

Project 8

Portfolio



1. Customer Journey Based Marketing Plan

What: your offer

Who: your customers

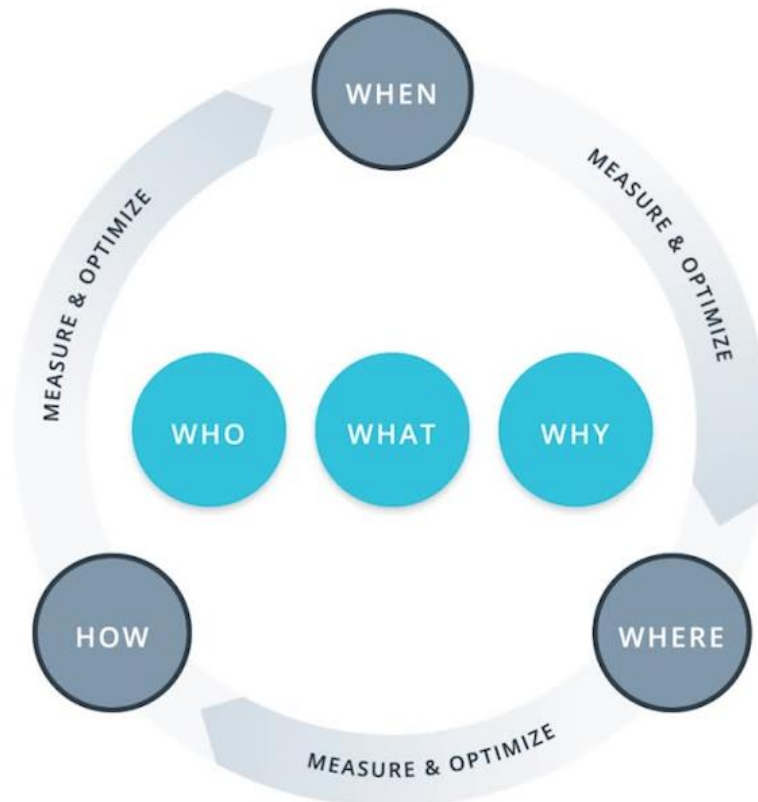
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics





What: Your Offer

Option 1:

Digital Marketing Nanodegree Program

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

Budget: \$50,000

Profit: For the purpose of this assignment, the cost of the Nanodegree is \$999, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money.

Marketing Objective:

Your Company's Product/Service

What is the marketing objective for your marketing efforts?

Achieving 5000 subscriptions to DMND course with in 3 months in 2021, with 50000 \$ only.

Our KPI is the number of subscription

Value Proposition

FOR graduated student that interested in business

WHO need to build a business

OUR DMND course

THAT offer Interactive theoretical and practical content for the basics of digital marketing to professionalism

UNLIKE Udemy

OUR OFFER is diverse content and realistic projects supervised by a group of experts.



Who Are Our Customers?

What: your offer

Who: your customers

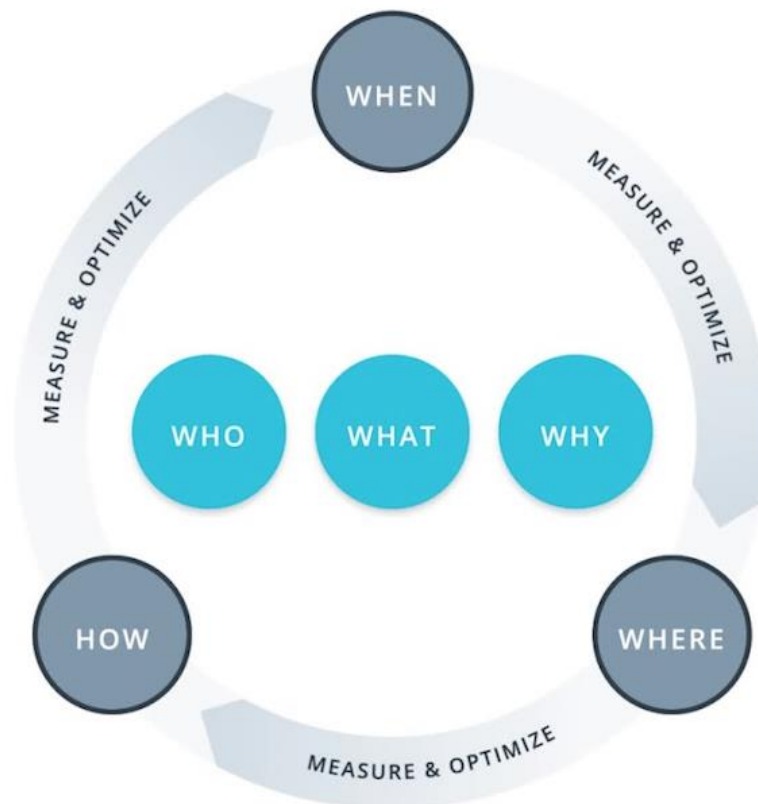
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Target Persona

