



P3 : Market with Email

Part 1 : Plan Your Email Campaign

Marketing Objective

Objective

Reaching out 250 enrolment clients on the Digital Marketing Nanodegree program (DMND) on our website within three weeks

KPI

2021

Primary KPI

Number of Subscribers in Nov 2021 and Dec 2021 through the email campaign .

Target Persona

2021



Target Persona



Background and Demographics

Male , married , 30 years old , graduating, accountant.



Target Persona name

Freelance

I know something about everything



Needs

would like to pick up new skills
would like it to be credible
would like to get connected to industry for freelancing options.



Barriers

Not much time & money.



Hobbies

Reading ,sporting, watching YouTube.



Goals


learning digital marketing & technology
turn freelance in a few years
be able to create my own business.

Email Series

Email 1: Interested in Digital Marketing

Email 2: DMND preview course

Email 3: Take action email to enroll the program

A photograph of two women in a bright room. The woman in the foreground is a young Asian woman with short blonde hair, wearing a dark blue sweater over a white collared shirt, looking upwards and smiling. Behind her is a Black woman with dark curly hair, also smiling. The wall behind them is covered with several framed and unframed photographs. The year '2021' is printed in red in the top right corner.

2021

Part 2: Create Your Email Campaign

Content Plan: Email 1

Overarching Theme: 3-5 Sentences	
General	this first email erves as a general introduction into the DMND. after, for example ,Presenter about the importance social Media Advertising and about new technology Meta and its role in business, prospective students are acquainted with the program and some of its benefits..
Subject Line 1	Hello are you interested in becoming work a freelance & increase your income
Subject Line 2 (for A/B testing)	Choose our digital marketing program and be a part of future
Preview Text	get your first chance as a freelancer through with our expert-led...
Body	<i>Launch your career in Digital Marketing with our expert-led Nanodegree Program Learn more of the most in-demand skills in world market and gain real-world experience through Practical and practical application with use Latest technology information</i>
Outro CTA 1	<i>LEARN MORE</i>
Outro CTA 2 (for A/B testing)	<i>FIND OUT MORE</i>

Content Plan: Email 2

Overarching Theme: 3-5 Sentences	
General	<i>In this second email, prospective students learn about the DMND Some short videos from the course free , as short and easy way to get a taste of what you can expect to learn in the ND, as well of the Udacity learning experience.</i>
Subject Line 1	<i>preview the Digital Marketing Nanodegree Program</i>
Subject Line 2	<i>Join us and be a professional digital marketer</i>
Preview Text	<i>in case you're wondering what and how you can learn with us , now you can find out !!</i>
Body	<p>in case you're wondering what and how you can learn with us , now you can find out !!</p> <p>with our preview of the Digital Marketing Nanodegree Program , younger to peak inside the content for all the topics covered , including Social Media, The effect of meta concept on business , Search Engine Optimization , Google Analytics and more !!</p> <p>You can also get a taste of our cutting-edge classroom experience, designed to maximize learning in a fun and easy way !</p> <p>The best part is : it's completely free !!</p> <p>Here at Udacity , we're pretty sure you will love our contact and classroom.</p> <p>But don't just take our word for it - see for yourself !</p> <p>Udacity is the world's fastest, most efficient way to master the skills tech companies want. 100% online, part-time & self-paced.</p>
Outro CTA	<u>START FREE PREVIEW</u>

Content Plan: Email 3

Overarching Theme: 3-5 Sentences	
General	<i>This last email of the series , serves to increase the desire to finally enroll, by creating a sense of urgency</i>
Subject Line 1	<i>new personalized Discounts !</i>
Subject Line 2	Catch the chance and be a professional digital marketer
Preview Text	Introducing the NEW Udacity Personalized Discount - designed to get you the best deal to help boost your tech career.
Body	Now is your time to make the decision and be part of the Digital Marketing Nanodegree (DMND) program. Register and get the current discount on the program to start an integrated educational journey in digital marketing from the beginning to becoming a professional digital marketer. Did you not dream that you had your own freelance business? This is your chance to achieve what you wish, as we will prepare you and help you to start your own business through qualified trainers. wish to see you soon in program
Outro CTA	<u>ENROLL NOW</u>

A/B Test Overview

A/B testing is a very important test as it gives us valuable information about the most effective way that attract clients to open mails and make action. It depends on change only one different item in the same email such as subject line, pre-view and CTA. Then by analyzing the results that come from the two versions of email we could know the best email performance for clients.

