Project 7
Market with Email

Sai Majety

Part 1

Plan Your Email

Content

Marketing Objective & KPI

- **Marketing Objective** - Marketing objective 1 and 2 is generating interest in Udacity's DMND program and get people to engage with it. Marketing objective 3 is to convert 40 new visitors.

- **KPI** - KPIs for the marketing objectives 1 and 2 are the open rate and the click rate. KPI for marketing objective 3 is the number of conversions.

Target Persona

Background and Demographics	Target Persona Name	Needs
- Female, 22 Y/O - Single - Graduate degree in BBA and Diploma Holder in Music - Lives in Chennai, India - CEO of an online music academy - Household Income: More than ₹10 lakhs	 **Preethi**	- Single, comprehensive digital marketing course - Hands-on live projects to learn - Would like to get connected to digital marketing freelancers
Hobbies	**Goals**	**Barriers**
- Music - Singing - Photography	- Integrate digital marketing with her online music academy - Ability to reach across whole India	- Doesn't know where to start - Overwhelmed by a lot of digital marketing tools

Part 2

Create an Email

Campaign

Email Series

Email 1: What is Digital Marketing Nanodegree?

Email 2: Benefits of learning Digital Marketing for your business

Email 3: Start your Digital Marketing journey today

Creative Brief: Email 1

General	*This email serves as an introduction to Udacity's DMND Program, and get the email viewers acquainted with the DMND program.*
Subject Line 1	*What is Digital Marketing Nanodegree all about*
Subject Line 2	
Preview Text	**Learn digital marketing skills with live projects...**
Body	*Hello *|LIST:NAME|*, Welcome to Udacity's Digital Marketing Nanodegree.* *Udacity's Digital Marketing Nanodegree program is a right mix of digital marketing skills plus doing live projects, led by instructors and mentors, available 24/7 for you.*
Outro CTA	*Find Out More* *URL: http://dmnd.udacity.com/*

Creative Brief: Email 2

General	*The second email is about how digital marketing can be beneficial to grow the business*
Subject Line 1	*How digital marketing can help grow your business*
Subject Line 2	
Preview Text	*Digital marketing can help you grow your business online with a fraction of cost...*
Body	*Udacity's Digital Marketing Nanodegree not only imparts knowledge from the industry experts, but also combines its program with the leading companies in digital marketing. The USP of our DMND program is that the students can master their digital marketing skills in the live projects provided by Udacity, which can be then helpful for growing your business online.*
Outro CTA	*Learn More URL: https://dmnd.udacity.com/*

Creative Brief: Email 3

General	*The third email will be about pushing the lead into buying the DMND Course*
Subject Line 1	*Start your Digital Marketing journey today with Udacity*
Subject Line 2	
Preview Text	**Let us help you grow your digital marketing skills**
Body	*Gain real-life experience by running live campaigns and grow your business online using digital marketing.*
Outro CTA	*Start Now* *URL: https://dmnd.udacity.com/*

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	Week 1 Mon, Tue, Wed	Week 1 Thu	Week 1 Fri	Week 2 Tue, Wed
Email 2	Week 2 Mon, Tue	Week 2 Wed	Week 2 Thu	Week 3 Mon, Wed
Email 3	Week 2 Thu, Fri	Week 3 Mon	Week 3 Tue	Week 3 Thu, Fri

	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

Part 3
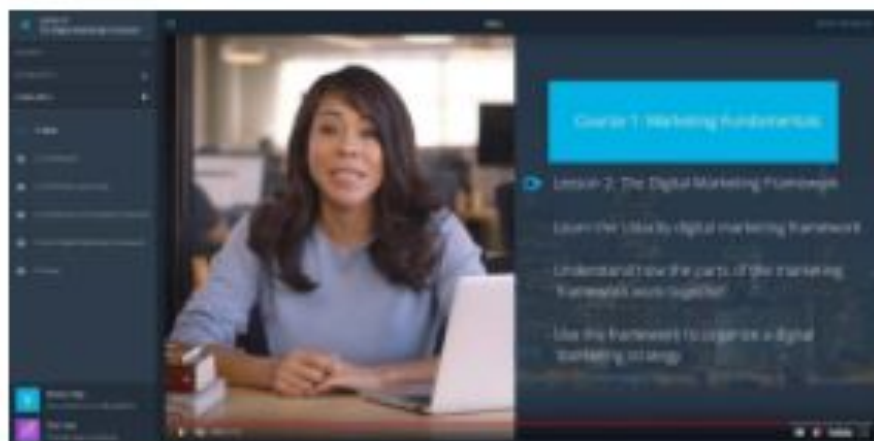
Build & Send

Draft Email

UDACITY

What Digital Marketing Nanodegree is all about.

Hello *|LIST:NAME|*, Welcome to Udacity's Digital Marketing Nanodegree.

Udacity's Digital Marketing Nanodegree program is a right mix of digital marketing skills plus doing live projects, led by instructors and mentors, available 24/7 for you.
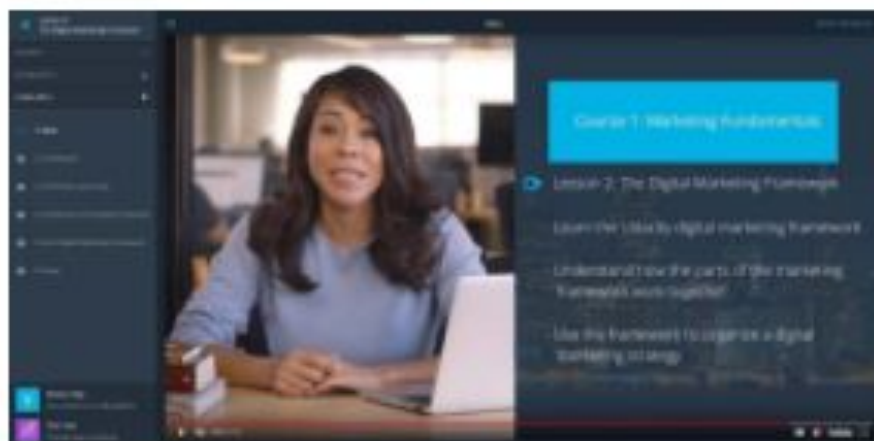
Find Out More

Final Email

UDACITY

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Find Out More

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	3.33%	30

Final Recommendations

- As the Bounce Rate is very high (10%), it is necessary to remove the emails to which the mail was could not be delivered, as to avoid getting marked as spam.
- To optimize Open Rate, CTR and Conversion Rate, the following A/B Tests should be done:
  - Subject Line and Preview Text: Test whether different subject lines lead to better Open Rates
  - Copy: Testing different copies might lead to knowing which copy is generating more CTR.
- Use Personal Names: Adding a personal name of the instructors in the 'From' can lead to more people opening the mails.