Project 7
Market with Email

Part 1

Plan Your Email Campaign

Marketing Objective & KPI

- **Marketing Objective**
  - *to get at least 60 conversions in October 2021 to attend digital marekting workshop*

- **KPI**
  - conversion rate

Target Persona

Background and Demographics	Target Persona Name	Needs
-male or female from 25 to 35 years old -has engineering background -looking forward to has his/her own private business or start up -looking forward to use digital platforms to market his/her product -lives in Egypt	-Mohamed Senior Engineer in local company	-needs to get new skills in marketing -looking for trusted course with good reviews not to waste his/her time -looking for free course
Hobbies	**Goals**	**Barriers**
- playing football - playing online games - read in technology	-get certificate in digital marketing -market his/her product by himself	- fear from failure - do not have large network and contacts in his intended work - do not have enough knowledge about digital marketing platforms

Email Series

Email 1: Attend Free Digital Marketing Workshop

Email 2: Confirmation Mail

Email 3: Reminder

Part 2

Create Your Email Campaign

Content Plan: Email 1

Overarching Theme: 3-5 Sentences	
General	***Invite people who are interested to learn digital marketing***
Subject Line 1	Attend Free online Digital Marketing Workshop
Subject Line 2 (for A/B testing)	***Free invitation for online digital marketing workshop***
Preview Text	**Register here to attend free sessions for digital marketing workshop**
Body	***We offer free workshop that helps you to know the roadmap to the world of digital marketing. Through this workshop you will know more about :*** ***- marketing objective*** ***- target persona*** ***- KPI*** ***- Digital marketing platforms***
Outro CTA 1	***Register now***
Outro CTA 2 (for A/B testing)	***Register for free***

Content Plan: Email 2

Overarching Theme: 3-5 Sentences	
General	***Confirm the registeration***
Subject Line 1	Confirmation Mail
Subject Line 2	***Confirm registration***
Preview Text	***Confirm registration to digital marketing workshop***
Body	***You are welcome to attend with us the digital marketing workshop.*** ***To confirm your registration please click on the following button***
Outro CTA	***Confirm Here***

Content Plan: Email 3

Overarching Theme: 3-5 Sentences	
General	***Reminder for the people who registered in workshop and providing them with the workshop link***
Subject Line 1	Reminder! digital marketing workshop Tomorrow
Subject Line 2	***Do not miss your workshop tomorrow***
Preview Text	**Remind you to attend the digital marketing workshop tomorrow**
Body	***We can not wait to see you attending our workshop tomorrow at 10 :00 am .*** ***Press the button below to enter the workshop classroom***
Outro CTA	***Workshop link***

A/B Test Overview

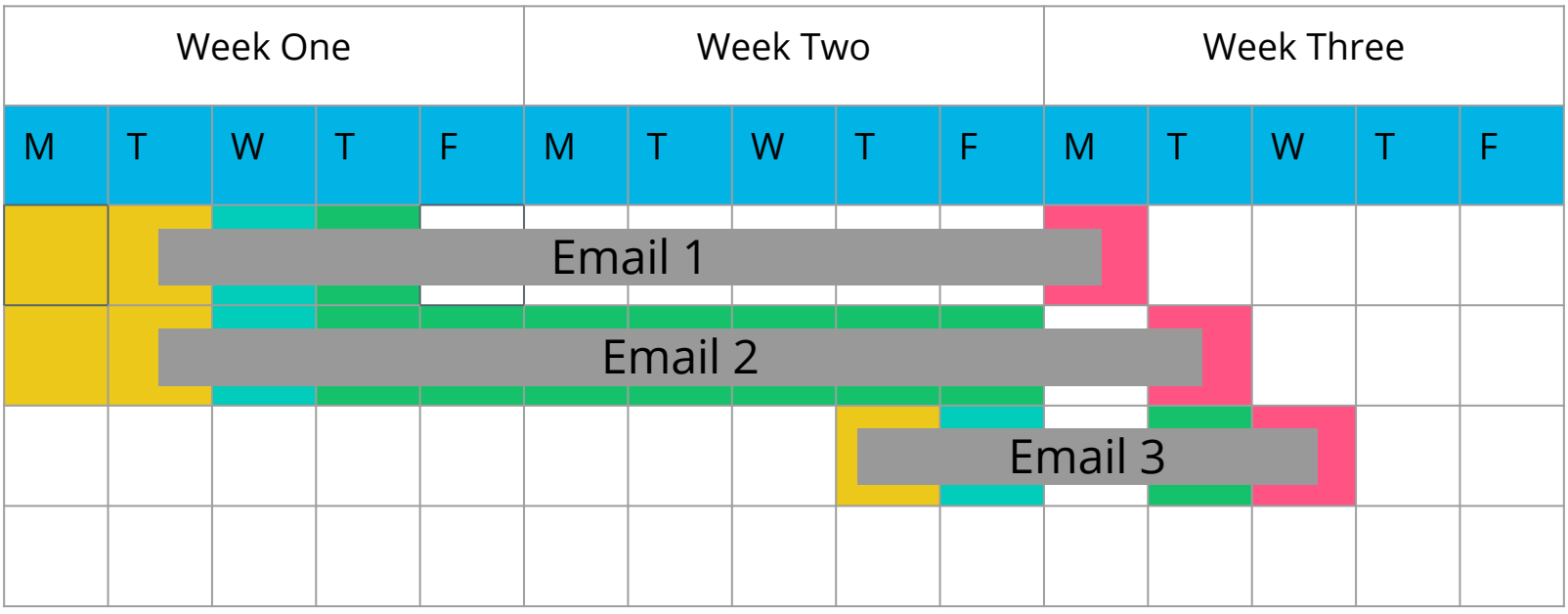
A/B testing is very useful for me. I choose two photos. But I was confused which photo may perform better.

