Project 7 Market with Email





Part 1 Plan Your Email Campaign

Marketing Objective & KPI

Marketing Challenge (DMND)

Marketing Objective:

The marketing objective is conversion of minimum10 new students for Udacity DMND program within 3 weeks of marketing campaign.

• KPI:

Number of conversions

Target Persona

Background and Demographics	Target Persona Name	Needs		
 Female, single 23 years of age Lives in USA Passionate about jewelry and design 	Liana	 Lean about digital marketing and use of technology Get hands-on experience in digital marketing and run successful marketing campaigns 		
Hobbies	Goals	Barriers		
Running and cyclingArts and craftsReading	 Career promotion in digital marketing Earn certification in digital marketing Balance in life / work Earn extra income as free lance in digital marketing. 	 Time and money constraints Lack of digital marketing knowledge 		

Email Series

Email 1: Start your digital marketing career today!

Email 2: Become a digital marketer in 3 Months.

Email 3: Join now and get certified in digital marketing career

Part 2 Create Your Email Campaign

Content Plan: Email 1

Overarching Th	Overarching Theme: 3-5 Sentences					
General	This is intended to help drive the visual and written assets for this campaign.					
Subject Line 1	Start your digital marketing career today!					
Subject Line 2 (for A/B testing)	Learn digital marketing NOW					
Preview Text	Hands on project with technical mentor support					
Body	Wondering how to become a digital marketer? Join Udacity Nanodegree program and Learn to create marketing content, use social media to amplify your message, make content discoverable in search, run ad campaigns and advertise on Facebook					
Outro CTA 1	Learn More <a course="" digital-marketing-nanodegree<="" href="https://www.udacity.com/course/digital-marketing-nanodegree</th></tr><tr><th>Outro CTA 2
(for A/B
testing)</th><th>Tell Me More 					

Content Plan: Email 2

Overarching Th	Overarching Theme: 3-5 Sentences					
General	This is intended to help drive the visual and written assets for this campaign.					
Subject Line 1	Become a digital marketer in 3 Months					
Subject Line 2	Udacity DMND can help you with the skill you need					
Preview Text	Get real word experience running digital marketing campaigns					
Body	Launch your career in understanding of digital marketing with Udacity Nanodegree program lead by domain experts and mentor support to run real world marketing campaigns in social media, SEO, SME, and email marketing.					
Outro CTA	Keep reading					

Content Plan: Email 3

Overarching Th	Overarching Theme: 3-5 Sentences						
General	This is intended to help drive the visual and written assets for this campaign.						
Subject Line 1	Join now and get certified in digital marketing career.						
Subject Line 2	Become a certified digital marketer with Udacity						
Preview Text	Learn the fundamentals of digital marketing and get certified						
Body	Learn the fundamentals of digital marketing, content strategy, social media marketing and much more with Udacity digital marketing Nanodegree program online course.						
Outro CTA	Enroll Now <pre>https://www.udacity.com/course/digital-marketing-nanodegreend018</pre>						

A/B Test Overview

A/B testing is crucial to measure email ad performance by changing a single feature in the Ad. Based on the 3 emails I am going to run a combination of various subject lines 1 & 2 as well as call to action 1, and 2

- 1. Email 1 Subject line 1 + Call to action 1
- 2. Email 1 Subject line 1 + Call to action 2
- 3. Email 1 Subject line 2 + Call to action 1
- 4. Email 1 Subject line 2 + Call to action 2
- 5. Email 2 Subject line 1
- 6. Email 2 Subject line 2
- 7. Email 3 Subject line 1
- 8. Email 3 Subject line 2

