

Project 7

Market with Email



Marketing Objective & KPI

Marketing Challenge (DMND)

- **Marketing Objective:**

The marketing objective is conversion of minimum 10 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
<ul style="list-style-type: none">Female, single 23 years of ageLives in USAPassionate about jewelry and design	Liana	<ul style="list-style-type: none">Learn about digital marketing and use of technologyGet hands-on experience in digital marketing and run successful marketing campaigns
Hobbies	Goals	Barriers
<ul style="list-style-type: none">Running and cyclingArts and craftsReading	<ul style="list-style-type: none">Career promotion in digital marketingEarn certification in digital marketingBalance in life / workEarn extra income as free lance in digital marketing.	<ul style="list-style-type: none">Time and money constraintsLack 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

Content Plan: Email 1

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
<https://www.udacity.com/course/digital-marketing-nanodegree-nd018>

**Outro CTA 2
(for A/B
testing)**

Tell Me More
<https://www.udacity.com/course/digital-marketing-nanodegree-nd018>

Content Plan: Email 2

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
<https://www.udacity.com/course/digital-marketing-nanodegree-nd018>

Content Plan: Email 3

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

<https://www.udacity.com/course/digital-marketing-nanodegree-nd018>

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

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

Draft Email

PriceBlink

\$5 off any Mail Chimp order. 2 Coupons

Email

Regular

Plain text

Template

Customer Journeys

Landing Page

Multichannel Designs

Signup Form

Create an email

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

Campaign Name

digital marketing campaign

Begin

PriceBlink

\$5 off any Mail Chimp order. 2 Coupons

Campaigns

All campaigns

Email templates

Reports

Your email campaign is ready to send! Draft

[Finish later](#)

Schedule

Send

Subject

Start your digital marketing career today!

Preview Text: Hands on project with technical mentor support

Edit Subject

Content

URACITY

Start your digital marketing career today!

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

ENROLL NOW

Send a Test Email

Didn't get your test email? [Learn more](#)

We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account](#).

A plain-text version of this email will be included automatically. [Edit](#)

Enable Social Cards

Edit Design

Final Email



● samir <sattyani@gmail.com>
To: sattyani@yahoo.com

Sun, Aug 15 at 8:48 AM



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](#)




Copyright © 2021 , All rights reserved.
You are receiving this email because you opted in via our website.

Our mailing address is:

Canada

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Grow your business with  mailchimp

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)

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

- 1- Conduct A/B test using a combination of Email 1, email 2, and email 3 with different subject lines and call to actions
- 1- use multiple pictures and backgrounds
- 2- Testing different tones of Ad copy formal, friendly, short paragraphs, and catchy phrases
- 3- Adding different 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 receipient with his/her name