I will send two email for two groups of contacts . Every email will contain photo.

By using the result of two emails “conversions and CTR “ ,I will know which photo performed better

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	1st and 2nd day in week one	3rd day in week one	4th day in week one	1st day in week three
Email 2	1st and 2nd day in week one	3rd day in week one	From the 4th day week 1 to the 5th day week 2	2nd day in week three
Email 3	4th day in week 2	5th day in week 2	2nd day in week 3	3rd day in week three

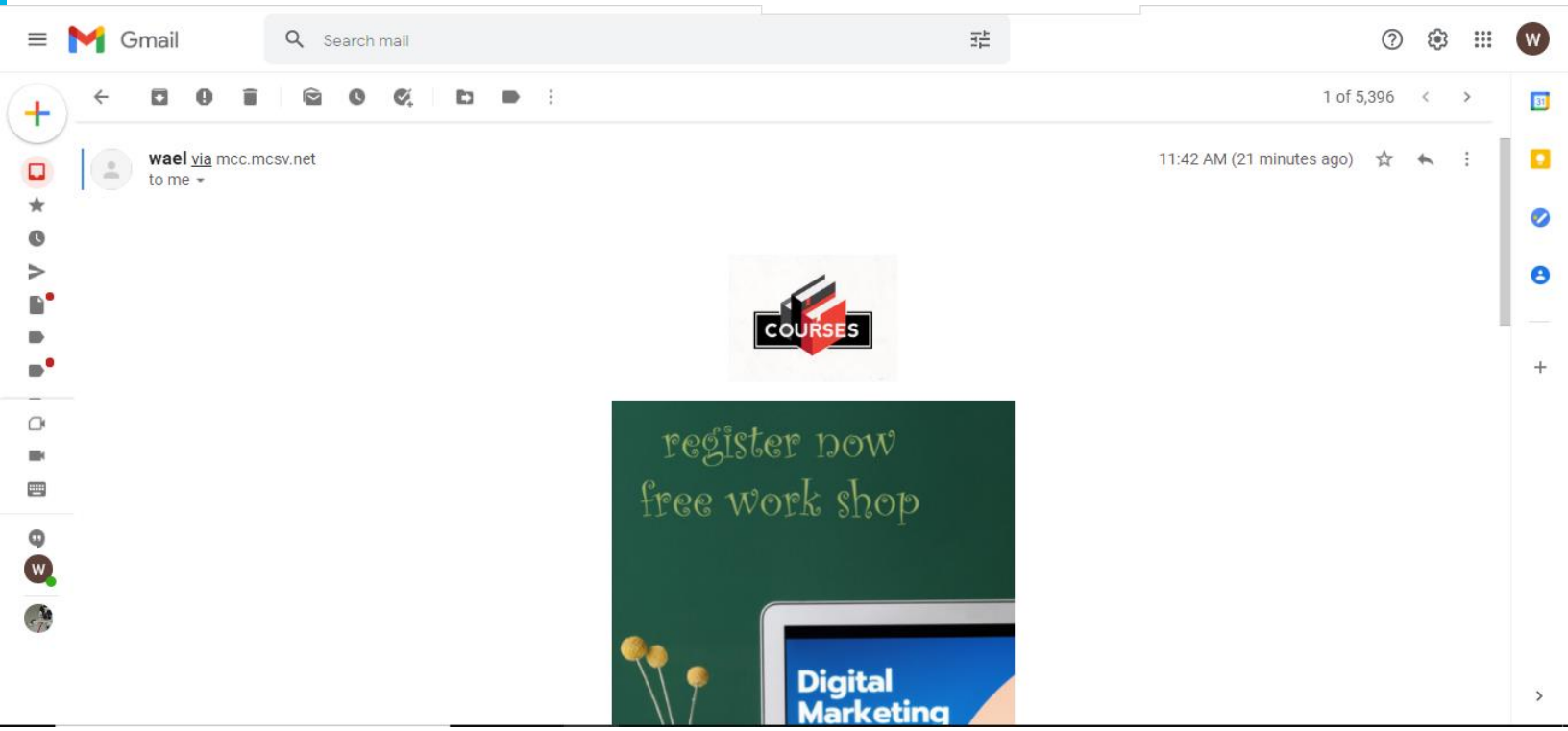


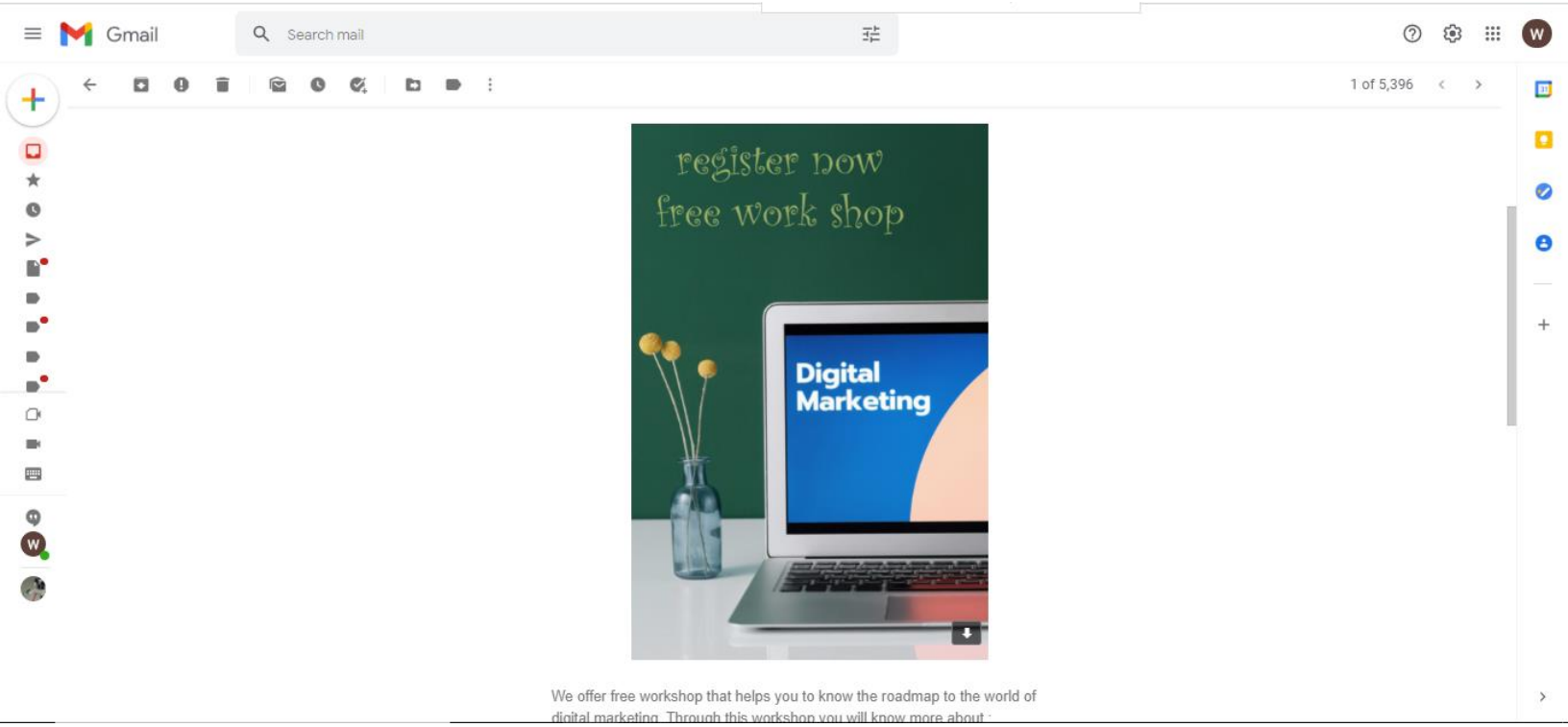
Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Part 3