Background and Demographics	Target Persona Name	Needs
<ol style="list-style-type: none">1. Single2. 25 years old3. Dose not have job4. No kids5. Recently graduated	Shuruk J.S	<ol style="list-style-type: none">1. help to get a job2. Help to market a business3. Help to mange a business resources
Hobbies	Goals	Barriers
<ol style="list-style-type: none">1. Art2. Football3. Makeup and beauty4. fashion	<ol style="list-style-type: none">1. Increase income2. Have a job3. Market their own business4. Gain loyal clients	<ol style="list-style-type: none">1. High price of courses2. Long time of courses3. Difficulty attending courses at the company's headquarters4. Lack of experience in business

What: your offer

Who: your customers

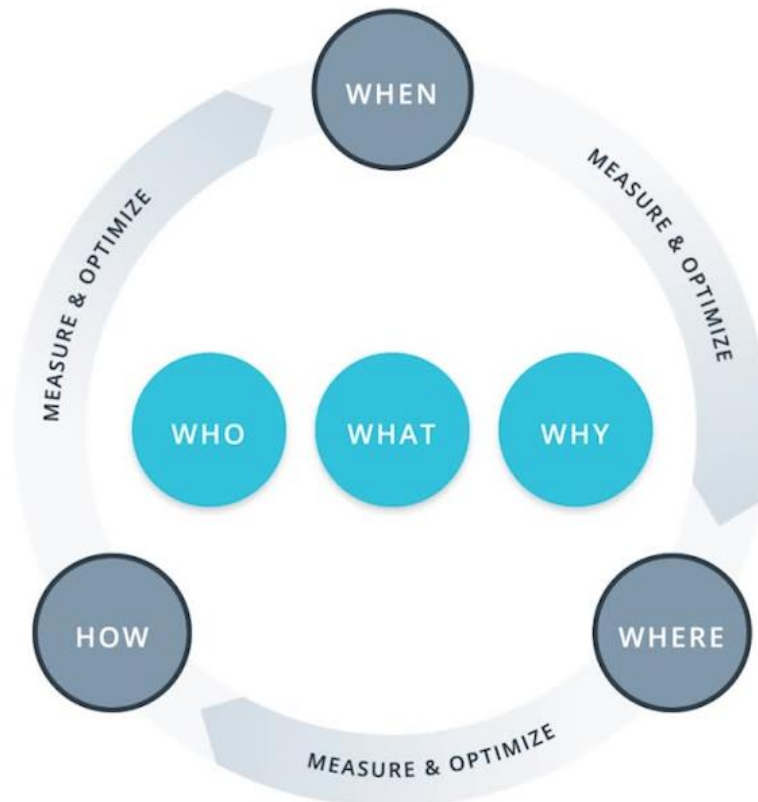
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of the Customer Journey



Awareness



Interest



Desire



Action



Post action

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	<i>What is DMND</i>	<i>Topics of DMND</i>	<i>skills achieved in the course</i>	<i>Price and discounts</i>	<i>Course rating and ask for an opinion</i>
Channel	<i>Ssoical media (instagram and twitter)</i>	<i>Ssoical media (instagram and twitter)</i>	<i>blog</i>	<i>Video ad</i>	<i>email</i>

