol for Digital Marketing nanodegree

Email 3: Learn to advertise on social media with this free ebook!

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

General	<i>This is intended to help introduce digital marketing online course which they can start learning online.</i>
Subject Line 1	<i>Learn a new skill on Digital Marketing today.</i>
Subject Line 2 (for A/B testing)	<i>Learn from industry experts and manage real-time marketing campaigns.</i>
Preview Text	<i>Learn from top specialists in the field of digital marketing and gain real-world experience.</i>
Body	<i>Udacity has introduced a completely new Nanodegree program in digital marketing. Our Nanodegree enables you to study in-demand Digital Marketing skills at your own speed. The course was created in collaboration with industry leaders such as Moz, Mailchimp, and Google to give you with industry-vetted content, and the greatest part is that the course is totally project-based and hands-on!!</i>
Outro CTA 1	<i>Learn more...</i>
Outro CTA 2 (for A/B testing)	<i>Tell me more...</i>

Content Plan: Email 2

Overarching Theme: 3-5 Sentences

General	<i>To encourage enrolment by issuing a discount on enrolment to potential students for the Digital Marketing nanodegree</i>
Subject Line 1	<i>Get a personalized discount and enrol for Digital Marketing nanodegree</i>
Subject Line 2	<i>Claim your personalized discount and learn today.</i>
Preview Text	<i>For a limited period you can claim your personalized discount upto 75% off</i>
Body	<p><i>* LIST:NAME *, take the next step in your professional life.</i></p> <p><i>Now is an excellent time to choose your ideal program. You may gain the skills you need for a \$100k+ job as a Digital Marketer in as little as three months with your tailored discount. The numbers speak for themselves: 70% of Udacity alumni are promoted or acquire better employment.</i></p>
Outro CTA	<i>Claim your discount</i>

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

General	<i>This is intended to help drive the visual and written assets for this campaign.</i>
Subject Line 1	<i>Learn to advertise on social media with this free ebook!</i>
Subject Line 2	<i>Do you want to learn how to use social media to promote your business?</i>
Preview Text	With digital marketing skills you can promote your business on Facebook, Instagram and Twitter.
Body	<i>In this course you will learn about all of the primary aspects of digital marketing. Consisting of 9 chapters that covers: Fundamentals of Marketing, Content Planning, Social Media Marketing, Social Media Advertising, and Social Media Marketing, SEM (Search Engine Marketing), SEO (Search Engine Optimization), Google Ads Search Engine Marketing, Display Advertising, Email Marketing, Use Google Analytics to track and optimize your results.</i>
Outro CTA	<i>Enrol Now!!!</i>

A/B Test Overview

A/B testing is critical since little changes in features can result in a substantial increase in conversion; consequently, doing an A/B test can help optimize our marketing plan.

We will conduct A/B test for Email #1 as it aimed at people interested in learning digital marketing but not sure where to start.

We will run tests with two distinct subject lines and CTA variations.

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	March 28	March 30,31	April 3	April 8
Email 2	March 29	April 1, 2	April 4	April 9
Email 3	March 30	April 3,4	April 5	April 10

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
-----------	----------------	---------	------------	---------------

Draft Email

 Learn a new skill on Digital Marketing today.