Build & Send

Draft Email


Gmail
Search mail
1 of 5,396
wael via mcc.mcsv.net
to me
11:42 AM (21 minutes ago)
COURSES
register now
free work shop
Digital
Marketing


Gmail
Search mail
1 of 5,396
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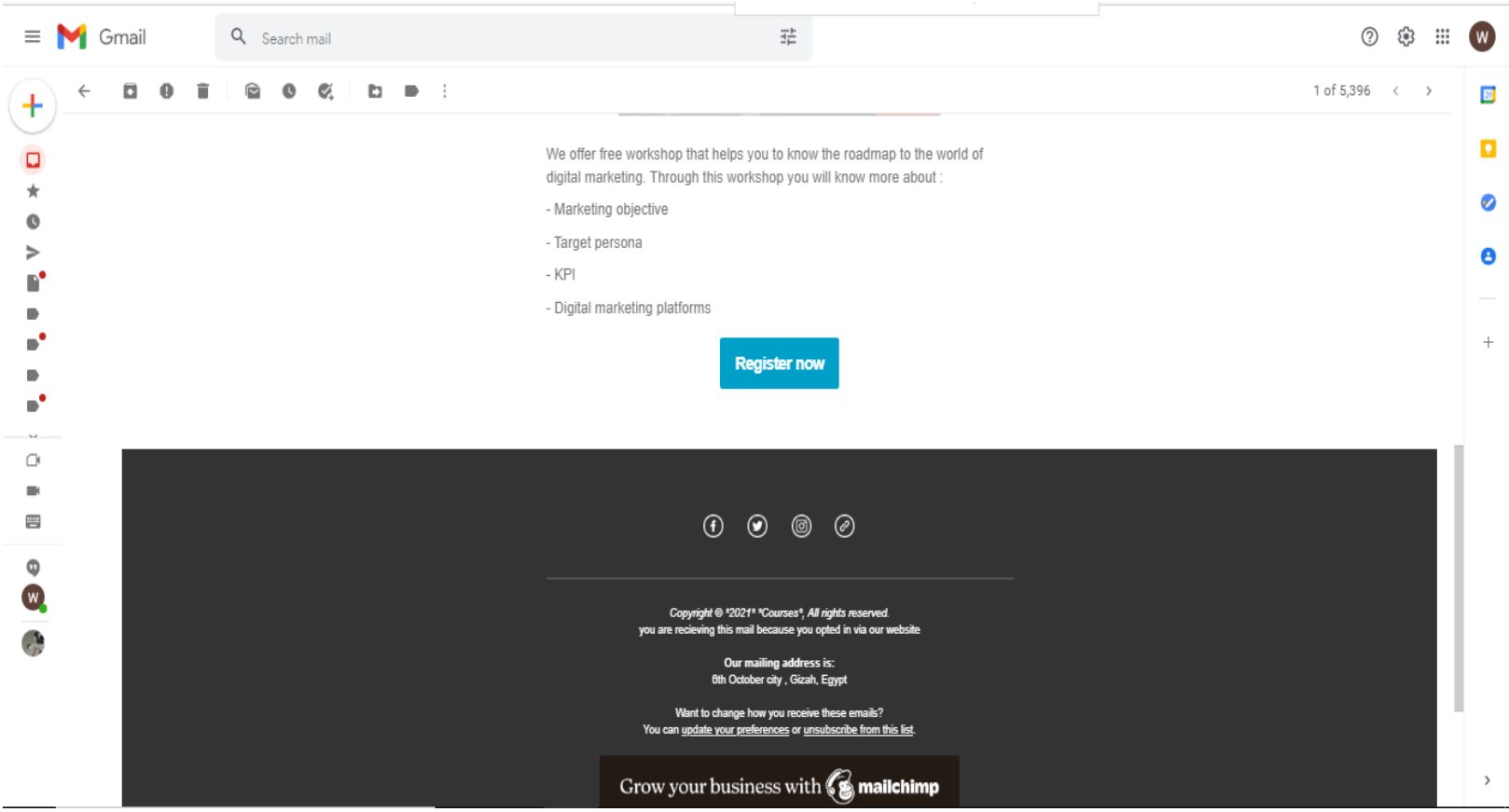
Digital
Marketing
We offer free workshop that helps you to know the roadmap to the world of

