

Project 7

Market with Email



Marketing Objective & KPI

- **Marketing Objective** –Convert 50 leads into DMND students in 3 months time
- **KPI** –Number of new students enrolled

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">● Age 27● Female● Graduated from university● Employed● Lives in a mid-size US city	<p>Jessica</p> 	<ul style="list-style-type: none">● Flexible study schedule● “Bite-size” chunks of learning
Hobbies	Goals	Barriers
<ul style="list-style-type: none">● Hiking● Photography● Walking her dog	<ul style="list-style-type: none">● Transition into a new career in digital marketing● Get a job with higher earning potential/path to advancement● Meet other marketers	<ul style="list-style-type: none">● Limited time for studying/learning new skills● Unsure how to break into a new industry

Email Series

Email 1: Are you interested in Digital Marketing?

Email 2: Still Interested in Digital Marketing? Launch your career with Udacity!!

Email 3: Unlock Discount Offer to meet your career goals

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

General

This email serves the purpose of getting users interested in nano-degree course .The e-book will give prospective users some knowledge on the program.

Subject Line 1

Future Proof Your Career with Digital Marketing!!

Subject Line 2 (for A/B testing)

Let Udacity help you to learn demand Digital Marketing skills!!!

Preview Text

Learn Digital marketing from Industry Led Curriculum..

Body

Udcaity is proud to launch Digital marketing Nanodegree program. Now ,learn in demand Digital Marketing skills at your own pace from our Nanodegree. The course is designed in partnership with Industry Leaders Like Mailchimp, Google to provide you with Industry Vetted Curriculum and best part is the course is completely project and hands on approach oriented!!

Developed in co-operation with Industry Giants!!!

Outro CTA 1

Learn More

Outro CTA 2 (for A/B testing)

Tell me More

Content Plan: Email 2

General	This email will generally aim to get potential leads to know more about Nano Degree Course.The target audience would be the people who have shown interest by downloading the e-book
Subject Line 1	Still Interested in Digital Marketing?Launch your career with Udacity!!
Subject Line 2	Upskill for future with Udacity Digital Marketing Nanodegree
Preview Text	Launch your Digital marketing career ..
Body	Launch your Digital marketing career and take next step towards a fulfilling and high paying career .Click on the button below to enrol in the Digital Marketing Nanodegree offered by Udacity in collaboration with Industry Giants like Mailchimp, Google.The best part is that this course is perfect for beginners .Absolutely no prior Digital Marketing Knowledge is required.
Outro CTA	Yes !! am Interested!

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

General	The email aims to get customers who were interested in getting the subscription but are looking for some discounts to make final purchase
Subject Line 1	*Limited time offer*Get 30% off on Nanodegree *
Subject Line 2	
Preview Text	For a limited time period Udacity is offering 30% Discount..
Body	For a limited time period Udacity is offering 30% Discount for Digital marketing nanodegree till 30 October 2021. Now you can avail this offer and make your dreams of landing Digital marketing Job a reality.Do not waste your time and money on other resources. Join Udacity Nanodegree and learn in demand skill.
Outro CTA	Enroll Now!!

A/B Test Overview

The A/B test for Email#1 aims to generate interests and create awareness among the users who want to learn digital marketing. We will be testing with two different versions of subject line and CTA. The goal with this A/B test is to generate more potential leads and aim to meet our target for 50 new Leads. A/B testing with different subject version and CTA version's can help to increase conversion rate with either of the two variables being tested in different testings.

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	1Oct	2 Oct	3 Oct	5 Oct
Email 2	2 Oct	4 Oct	9 Oct	12Oct
Email 3	4 Oct	7 Oct	12Oct	14Oct

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Planning	Testing	Send		Analyze										
	Planning		Testing					Send			Analyze			
			Planning			Testing					Send		Analyze	

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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Draft Email

Campaigns

All campaigns

Email templates

Reports

You're almost finished! Draft

[Finish later](#) Schedule Send

DMIND Email Marketing Campaign

[Edit name](#)

To

Who are you sending this campaign to?

Add Recipients

From

Saumitra Tripathi • tripathi.saumitra7@gmail.com

Your campaign responses will appear in your audience's Inbox.

Edit From

Subject

Learn Digital marketing and land a high paying job!!!

Preview Text: Learn Digital marketing from Industry Led Curriculum..

Edit Subject

Content

- We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account](#).
- We'll insert a footer in compliance with our [Terms of Use](#).
- A plain-text version of this email will be included automatically. [Edit](#)

[Enable Social Cards](#)

Edit Design

Share Your Campaign

Campaign Link

<https://mailchi.mp/xxxxxx/j/learn-digital-marketing-and-land-a-high-paying-job> [Edit](#)

Want to brand your campaign link? Click edit to create a custom URL.