Calendar & Plan

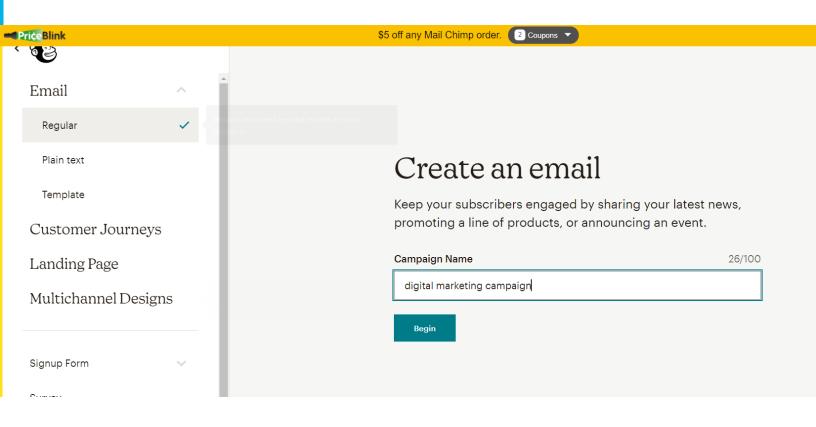
Email Name	Planning	Testing	Send	Analyze
	Phase	Phase	Phase	Phase
Email 1	Week1	Week 1:	Week1:	Week2:
	Aug 23 – 24	Aug 25 th	Aug 26 th	Aug 27 th , 30 th
	2021	2021	2021	2021
Email 2	Week2:	Week2:	Week2:	Week 3:
	Aug 31 st	Sep 1 st	Sep 2 nd	Sep 3 rd – 4 th
	2021	2021	2021	2021
Email 3	Week3:	Week3:	Week3:	Week3:
	Sep 4 th	Sep 5 th	Sep 6 th	Sep 7 th – 8 th
	2021	2021	2021	2021

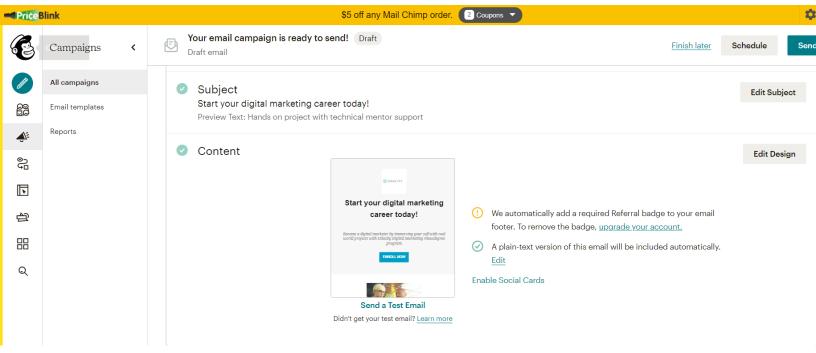
	Week One				Week Two				We	eek Th	ree			
M	Т	W	Т	F	М	Т	W	Т	F	М	Т	W	Т	F
		Em	ail 1											
							E	mail	2					
											Е	mail	3	

Color Key
Planning
Phase
Testing
Send Phase
Analyze
Phase

Part 3 Build & Send

Draft Email





Final Email





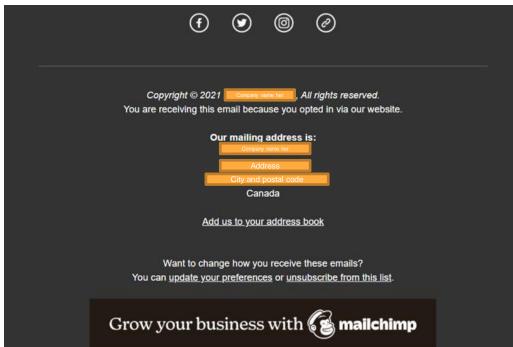


Start your digital marketing career today!

Become a digital marketer by immersing your self with real world projects with Udacity Digital Marketing Nanodegree program

Learn More





Final Email

Note on email campaign:

When a user unsubscribes, we must remove them within 10 business days from our list because, as it is essential that we comply with current anti-spam (CAN-SPAM Act)

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 Bounce							
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

- 1- Condust A/B test using a combination of Email1, email 2, and email 3 with different subjet lines and call to actions 1- use multiple picutures and backgrounds
- 2- Testing diffent tones of Ad copy formal, friendly, short paragraphs, and catchy phrases
- 3- Adding diffent CTAs formats buttons, links, icons, etc.
- 4- doing lots of A/B testing considering all combination of Ad copy, Ad creative, Ad headline, and CTA.

Final Recommendations

2- consider segmenting our audience into two groups or subgroups and apply A/B test with different email Ads more specific to each group.

3-Apply personalization of emails so it address each receipent with his/her name