Project 7
Market with Email

Part 1
Plan Your Email

Campaign

Marketing Objective & KPI

- **Marketing Objective** - To convert 30 leads into purchasers by the end of may 2022.

- **KPI** - The number of purchasers.

Target Persona

Target Persona

Background and Demographics	Target Persona Name	Needs
.32years. .Not married .A Nigerian.	 Light isimemen osose	.Too acquire skills in digital marketing. .To get experience. .To get a job.
Hobbies	**Goals**	**Barriers**
.Meeting people. .Learning. .Swimming.	.Learn digital marketing. .Change career. .Become a leading digital marketer in the world.	.Time. .Experience. .I don't have enough experience to become a boss of my own.

Email Series

Email 1: Are you ready? Dont forget DMND application ends may 30th 2022

Email 2: Just 14 days left to achieve your goal of becoming a digital marketer

Email 3: Go miles further become a digital marketer by taking our DMND courses

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Part 2

Create Your Email

Campaign

Content Plan: Email 1

Overarching Theme: 3-5 Sentences	
General	*This aims to reach those who indicated interest in dmnd course.*
Subject Line 1	*Qre you ready? Dont forget dmnd application ends may 30th 2022*
Subject Line 2 (for A/B testing)	*Dont forget to Enroll for our dmnd program*
Preview Text	*Dmnd application ends may 30th 2022*
Body	*Dear light* *I am writing this email to remind you that dmnd program application will end may 30th 2022.* *Dont miss this opportunity.*
Outro CTA 1	*Apply Now*
Outro CTA 2 (for A/B testing)	*Get started*

Content Plan: Email 2

Overarching Theme: 3-5 Sentences	
General	*This aims at encouraging the lead to enroll for dmnd course*
Subject Line 1	*Go extra miles further, become a digital marketer by taking our dmnd course*
Subject Line 2	*Become a digital marketer by taking our dmnd course*
Preview Text	*Enroll for our dmnd course*
Body	*Hello dear* *Thanks for downloading our ebook.* *Whats next?* *Finish the process by putting in for our dmnd course*
Outro CTA	*Sign up*

Content Plan: Email 3

Overarching Theme: 3-5 Sentences	
General	*This aims at reminding our lead to take our dmnd course and fufill her dream of becoming a digital marketer*
Subject Line 1	*Just 14 days left to beginning your journey of becoming a digital marketer*
Subject Line 2	*14 days left to achieve your goal of becoming a digital marketer*
Preview Text	Achieve your goal of be coming a digital marketer with udacity
Body	*Hi light* *I am just confirming that you have just 14 days to put in forour dmnd course and achieve your goal of becoming a digital marketer*
Outro CTA	*Grab*

A/B Test Overview

AB test can be used to determine which email performed best.

AB test can be done for any part of an email for example,subject line,preheader. Call to action,send time, send day etc

AB test should be limitted to isolate one variable at a time else you wont be sure what caused one email to perform better than the other.

When AB testing an email,a relatively large list is needed.if the email is sent to a sample size, the result may not be significantlysignificant.

In an AB test, you will send out your version A email to one half of your email subscriber list and your version B email to the oter half or you can select a sub group to test again.

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	18th to 20th April	21st to 22nd April	25thApril	26th April
Email 2	26th April to 27th April	28th April	29th April	1st May
Email 3	1st to 2nd may	3rd May	4th May	5th May

	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															
	18	19	20	21	22	25	26	27	28	29	1	2	3	4	5

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Part 3

Build & Send

Draft Email

UDACITY

DIGITAL MARKETING NANODEGREE PROGRAM

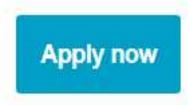ARE YOU READY? DONT FORGET DMND APPLICATION ENDS 30TH MAY

Hello Light,

    I am writing this email to remind you that DMND program application will end may 30th 2022.

Dont miss this opportunity.

udacity your best online learning platform. You will love it here.

    To opt out click here but you know you need this course... UNSUBSCRIBE

Apply now

Final Email

Compose

Important

Chats

Scheduled

All Mail

Spam   2

Trash

Meet

New meeting

Join a meeting

Hangouts

Oy ▾   +

No recent chats
Start a new one

UDACITY

DIGITAL MARKETING NANODEGREE PROGRAM

ARE YOU READY? DONT FORGET DMND APPLICATION ENDS 30TH MAY

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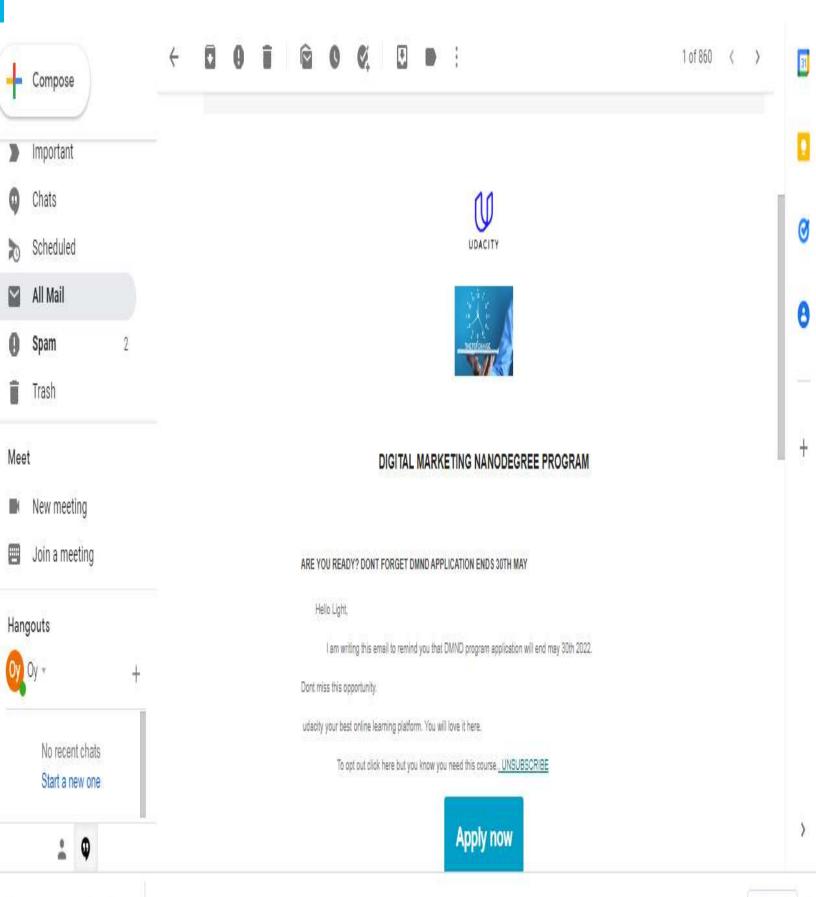To opt out click here but you know you need this course. UNSUBSCRIBE

Apply now

[Test] Are you read....eml   ^   Show all   X

Part 4

Sending & Analyzing Results

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	3.3%	30

Final Recommendations

explain how you would handle someone unsubscribing from your list,

. I will unsubscribe hiim to comply with the CAM SPAM regulations.

To optimize email 2 and 3

. I will add an email fowarding option

.I will AB test the subject line i.e te FROM NAME. I think people will likely open an email if it has a PERSONAL NAME vs BUSINESS NAME.

I will AB test the color of the CTA button because color can create perception and emotion.

I will AB test Image VS no image to see if image helps to improve perception.