Add A Social Post To Your Campaign

Facebook

Connect Facebook

Final Email

Gmail

Search mail

Compose

Drafts 13

- Less
- Important
- Chats
- Scheduled
- All Mail
- Spam 42
- Trash
- Categories
- Manage labels
- Create new label

Meet

- New meeting
- Join a meeting

Hangouts

- Saumitra ▾ +

No recent chats
Start a new one

Primary	Social	Promotions
<input type="checkbox"/> ☆ Saumitra Tripathi 3 <input type="checkbox"/> ☆ ICICI Home Loan <input type="checkbox"/> ☆ Audible.in <input type="checkbox"/> ☆ Sharekhan Investor . <input type="checkbox"/> ☆ Skillshare <input type="checkbox"/> ☆ Kotak life Insurance <input type="checkbox"/> ☆ Helios - The Watch . <input type="checkbox"/> ☆ Prime Video <input type="checkbox"/> ☆ Amazon.in <input type="checkbox"/> ☆ A Cloud Guru <input type="checkbox"/> ☆ Blinkist	<input type="checkbox"/> [Test] Learn Digital marketing and land a high paying job!!! - Learn Digital marketing from Industry Led Curriculum... View this email in your browser Logo Future Proof Your Care... <input type="checkbox"/> ishtripathi7@gmail.com, Home Loan at Interest Rate Starting as Low as 6.70%* - Unsubscribe <input type="checkbox"/> Life's Amazing Secrets, Ikigai, Atomic Habits and more - Listen anytime, anywhere with the free Audible app. audible Self Dev Self Dev Take your pick from our bestselling audiobooks Habi... <input type="checkbox"/> Stock Update - Bajaj Finserv, Bata India, Radico Khaitan, Hindustan Petroleum Corporation, Jyothy Labs; Viewpoint – NOCIL - If you are unable to view this message correctly, click here V... <input type="checkbox"/> Personal Class Recommendations for Ishan - Explore classes from Mimi Chao, Rachel Gulotta & Daniel Inskeep, and more when you start your membership! <input type="checkbox"/> In these uncertain times, protect your family's future with Kotak e-Term Plan - Unsubscribe <input type="checkbox"/> Fitbit Charge 5 Time to set new fitness goals - If you are unable to view this message correctly, click here Visit www.titanencircle.com and know more about the encircle loyalty program ... <input type="checkbox"/> Saumitr tripathi, watch Lionsgate Play with an add-on subscription - More of your favourites, now on Prime Video Channels <input type="checkbox"/> The Mixer: The Story of... - Amazon.in Your Amazon.in Today's Deals Get Amazon App Hello Saumitr tripathi, Are you looking for something in our Sports Books store? If so, you might be I... <input type="checkbox"/> Everything you need to know about AWS re:Invent - This month's lineup of totally free and 100% awesome cloud courses is sure to have something from your wishlist. To view this email a... <input type="checkbox"/> The Summary: Your free Blinks this week - Blinkist Weekly	<input type="checkbox"/> Higher wind speed lowers pollution level in Delhi, air quality improves slightly - Higher wind speed lowers pollution level in Delhi, air quality improves slightly New Delhi: The air quality in t... <input type="checkbox"/> Look out for Shahid Kapoor's latest possession - If you are unable to view this message correctly, click here Visit www.titanencircle.com and know more about the encircle loyalty program ... <input type="checkbox"/> Saumitr tripathi, recently added on Amazon Prime Video - Find your next favourite TV series or movie on Prime Video <input type="checkbox"/> Sony WH-1000XM3 Industry... - Amazon.in Your Amazon.in Today's Deals Get Amazon App Hello Saumitr tripathi, Are you looking for something in our Headphones store? If so, you might ... <input type="checkbox"/> Post Office Scheme: Invest Rs 1500 every month to get Rs 35 lakh on maturity, here's how - Post Office Scheme: Invest Rs 1500 every month to get Rs 35 lakh on maturity, here's how Ne... <input type="checkbox"/> China aims to surpass American global influence by 2049, says Pentagon report - China aims to surpass American global influence by 2049, says Pentagon report Washington: A Pentago... <input type="checkbox"/> COP26 climate summit: 20 countries agree to stop funding fossil fuel projects abroad - COP26 climate summit: 20 countries agree to stop funding fossil fuel projects abroad Glasgow: In ... <input type="checkbox"/> ishtripathi7@gmail.com,Your journey to better health starts now, ABHIKaro - ASHMIT/ Aditya Birla.H ASHMIT/ Aditya Birla.H ASHMIT/ Aditya Birla.H ASHMIT/ Aditya Birla.H ASHMIT/ Aditya Birla.H Unsubscribe <input type="checkbox"/> Delhi wakes up to 'hazardous' air quality after people burst firecrackers on Diwali - Delhi wakes up to 'hazardous' air quality after people burst firecrackers on Diwali New Delhi: The air qua...