2. Budget Allocation



DMND

Budget Allocation

Awareness: Budget Allocation for Media

Channels	Planned Spend \$	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	1,300\$	\$1.25	1040	0.05%	1
AdWords Search	500\$	\$1.40	357	0.05%	0
Display	500\$	\$5.00	100	0.05%	0
Video	500\$	\$3.50	142	0.05%	0
Total Spend	2,800\$	Total # Visitors	1639	Number of new Students	1

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	3,000\$	\$0.50	6000	0.1%	6
AdWords Search	1,500\$	\$1.50	1000	0.1%	1
Display	500\$	\$3.00	166	0.1%	0
Video	500\$	\$2.75	181	0.1%	0
Total Spend	5,500\$	Total # Visitors	7347	Number of new Students	7

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	40,000\$	\$0.30	133333	0.3%	400
AdWords Search	1,000\$	\$1.50	666	0.3%	2
Display	200\$	\$3.00	66	0.3%	0
Video	500\$	\$2.75	181	0.3%	1
Total Spend	41,700\$	Total # Visitors	134246	Number of new Students	403

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Aware-ness	2,800\$	1639	1	\$299	299\$	- 2,501\$
Interest	5,500\$	7347	7	\$299	2,093\$	- 3,407\$
Desire	41,700\$	134246	403	\$299	120,497\$	78,797\$
Total	50,000\$	143232	411		122,889\$	72,889\$

Additional Channels or Recommendations:

Focus on Facebook channel since its CPC is the lowest and has the most traffic.

Focus on desired channel such as Facebook.



3. Showcase Work

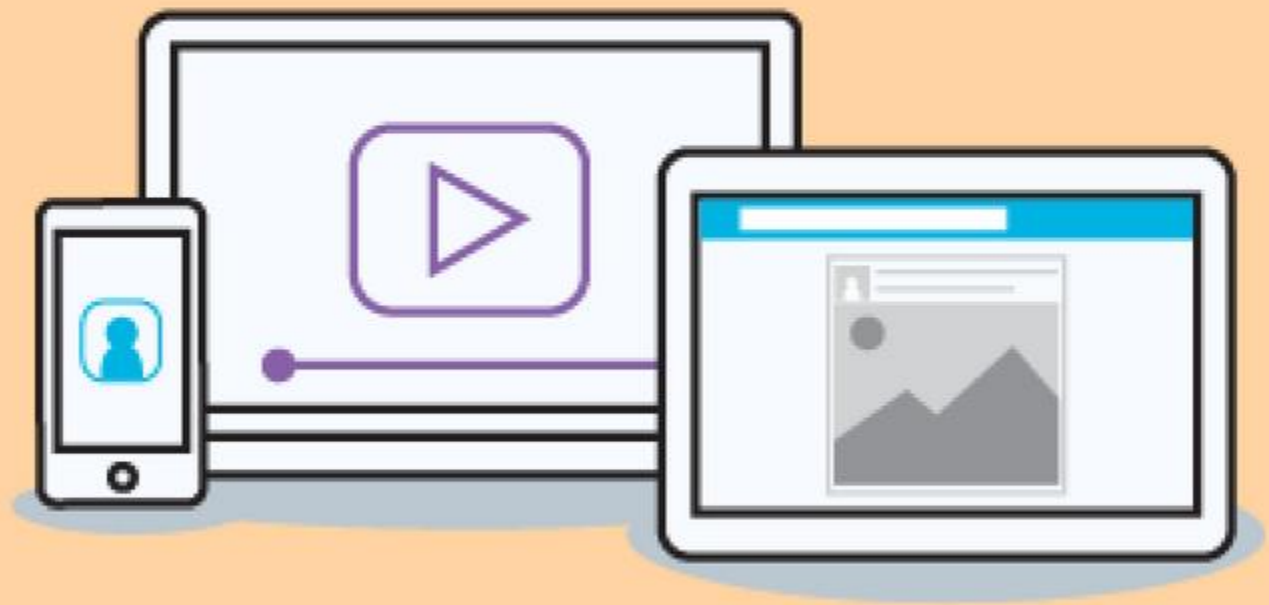
Showcasing your Work

- **Social:** include your blog and social posts
- **Facebook Ads:** Facebook Ad Images and Results
- **SEO Audit:** Audit and Recommendations
- **SEM:** Ads, Keywords, Recommendations
- **Display:** Campaign Results, Recommendations
- **Email:** Email Plan, Test Message, Recommendations

Copy content from your previous project submissions

Project 2

Market your Content



Market your Content

Marketing, the hidden secret.