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	Nov.10,11	Nov.12	Nov.13	Nov.14,16
Email 2	Nov.12,13	Nov.14	Nov.15	Nov.17,18
Email 3	Nov.14,15	Nov.16	Nov.17	Nov.19,20

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Email 1														
		Email 2												
								Email 3						
24	25	26	27	28	31	1	2	3	4	7	8	9	10	11

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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Part 3 : Build & Send

Part 4 : Sending & Analyzing Results

Draft Email



Hello are you interested in becoming work a freelance & increase your income



UDACITY

Become a Digital Marketer

Draft Email

Launch your career in Digital Marketing with our expert-led Nanodegree Program.

To get started, replace the image above with a striking product photo to catch people's attention.

Learn more of the most in-demand skills in world market and gain real-world experience through Practical and practical application with use Latest technology information.

LEARN MORE



Draft Email



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you are receiving this email because of your subscription on our website

Our mailing address is:

Cairo, Egypt

Email : mohamed.abuemira@gmail.com

Tel : 0223661876

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

Final Email

11/5/21, 7:52 PM

Gmail - [Test] Hello are you interested in becoming work a freelance & increase your income

<mohamed.abuemira@gmail.com> Mohamed Essam Abu Emira



[Test] Hello are you interested in becoming work a freelance & increase your income

رسالة واحدة

5 نوفمبر 2021 في 7:50 م

<mohamed.abuemira@gmail.com> Mohamed Essam
الرد إلى: us20-ddb1f4ca6c-824f1f4eb8@inbound.mailchimp.com
إلى: mohamed.abuemira@gmail.com



UDACITY

Become a Digital Marketer.

Final Email



UDACITY

Become a Digital Marketer.

Launch your career in Digital Marketing with our expert-led Nanodegree Program.

To get started, replace the image above with a striking product photo to catch people's attention.

Learn more of the most in-demand skills in world market and gain real-world experience through Practical and practical application with use Latest technology information.

[LEARN MORE](#)

<https://mail.google.com/mail/u/0/?ik=080693c1b0&view=pt&search=all&permthid=thread-f%3A1715611492389022208&simpl=msg-f%3A1715611...> 1/2

Final Email



Copyright © 2021, Courses , All rights reserved.
you are receiving this email because of your subscription on our website

Our mailing address is:

Cairo, Egypt

Email : mohamed.abuemira@gmail.com

Tel : 0223661876

Want to change how you receive these emails?

You can update your preferences or unsubscribe from this list.

This email was sent to mohamed.abuemira@gmail.com
why did I get this? unsubscribe from this list update subscription preferences
[LIST:ADDRESSLINE]

Grow your business with  **mailchimp**

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 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	30

Final Recommendations

Make unsubscribing easy

Your emails should already include an option to allow customers to unsubscribe. Not only is it a basic part of unsubscribe best practices, but it's required by law under the CAN-SPAM Act.

This will prove your brand's authenticity, showing customers you care.

Then I will restructure the email list to ensure that the target group is suitable for the content that I send. I will also work on updating the list of clients and working to increase it to compensate for the unsubscribing. Also, I take care constantly make A/B testing to find out the most suitable method that suits and attracts customers. For example, since the analyzes for the first email indicate the small number of customers who have made Call to Action, therefore, it is supposed to work on changing this factor in emails 2 and 3 by changing the color of CTA or change the text of CTA. If what happened did not bring the desired results, it is possible to work on changing the subject line in the next e-mails to attract as much as possible so that they open our e-mail, changing the copy of the email to be more attractive for the target persona or changing the visual things in the email like pictures. Of course, we can't do these all changes at one time as A/B testing is done for only one variable thing so we can try one change only each time to detect the best performance.



2021

THANK YOU!

Mohamed Essam AbuEmira