1-50 of 10,970

ENG IN 14:59 08-11-2021

Final Email

[Test] Learn Digital marketing and... X

https://mail.google.com/mail/u/6/#inbox/FMfcgzGikjhDTSPHq8wXJHQLqNrtSsf

Gmail

Search mail

Compose

Inbox 14,754

Starred

Snoozed

Sent

Drafts 13

Less

Important

Chats

Scheduled

All Mail

Spam 42

Trash

Categories

Manage labels

Create new label

Meet

New meeting

Join a meeting

Hangouts


Saumitra +

No recent chats
Start a new one

View this email in your browser Future Proof Your Career with Digital Marketing!! Udacity is proud to launch Digital marketing Nanodegree program. Now learn in

Saumitra Tripathi [saumitra@udacity.com](#) to me 2:58 PM (0 minutes ago)


[View this email in your browser](#)



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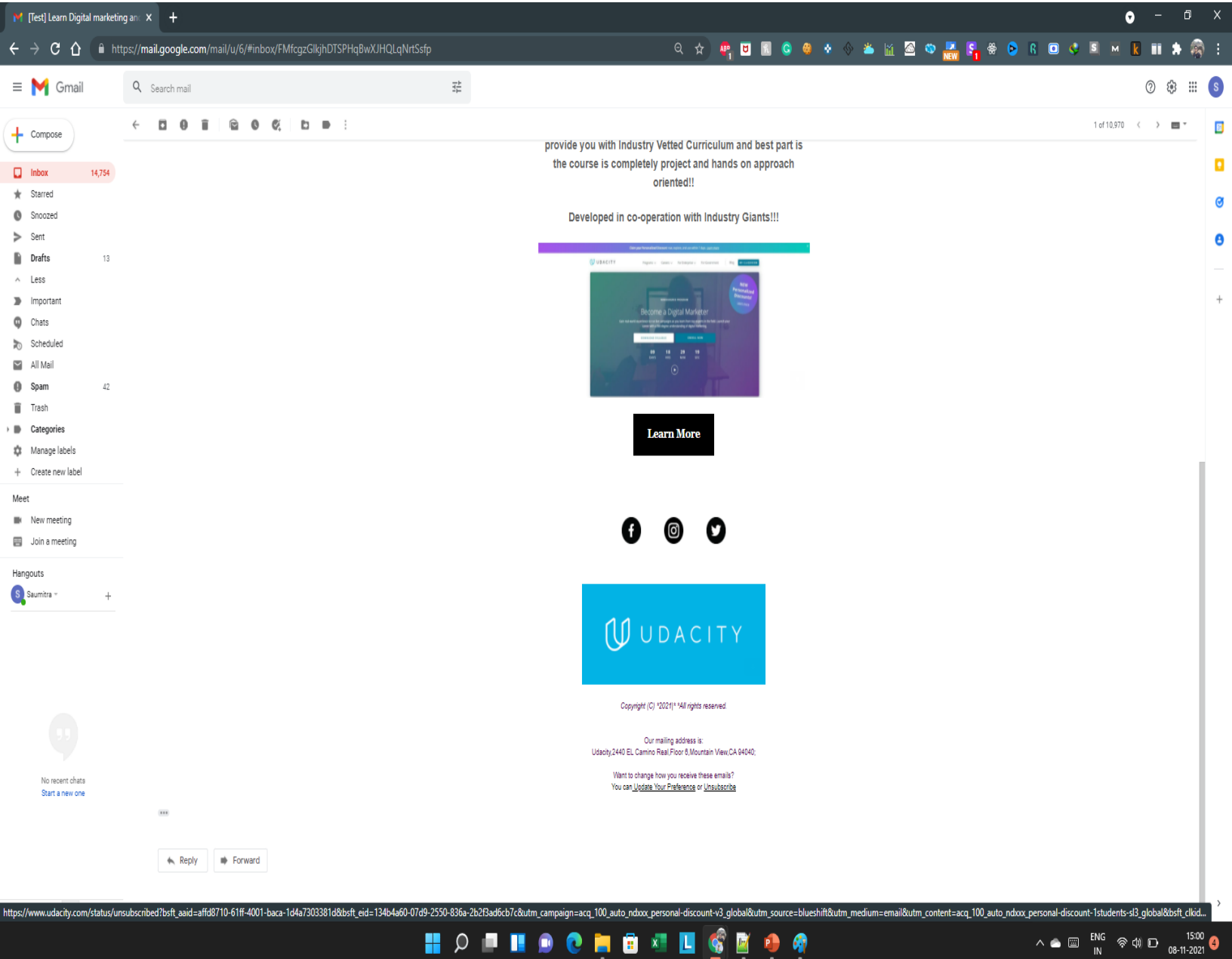
Developed in co-operation with Industry Giants!!!



Learn More

Windows taskbar: File Explorer, Microsoft Edge, Google Chrome, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Teams, OneDrive, Outlook, and system tray icons for network, volume, and battery.

Final Email



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	3.33%	30

Final Recommendations

- After analyzing the results ,I will suggest to immediately remove any unsubscribed from mailing list .This will be done to comply to CAN-SPAM regulations .
- CTR and Conversion Rate can be improved by testing the different Ad –copy and different subject lines .Also the Call to Action button should be more catchy and the color of the button can be experimented with.
- Apart from a single CTA ,one A/B test could be done with two CTA's with one button to learn more about nanodegree and other to schedule a call with Learning Counsellor to know more about the program and it's services.