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Market with Email



Email Part 1

Plan Your Email Content

**Digital Marketing Nanodegree
Program**



Target Persona

Background & Demographics

Age: 18 – 35

Gender: Female

Income : Below
\$30,000

Role : Same industry from
last three years

Joan Corrons Lopez



Needs

Nanodegree

Online courses

Flexible Schedule to
learn

Motivation

Hobbies

Networking

Research

Reading

Goals

To work in a good
company

Decent role

Digital marketer

Barriers

Lack of confidence

Time

Money

Experience

EMAIL CONTENT:

| Email Content Plan | | | |
|--------------------|-------------------------|---------------------|------------------------|
| | Email Topic | Marketing Objective | KPI |
| Email #1 | <i>Free demo course</i> | Engagement | <i>Number of opens</i> |
| Email #2 | Social | Engagement | Number of clicks |
| Email #3 | Discount | Conversion | Number of enrolments |

EMAIL #1

Email 1 - Email Content Plan

| Subject Line | Body Summary | Visual | CTA | Link |
|---|---|----------------------|---------------------------|---|
| <p>FREE Online demo course from Udacity in Digital Marketing</p> <p>- Learn from Top experts from Google & Facebook</p> | <p>Udacity Logo</p> <p>Summary of the Digital Marketing Nanodegree</p> <p>Free course details</p> <p>About the experts in the industry</p> <p>Advantages of taking DMND</p> | <p>Image of DMND</p> | <p>Welcome to Udacity</p> | <p>Registration successful for free demo course</p> |

EMAIL #2

| Email 2 - Email Content Plan | | |
|------------------------------|--|--|
| Marketing Objective | Subject Line | CTA |
| Engagement | <i>Master Digital Marketing with Udacity</i> | <i>Follow us on Facebook, Twitter, Instagram</i> |

EMAIL #3

| Email 3 - Email Content Plan | | |
|------------------------------|------------------------------------|-------------------|
| Marketing Objective | Subject Line | CTA |
| Conversion | <i>You are discounted for DMND</i> | <i>Enroll now</i> |



Email Part 2

Calendar

EMAIL COPY: EMAIL #1

Subject Line: FREE Online demo course from Udacity in Digital Marketing - Learn from Top experts from Google & Facebook

Body: Become a Digital Marketer with Udacity's Nanodegree course

Industry leaders like Google, Facebook, HubSpot, Hootsuite, Moz, and MailChimp, who together power innovation across the entire digital marketing ecosystem. Digital marketers are in high demand, but it is also a crowded field. To launch or advance a successful career, you must differentiate yourself with multi-platform fluency.

We cover a broad array of topics to ensure you build the best foundation for success, including: Marketing Fundamentals, Content Marketing, Social Media Marketing and Advertising, Search Engine Marketing and Optimization, Display and Video Advertising, Email Marketing, Measurement and Optimization, and more.

EMAIL SCREENSHOT: EMAIL #1

You'll run live advertising campaigns on major digital platforms, analyze and optimize the results, and produce actionable insights based on your analyses.

Join with us for free demo Digital Marketing course. This course is specifically designed for you to make you comfortable with the course before you enter into the world of digital marketing.

CTA: Welcome to Udacity

Link for CTA: *Registration successful for free demo course*



FREE Online demo course from Udacity in Digital Marketing

Inbox x

Udacity [via](#) mail254.sea51.mcsv.net

6:20 AM

to me 



Learn from Top experts from Google & Facebook for special **discounted** price now available



DIGITAL MARKETING

N A N O D E G R E E P R O G R A M

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Welcome to Udacity

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A/B Testing Email

A/B TESTING EMAIL

A/B Testing

| A/B Testing | | |
|-------------|--|-----------------------|
| | Subject Line | CTA |
| Email #1 | <i>Be in Demand with Udacity's Digital Marketing</i> | <i>I'm interested</i> |

- A/B testing your campaigns is a great way to increase the open and click-through rates of your emails.
- Every campaign is divided into two campaigns in order to increase the performance and effectiveness of the campaign
- A/B testing is an important method for optimizing email marketing campaigns because it allows you to understand the way your customers think and behave.
- The more you know your customers, the better you can organize and schedule future email marketing campaigns and promotional actions.



Sending and Analyzing Results

CALCULATION FORMULAS

Open Rate =

of emails opened / (# of emails successfully delivered)

Click through Rate =

of clicks on CTA / (# of emails successfully delivered)

Overall Conversion Rate =

of actions taken / (# of emails successfully delivered)

RESULTS EMAIL #1

Analyzing the results

Calculation of Open Rate

| Results and Analysis | | | | |
|----------------------|-----------|--------|-------------|---------|
| Sent | Delivered | Opened | Opened Rate | Bounced |
| 2500 | 2250 | 495 | 0.22 | 225 |

RESULTS CONTINUED EMAIL #1

Calculation of the CTR and the Conversion Rate

| Results and Analysis | | | | |
|----------------------|------|-------------|------------|--------------|
| Clicked | CTR | Take Action | Conversion | Unsubscribed |
| 180 | 0.08 | 75 | 0.03 | 30 |

UNSUBSCRIBES

- We should include an unsubscribe link in all our campaigns
- In order to avoid fake emails double opt-in process should be used to build particular audience who are interested in our product or services
- The confirmation of the subscription list is compulsory hence, we can decrease the complaints made from the audience
- For audience who use one account to manage multiple clients the unsubscribe link works for their account only but not for the list of accounts included in one account

RECOMMENDATIONS

- Email engagement starts with Email - 1 campaign that is the first email sent to the audience
- Based on opened and clicked and no response emails the audience are targeted by planning the campaigns
- Marketing objective should be clearly defined
- Two different campaigns should be created for the same content
- A/B testing should be done regularly with the two campaigns created as a result the performance is increased
- Dates should not clash while sending the mails as the target audience should not receive too many emails on daily basis