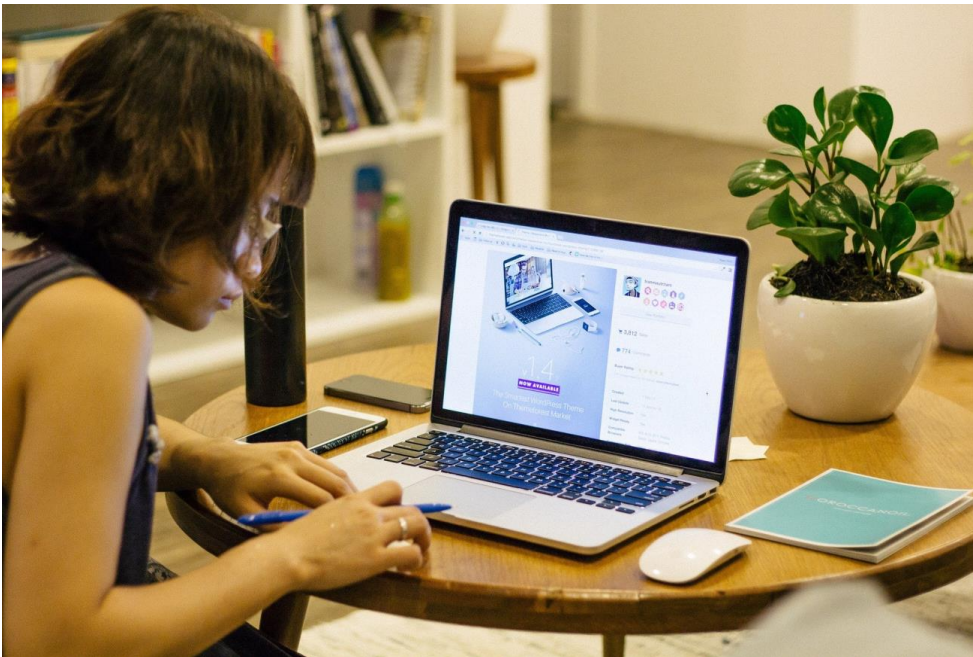
After graduating from university as technicians we learned most branches of technology in general. I visited a lot of workshops to understand the upcoming work environment and to understand my technical orientation. My confusion increased to choose my technical path. It was a difficult task for me to choose only one thing from the sum of what we learned, but I was always motivated to build my own business where I can be creative, flexible and create opportunities. The problem was matching what we learned in general with the requirements of the labor market and reducing the gap between them.

With the increase in the number of individuals working on their own business and the increase in the number of government business ventures, I wondered about the possibility of presenting myself and my company to the target audience. The answer came after my company failed, as I needed to learn the art of marketing to get started. I didn't know how important it was to learn digital marketing. What happened is that I opened my online store in one of the social media platforms and I thought that customers would overwhelm me! It never happened. Hence, I found a bunch of Misk courses in collaboration with Udacity and without hesitation chose digital marketing courses.

Blog Post

Write a short blurb with an image summarizing what your blog post is about. Post the link to your full post on the bottom of this slide:

Marketing, the hidden secret.



Source: pixabay

<https://m.facebook.com/lilyan.muneez>

Platform 1 and Post

Twitter



Professionalism begins with marketing, let's learn step by step for the success of your business click the link

<https://blog.com/DMNDmarkiting>

Platform 2 and Post

Pinterest



Do you have a business? Visit our blog to learn how to market for it professionally

<https://blog.com/DMNDmarketing>

Platform 3 and Post

Instagram



Tired of not increasing your customers? Join us to learn more about building an integrated marketing plan at the link in the bio

Project 3:

Evaluate a Facebook Campaign



Evaluate a Facebook Campaign

Ad One

**Digital Marketing by Udacity**

Sponsored · 

Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising

digitalmarketing.udacity.com

Download

Ad Two

**Digital Marketing by Udacity**



Sponsored · 

Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!





