Project 7
Market with Email

Part 1

Plan Your Email

Campaign

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
- Age 27 - Female - Graduated from university - Employed - Lives in a mid-size US city	Jessica 	- Flexible study schedule "Bite-size" chunks of learning
Hobbies	**Goals**	**Barriers**
- Hiking - Photography - Walking her dog	- Transition into a new career in digital marketing - Get a job with higher earning potential/path to advancement - Meet other marketers	- 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

Part 2

Create Your Email

Campaign

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 !I 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 Octember 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.
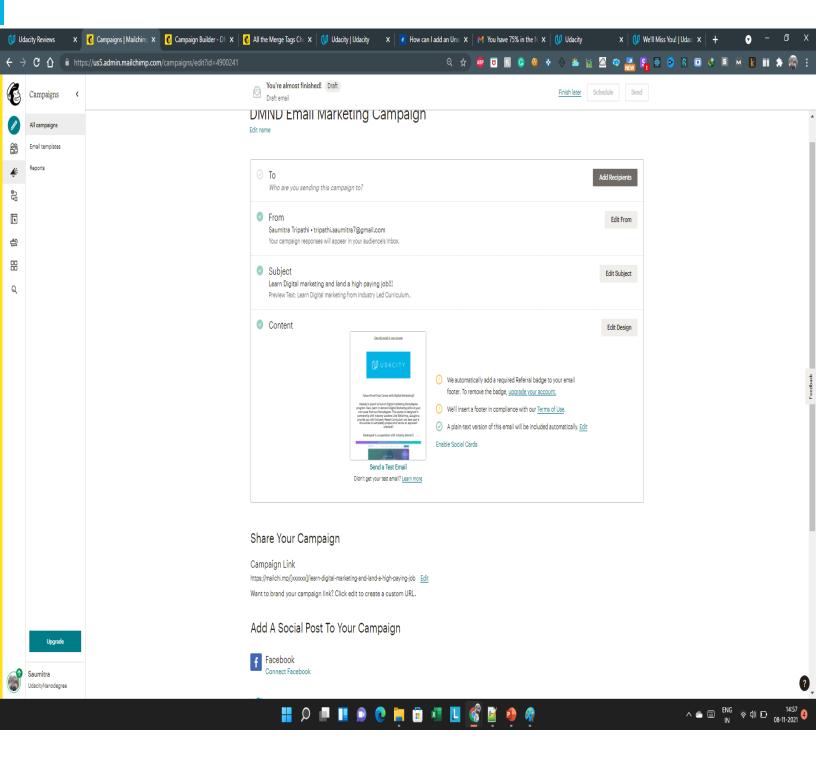
Calendar & Plan

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
■	■	■		■										
	■		■					■			■			
		■				■					■		■	

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

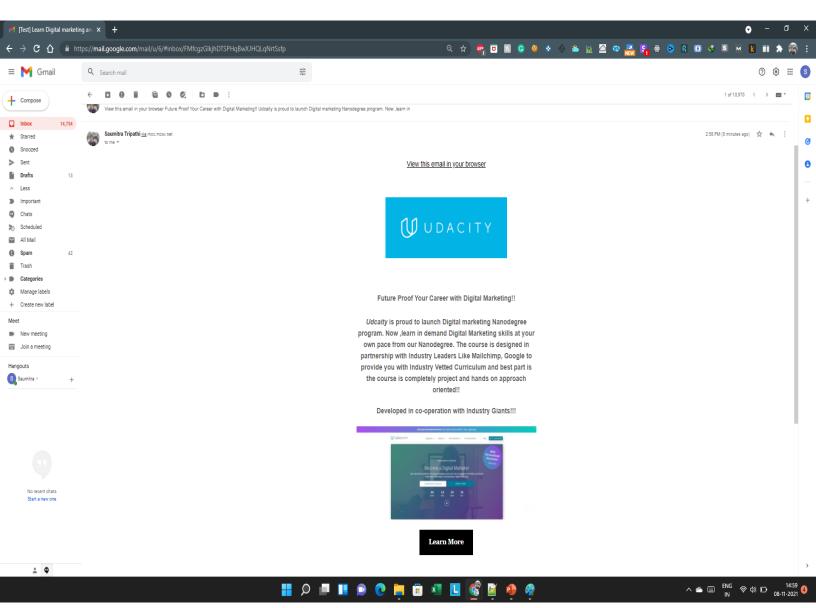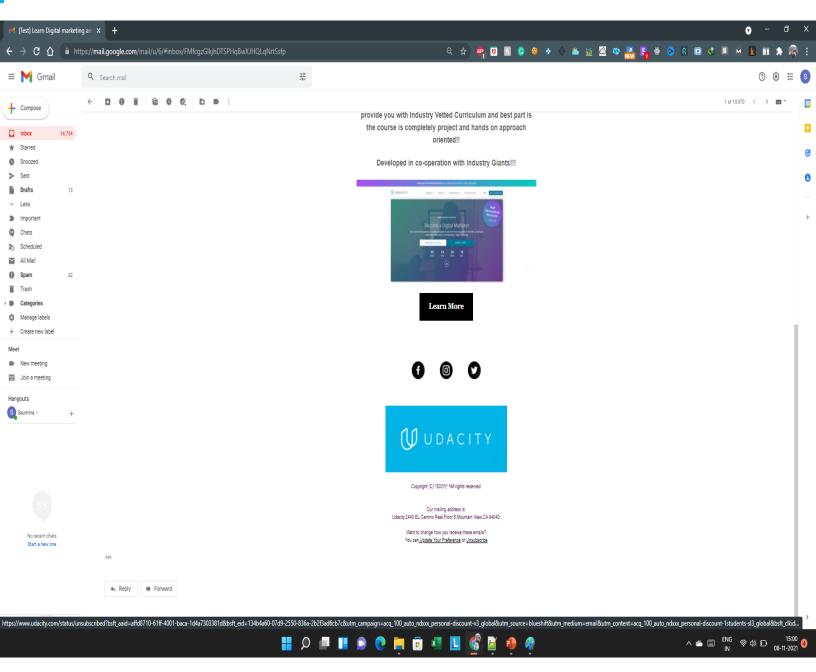# Part 3

Build & Send

Draft Email

Final Email

Final Email

Final Email

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.

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 unsubscriber form 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 Councellor to know more about the program and it's services.