Changes saved



Preview

Continue

< Text

Font

Gilda Display

Colors

Text

Links

Block Background

Padding

Apply to all sides

Top

Bottom

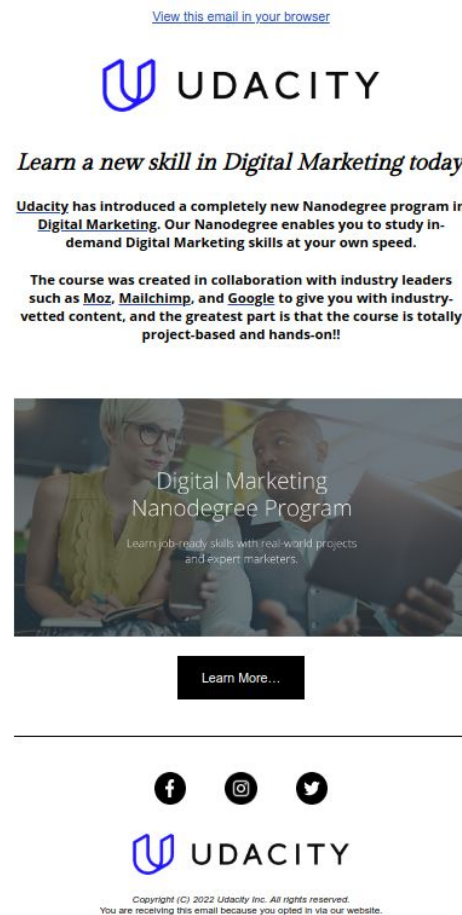
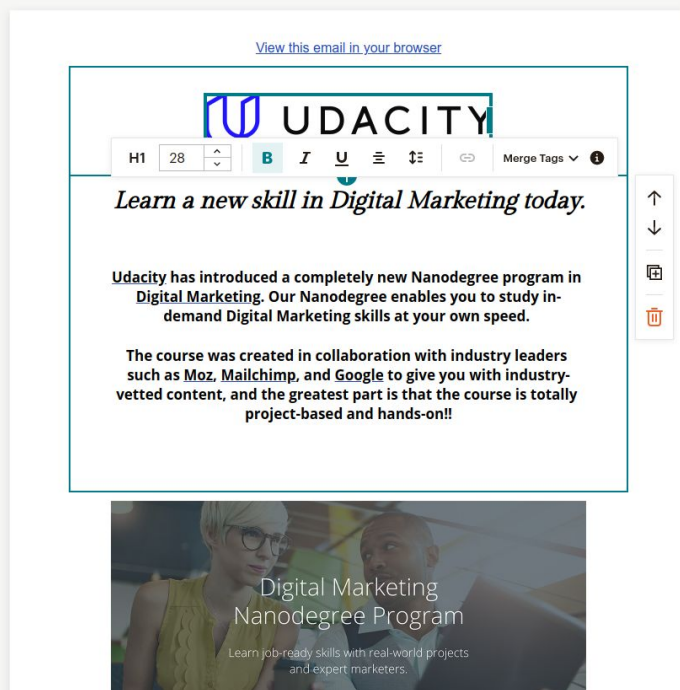
Left

Right

Dynamic Content

Off

Apply style to all headings



Final Email



Learn a new skill in Digital Marketing today.

Udacity has introduced a completely new Nanodegree program in Digital Marketing. Our Nanodegree enables you to study in-demand Digital Marketing skills at your own speed.

The course was created in collaboration with industry leaders such as Moz, Mailchimp, and Google to give you with industry-vetted content, and the greatest part is that the course is totally project-based and hands-on!!



[Learn More...](#)



Copyright (C) 2022 Udacity Inc. All rights reserved.
You are receiving this email because you opted in via our website.

Our mailing address is:
Udacity Inc.
2440 W El Camino Real
Mountain View, CA 94040

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)

Grow your business with mailchimp

Final Email

[View this email in your browser](#)



Learn a new skill in Digital Marketing today.

Udacity has introduced a completely new Nanodegree program in Digital Marketing. Our Nanodegree enables you to study in-demand Digital Marketing skills at your own speed.

The course was created in collaboration with industry leaders such as Moz, Mailchimp, and Google to give you with industry-vetted content, and the greatest part is that the course is totally project-based and hands-on!!



Final Email

[Learn More...](#)



UDACITY

Copyright (C) 2022 Udacity Inc. All rights reserved.
You are receiving this email because you opted in via our website.

Our mailing address is:
Udacity Inc
2440 W El Camino Real
Mountain View, CA 94040

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)

Grow your business with  mailchimp

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	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	Unsub
180	8%	75	3.33%	30

Final Recommendations

- I would enhance my email content by doing an A/B test for Email #1, #2 and #3 to optimize my email content and change the CTA button and color to be more appealing, considering the unsubscribe and bounce rates.
- After reviewing the data, I recommend removing any unsubscribers from the email list right away. This will be done in accordance with the CAN-SPAM Act.