Free eBook: Social Media Advertising

[Download](#)

digitalmarketing.udacity.com

Ad Three

**Digital Marketing by Udacity**  
Sponsored · 

Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising
digitalmarketing.udacity.com

Download

Campaign Evaluation

1. Evaluate the success of the campaign, given its marketing objective. Feel free to use bullet points, and add as many slides as you need.
 - a. Briefly describe the targeting of the ad set (demographics, location, interest, behavior etc.)

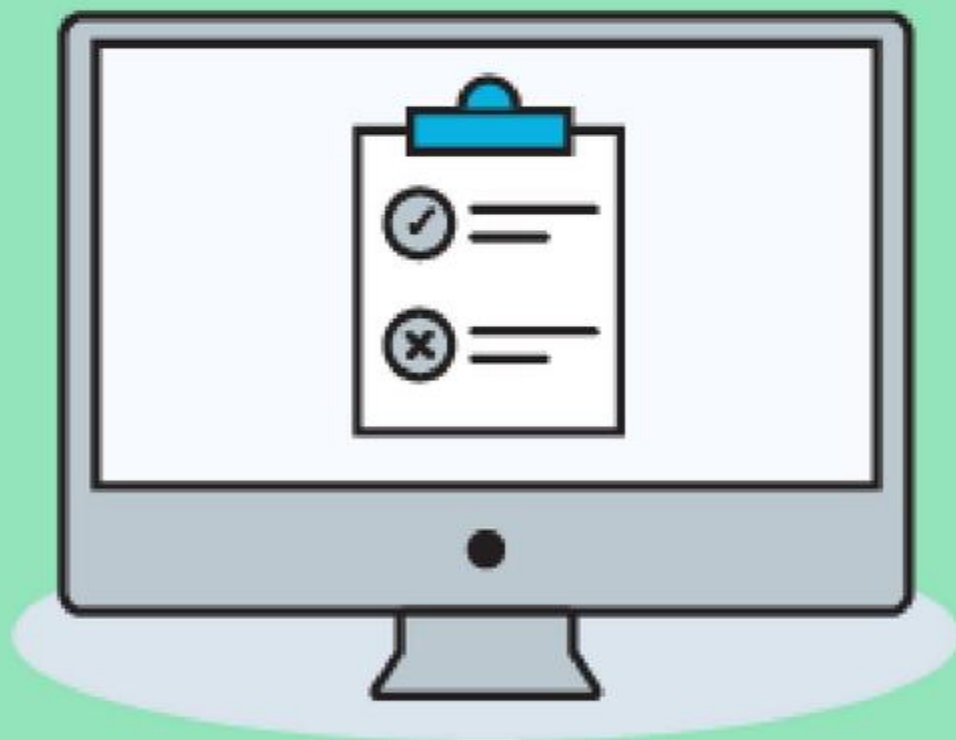
The target audience are women between 20 to 40 years old, from US, has college education and employed. Also, like sport such as hiking and walking. They want flexible learning give them how to start step by step.
 - b. Provide the correct formulas for the following KPIs:
 - i. $\text{CPM (Cost per 1,000 Impressions)} = (\text{Amount Spent (USD)} / \text{Impressions}) * 1000$
 - ii. $\text{Link Click-Through Rate} = \text{Link Clicks} / \text{Impressions}$
 - iii. $\text{Frequency} = \text{Impressions} / \text{Reach}$
 - iv. $\text{CPLC (cost per link click)} = \text{Amount Spent (USD)} / \text{Link Clicks}$
 - v. $\text{Click To Lead Rate} = (\text{Leads} / \text{Link Clicks}) * 100$
 - vi. $\text{Cost per Results} = \text{Amount Spent (USD)} / \text{Leads}$

- a. Based on the “Key Results” table, identify which ad performed best, and explain why you think this was the case? The second one because it is almost achieving our marketing objective. Also, the main reasons that make the 2nd Ad the best are that the Cost Per Result for the second Ad is 13.25\$ which is the lowest, and the number of leads in the second Ad is 43 leads which is the highest among the Ads. The main thing that has been tested in the A/b test is the effectiveness of the images chosen.
- b. How would you optimize the campaign, and explain why do you think so? I think the images must be related to the Ad and not confusing, so because of this the second one get the most leads since it is more direct and simpler.
- c. Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective.

The campaign performed well due to the marketing objective. Since we get over 50 students with total cost equal to 1000\$.

