

Project 7

Market with Email



Marketing Objective & KPI

- **Marketing Objective** - The marketing objective for this project is to enroll at least a number of 15 students in the DMND course within 2 weeks by email.
- **KPI** - The KPI would be the number of students enrolled within the DMND course by 2 weeks time.

Target Persona

Background and Demographics	Target Persona Name	Needs
Female 22 Years Old College Student	Rzan	Cost efficient Entertaining Time-saving
Hobbies	Goals	Barriers
Reading Writing Painting	Entertaining Enhancing Vocabulary Learning Experience	Too Complicated Expensive Not Accessibility

Email Series

Email 1: Udacity (free course for Digital Marketing)

Email 2: Sign up for Digital Marketing now!

Email 3: Sign up for Udacity's Digital Marketing nanodegree!

Creative Brief: Email 1: Udacity (free course for Digital Marketing)

Overarching Theme: 3-5 Sentences

General	<ul style="list-style-type: none">• The methods that digital marketing works.• Learn about how social media helps a product increase sales.• Learn how to companies use social media.
Subject Line 1	Learn about the importance of digital Marketing.
Subject Line 2	Learn how important digital marketing can improve a product/company.
Preview Text	Welcome in starting your journey with us in the digital marketing nanodegree “DMND”. We are hopefully in you coming on aboard with us in this course.
Body	<p>This DMND course is set for those, who want to acquire the needed skill to understand digital marketing.</p> <p>The skills that can be acquired:</p> <ul style="list-style-type: none">• Capable to target a specific audience and region• Understanding what improvements are need for an ad• To understand some of the mainly used abbreviations• Driving online sales to have huge return-investments ROI
Outro CTA	Learn more

Creative Brief: Email 2 : Sign Up for Digital Marketing now!

Overarching Theme: 3-5 Sentences

General

- General ideas about digital marketing
- Learn the positives of digital marketing for a product/company

Subject Line 1

Sign up digital marketing nanodegree

Subject Line 2

DMND course Feedback.

Preview Text

Hello, and thank you for enlisting in the Digital marketing nanodegree course “DMND”. We hope that this course will be easy to understand and hope that our mentors will assist you in every way possible. Your feedback is valued to us throughout the time you spend in this course.

Body

The feedback given by a student's is important to us. This course has given me a broader view onto the social media platform. I now understand more of the aspects and methods that companies use to show importance of their products. Also this course has helped me throughout my business and has increased my sales for my company to a broader reach.

Outro CTA

Read more

Creative Brief: Email 3 : Sign up for Udacity's Digital Marketing nanodegree!

Overarching Theme: 3-5 Sentences

General

Learn about:

- *Customer fundamentals and feedback*
- *Product loyalty and importance*
- *Social media advertising*
- *Social media marketing*

Subject Line 1

Udacity Digital Marketing Opportunities

Subject Line 2

Social Media Importance

Preview Text

In this course we will show you the student the importance of the products, costumer's, and social media platforms.

Body

The are many aspects to digital marketing, but you as a student shouldn't worry. It will be explained to the best of ways in an easier techniques. It will also be shown how the social media platform will add to how a product can be sold through improved sales.

Outro CTA

Start Today

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	2 Dec	3 Dec	4 Dec	5 -6 Dec
Email 2	9 Dec	10 Dec	11 Dec	12-13 Dec
Email 3	16 Dec	17 Dec	18 Dec	19-20 Dec

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
-----------	----------------	---------	------------	---------------

Email Copy: Email #1

Subject Line: Udacity (free course for Digital Marketing)

Body:

Hello there,

Welcome in starting your journey with us in the digital marketing nanodegree “DMND”. We are hopefully in you coming on aboard with us in this course.

This DMND course is set for those, who want to acquire the needed skill to understand digital marketing.

The skills that can be acquired:

- Capable to target a specific audience and region
- Understanding what improvements are need for an ad
- To understand some of the mainly used abbreviations
- Driving online sales to have huge return-investments ROI

CTA: Learn More

Link for CTA: [DMND.Udacity.com](https://www.udacity.com/nanodegree/digital-marketing)

Final Email



Hello there,

Welcome in starting your journey with us in the digital marketing nano degree "DMND". We are hopefully in you coming on aboard with us in this course.

This DMND course is set for those, who want to acquire the needed skill to understand digital marketing.

The skills that can be acquired:

- Capable to target a specific audience and region
- Understanding what improvements are need for an ad
- To understand some of the mainly used abbreviations
- Driving online sales to have huge return-investments ROI



Copyright © 2020* Udacity, All rights reserved.
|LIST:DESCRIPTION|

Our mailing address is:
<https://dmnd.udacity.com/>

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%	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	0.08	75	0.03	30

Final Recommendations

I would recommend that the subjects would be concise and clear but brief. Not adding too many pictures but also sending at least one picture.

Try to get feedback from people who unsubscribe to the campaign. Why they had taken those actions.