Project 7
Market with Email

Part 1

Plan Your Email
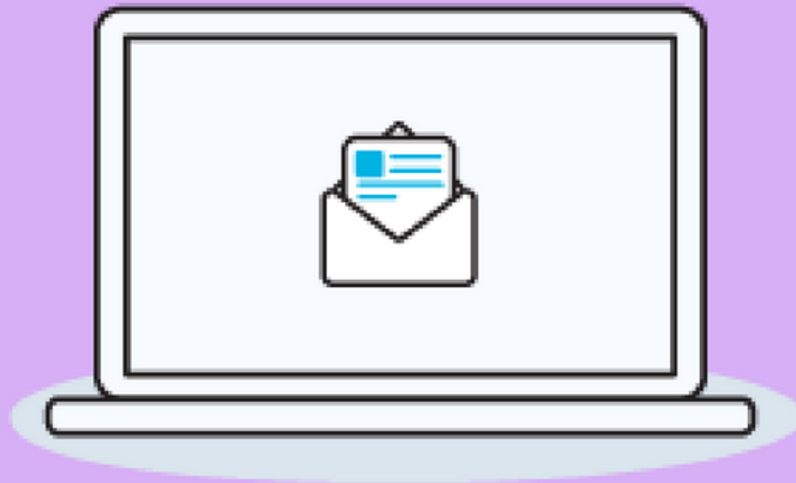
Campaign

Marketing Objective & KPI

Marketing Challenge – I chose the Udacity Digital Marketing Nanodegree (DMND) Program option

Marketing Objective - Convert 100 leads into DMND purchases during the 3-week email marketing campaign

KPI – Number of conversions

Target Persona

Background and Demographics	Target Persona Name	Needs
-Female -43 years old -Married -Mid-career -Manager	**Emily Acosta** 	-Applicable skills for new career path -Learning that works around business schedule -Peer graded projects to assist in building a portfolio -Job search assistance
Hobbies	**Goals**	**Barriers**
-Yoga -Live concerts -Eating out -Road trips	-Acquire the necessary skills to be able to apply for entry level positions in new career path -Acquire said skills and create portfolio in 6 months	-Current company doesn't provide education reimbursement -Overwhelmed by too many MOOC platforms to choose from -Doesn't know which path in Digital Marketing to begin with

Email Series

Email 1: Your FREE Social Media Guide

Email 2: Ever Dreamed of a Career in Digital Marketing?

Email 3: Launch Your Dream Career in Digital Marketing

Part 2

Create Your Email

Campaign

Content Plan: Email 1

Overarching Theme: 3-5 Sentences	
General	This email is a follow up after a lead is generated via Facebook campaign. The ad is for access to the Social Media Advertising Guide.
Subject Line 1	Your FREE Social Media Guide
Subject Line 2 (for A/B testing)	***Download Your Exclusive Guide on Digital Marketing***
Subject Line 2	Ever Dreamed of a Career in Digital Marketing?
Preview Text	This Social Media Advertising Guide has everything you need
Body	Get your free copy of the guide today! ▪ Enjoy a comprehensive overview of the leading social media advertising platforms including Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat ▪ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads ▪ Explore unique use cases that demonstrate how and why different strategies succeed
Outro CTA	FREE Download
Outro CTA 2 (for A/B testing)	***I'm Ready***

Content Plan: Email 2

Overarching Theme: 3-5 Sentences	
General	This email follows the download action of the Social Media Advertising Guide delivered in the first email.
Subject Line 1	Ever Dreamed of a Career in Digital Marketing?
Subject Line 2	Learn from experts in companies like Google and MailChimp
Preview Text	Personalized discounts and technical mentor support
Body	With personalized discounts and technical mentor support, the Udacity Digital Marketing Nanodegree is all you need to begin your dream career in Digital! You'll Learn: - Marketing Fundamentals - Content Strategy - Social Media Marketing - Social Media Advertising with Facebook Blueprint - Search Engine Optimization (SEO) - Search Engine Marketing with Google Ads - Display Advertising - Email Marketing - Measure and Optimize with Google Analytics
Outro CTA	I'm Ready

Content Plan: Email 3

Overarching Theme: 3-5 Sentences	
General	This email is an attempt at remarketing to the customers who: 1. Downloaded the email guide 2. Clicked on the enrollment CTA in Email 2, but did not complete enrollment
Subject Line 1	Launch Your Dream Career in Digital Marketing
Preview Text	Enroll NOW to get 30% off!
Body	Feel stuck in your current career path? Craving something new? Worried about learning the new skills required for a shift? Udacity Has Your Back! Get your nanodegree in as little as 3 months while you continue working!
Outro CTA 1	Enroll Now

A/B Test Overview

Subject Line 1	Your FREE Social Media Guide
Subject Line 2 (for A/B testing)	**Download Your Exclusive Guide on Digital Marketing**

There are 2 variations of the subject line here. These were chosen to test if the "FREE" incentive works better to increase engagement and leads.

Outro CTA	FREE Download
Outro CTA 2 (for A/B testing)	**I'm Ready**

Staying with the theme above, I chose an incentivized CTA for the A/B test variation to see if this theme works any better than a more straightforward CTA.

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	March 28-29	March 30	March 31	Apr 5-6
Email 2	March 30-31	Apr 1	Apr 4	Apr 7-8
Email 3	Apr 5-6	Apr 8	Apr 11	Apr 14-15

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
28	29	30	31	1	4	5	6	7	8	11	12	13	14	15

Email 1

Email 2

Email 3

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Part 3

Build & Send

Draft Email

View this email in your browser

UDACITY

Get your free copy of the guide today!

- Enjoy a comprehensive overview of the leading social media advertising platforms including Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- Explore unique use cases that demonstrate how and why different strategies succeed

FREE DOWNLOAD

Final Email

Your Free Social Media Guide ➤ Inbox ✕

Udacity via mcc.mcsv.net
to me ▾

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FREE DOWNLOAD

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.

➤ 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.

➤ Calculate the CTR and the Conversion Rate

Results and Analysis				
Clicked	**CTR**	**Take Action**	**Conversion**	**Unsub**
180	**8%**	75	**3.3%**	30

Final Recommendations

Based my work throughout this project:

I decided the first email should be simple and only offer the Social Media Advertising Guide, since the lead initially came from the customer's interest in the guide as seen in a Facebook Ad.

In the following 2 emails, follow up on the interest from the Facebook ad and 1st email, and push enrollment in the Udacity DMND, offering incentives or personal discounts. We could also offer a deadline for enrollment for a special price as an incentive. As outlined previously, the copy and CTAs will be different, but we will also change the visuals with each email to keep it relevant and fresh.

According to HubSpot, the average CTR across industries is 7.8%, so we are doing well at 8%.

The 22% Opened Rate seems very low for a free e-book that the customer already signed up to receive. I would expect 40-50%. As these were qualified leads, so what occurred? Maybe we could include to add .udacity.com to their Email Address Book or ask the customer to check their SPAM folder in the Facebook ad.

I'm not too concerned about this unsubscribe rate, as it's fairly low at 1.3%. In Mailchimp, all audiences in a primary account are treated differently. When someone unsubscribes from our email marketing, Mailchimp automatically hides their email address, as every company should do once someone unsubscribes. We cannot email them again or we may be in violation of the law. We should keep in mind that high unsubscribe rates can cause our Mailchimp account to be suspended, and we should consider using a double opt-in process for email marketing.