Project 4

Conduct an SEO Audit



Search Engine Optimization (SEO) Audit

Technical Audit: Metadata

URL: view-source:https://www.udacity.com/course/digital-marketing-nanodegree--nd018

Current

Title Tag

<title>Learn Digital Marketing Online | Nanodegree</title>

Meta-Description

<meta name="description" content="Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility."/>

Alt-Tag

Revision

Title Tag

<title>Learn Digital Marketing Online | Udacity Nanodegree</title>

Meta-Description

<meta name="description" content=" Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and many more."/>

Alt-Tag

URL: view-source:https://www.udacity.com/course/digital-marketing-nanodegree--nd018

Current

Title Tag	<title>Learn Digital Marketing Online Nanodegree</title>
Meta-Description	<meta name="description" content="Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility."/>
Alt-Tag	

Revision

Title Tag	<title>Learn Digital Marketing Online Udacity Nanodegree</title>
Meta-Description	<meta name="description" content=" Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and many more."/>
Alt-Tag	

URL: view-source:https://www.udacity.com/course/digital-marketing-nanodegree--nd018

Current

Title Tag	<title>Learn Digital Marketing Online Nanodegree</title>
Meta-Description	<meta name="description" content="Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility."/>
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Title Tag	<code><title>Learn Digital Marketing Online Nanodegree</title></code>
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Alt-Tag	<code></code>

Revision


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Meta-Description	<meta name="description" content="Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility."/>
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Alt-Tag	

Recommendations

Now take a moment to evaluate your findings and provide at least three recommendations you would make to DMND to improve their website from an SEO perspective. (250 - 500 word max)

What I will do to improve the site is to focus on the words that are attractive to potential customers through the available paid tools. I will also improve the response speed of the site, as we can see that the current site speed is in the red range, which means that it is very poor. So we will work on the site's algorithms to speed up the results as today's users expect excellent services in a short time. It must also be taken into account that the interfaces that support mobile devices are excellent and of high quality, as we have seen, mobile interfaces gave an average rating in terms of quality and attractiveness to users.



Therefore, this point should be taken into account and improved as the number of mobile device users is increasing over time. I will also work with the most popular tech blogs to increase links back to the website because this will increase the likelihood of site results and Google will trust my pages more and will increase the number of potential visitors looking for site services from the various sites referring to the page.

I will also work on improvements to the digital content of the site by adding semantic texts to images that do not contain semantic text. And the abolition of some texts that carry a double meaning or are not clear. In addition to improving the links and making them understandable to users and do not contain many symbols that make them look like suspicious sites.

Project 5:

Evaluate a Google Ads Campaign



Evaluate a Google Ads Campaign

Ad Group #1: Ads

Interest Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	
Interest Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Data is also available in [this spreadsheet](#)

Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1					
	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	
Awareness Digital Marketing Ad Group - Ad #2					
	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Data is also available in [this spreadsheet](#)

Ad Group #1: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
Best website for learning +marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Coursera digita marketing	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing course Udacity	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Best website to learn +digital marketing for free	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Digital marketing learn online	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing online training	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing for +beginners	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
How to +learn +marketing	Low search volume	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Udemy +digital marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Social media marketing classes	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Free +marketing courses	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing online course	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Digital marketing course online free	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Marketing +online +tutorial	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Udacity +Digital Marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing basics course online free	Low search volume	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing +tutorial basics	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD

Data is also available in [this spreadsheet](#)

Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD

Data is also available in [this spreadsheet](#)

Recommendations for future campaigns

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- Provide at least three recommendations

Discard low search volume keywords, focus on interest ad group, focus mostly on the first ad in Interest Digital Marketing ad group, and focus on keyword with high CR (more than 10%) and low CPC (lower than 5\$).

Feel free to use “bullet points” for your analysis and add as many slides as you need

- The following prompts can help you structure your answer, but feel free to think beyond these as well:
 - Would you focus on certain ad groups, ads, keywords, or keyword match types? If so, which ones and why? Yes, focus on interest ad group and keyword with high volume search.

- Would you set up an A/B test, and if so, how would you go about it?
I will change the ad copy only.

Project 6

Evaluate a Display Campaign



Evaluate a Display Advertising Campaign

Results:

Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight Key Results: this campaign get us 2 student with positive ROI, with avg cpc equal 0.36\$ per click.
3. What was the overall ROI of the campaign? Was it Positive or Negative? **Positive**

Creative	Clicks A	Impressions B	CTR C	Avg CPC D
Campaign Results	1243	200957	0.62%	0.36\$
Cost E	Conversion Rate F	# New Students G	CPA H	ROI +/- I
448.95	0.002	2.486=2	224.48	149.04

Results: Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. What was the overall ROI of the campaign? Was it Positive or Negative? **Positive**

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	0.6%	0.57\$
Cost	Conversion Rate	# New Students	CPA	ROI +/-
231.99\$	0.002	0.814=1	231.99	67.01

Results: Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. What was the overall ROI of the campaign? Was it Positive or Negative? **Positive**

Creative	Clicks A	Impressions B	CTR C	Avg CPC D
Campaign Results	670	109994	0.61%	0.35\$
Cost E	Conversion Rate F	# New Students G	CPA H	ROI +/- I
234.50	0.002	1.34=1	234.50	64.5

Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- You may use “bullet points” for your analysis and may add as many slides as needed
- The following prompts can help you structure your answer:
 - Would you focus on certain Ad Groups, Ads or Targeting? I will focus on the first Ad and do a/b test on it.
 - Would you change any of your existing Ads or Targeting or add any new ones? I will change the 3rd Ad targeting and the 2nd Ad creative.
 - Would you set up an A/B test, and if so, how would you go about it? Yes, I will change the creative.
 - Would you make changes to the landing page, and if so, what kind of changes and why? Change the creative and ad copy.

Project 7

Market with Email



Market with Email

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

Get a job as a digital marketer !

**Subject Line 2
(for A/B
testing)**

Learn digital marketing to get amazing jobs reach to 60000\$ per year.

Preview Text

**Do you want to experience digital marketing in one course?
hurry up to catch job opportunities.**

Body

In our digital marketing course, you will learn SEO,SEM, content scheduling and more related subject that prepare you to get your first job in digital marketing.

Outro CTA 1

I'M INTERESTED

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

KEEP READING

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

Take a digital marketing fundamental course.

Subject Line 2

Digital marketing course for beginners

Preview Text

Enroll to the journey to learn digital marketing step by step with professionals.

Body

In our digital marketing course, you will learn SEO,SEM, content scheduling and more related subject step by step online.

Outro CTA

TELL ME MORE

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

Learn how to market your own business !

Subject Line 2

Marketing interesting business

Preview Text

If you have a business, you need to market it. Enjoy with us to learn how professionally market it.

Body

In our digital marketing course, you will learn SEO,SEM, content scheduling and more related subject that prepare you to start your own business.

Outro CTA

Enjoy now!

Calendar & Plan


Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	1 4 Oct	1 5 Oct	1 6 Oct	2 7-8 Oct
Email 2	1 10 Oct	1 11 Oct	1 12 Oct	2 13-14 Oct
Email 3	1 16 Oct	1 17 Oct	1 18 Oct	2 19-20 Oct


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
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Draft Email

Desktop Mobile Inbox


Udacity Digital marketing Nanodegree



In our digital marketing course, you will learn SEO,SEM, content scheduling and more related subject that prepare you to get your first job in digital marketing.

Header Info

Enable live merge tag info ☐

To:
Recipient's email address

From:
Shroog DMND
shroog141930@gmail.com

Subject:
Get a job as a digital marketer !

Preview Text:
Learn digital marketing to get amazing jobs reach to 60000\$ per year

07:56 صباحاً

! Get a job as a digital marketer [Test]

...re related subject that prepare you to get your first job in

Shroog DMND

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الاجتماع الآن



تراجع



تأجيل

تصنيف



نقل إلى

! Get a job as a digital marketer [Test]

إلى: أنت



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Final Email

Preview mode

DesktopMobileInbox

Become a Digital Marketer

NANOBECKS PROGRAM

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Feedback

تصفية

أخري 91

المرکز علیہ



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11:05 صباحاً ...b as a digital marketer [Test]
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تصفية

91 أخرى

المرکز علیہ



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3. Change the CTA