Draft Email


Gmail
Search mail
1 of 5,396
We offer free workshop that helps you to know the roadmap to the world of digital marketing. Through this workshop you will know more about :
- Marketing objective
- Target persona
- KPI
- Digital marketing platforms
Register now
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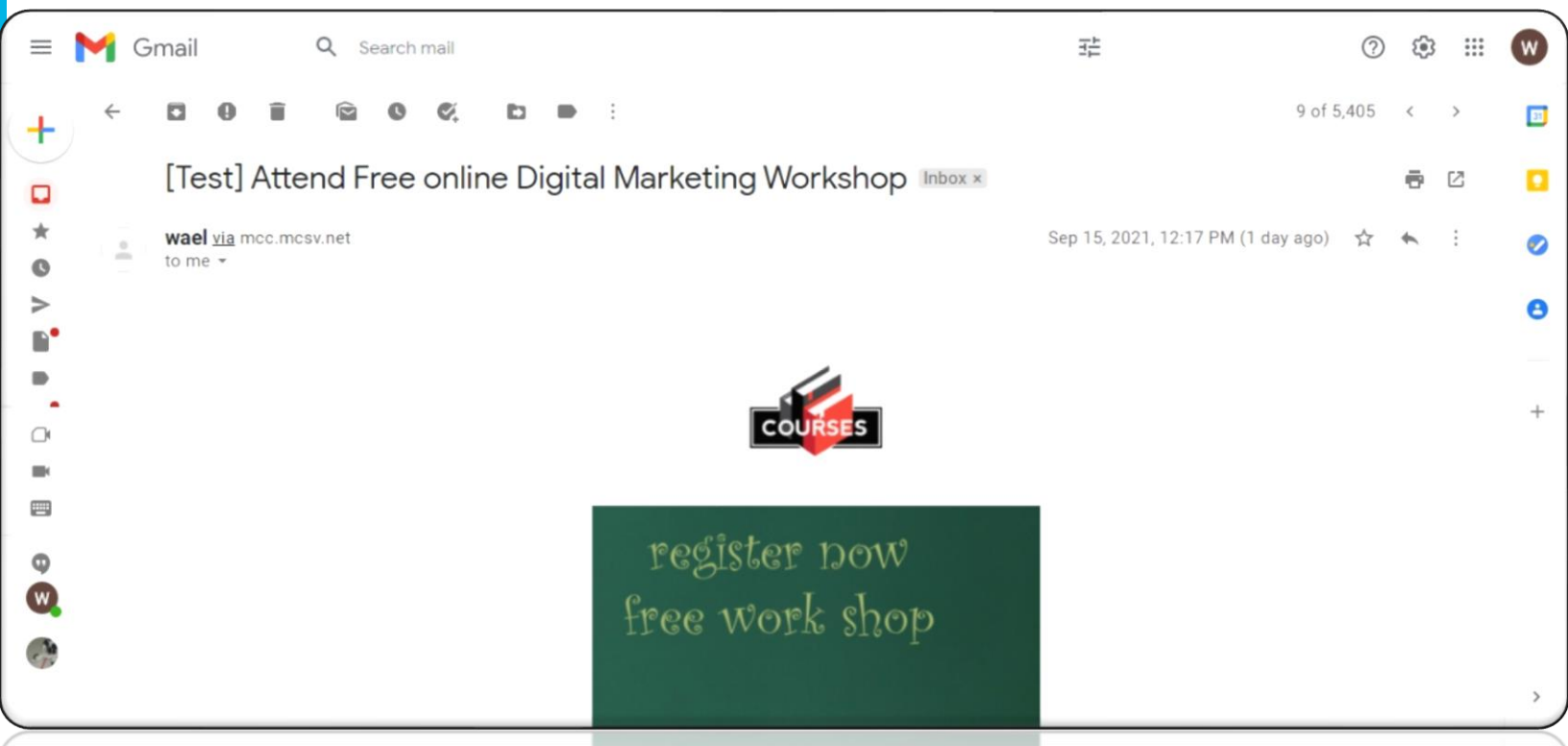
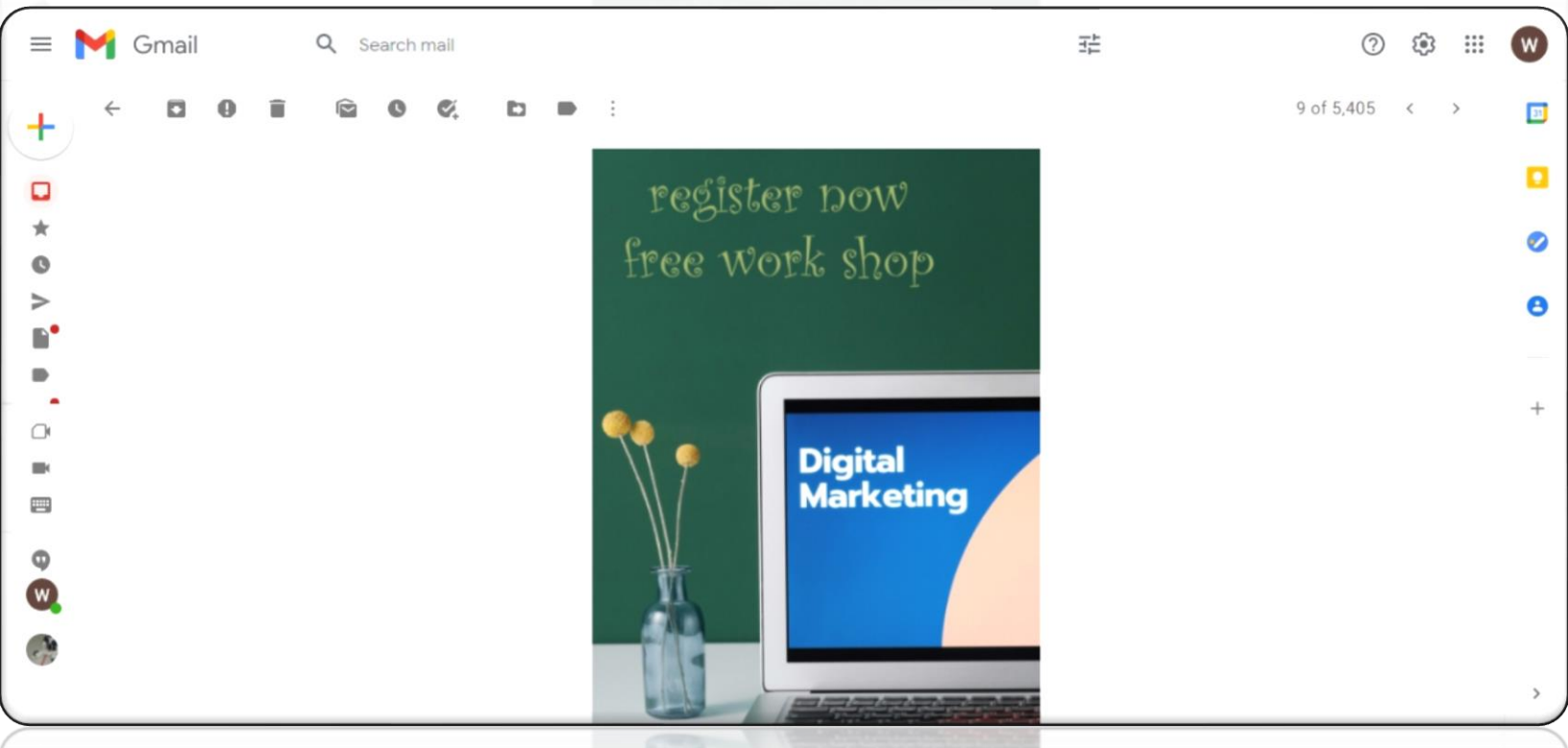
you are recieving this mail because you opted in via our website
Our mailing address is:
6th October city , Gizah, Egypt
Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.
Grow your business with mailchimp

Final Email


Gmail
Search mail
9 of 5,405
[Test] Attend Free online Digital Marketing Workshop
Inbox ×
wael via mcc.mcsv.net
to me
Sep 15, 2021, 12:17 PM (1 day ago)
COURSES
register now
free work shop


Gmail
Search mail
9 of 5,405
register now
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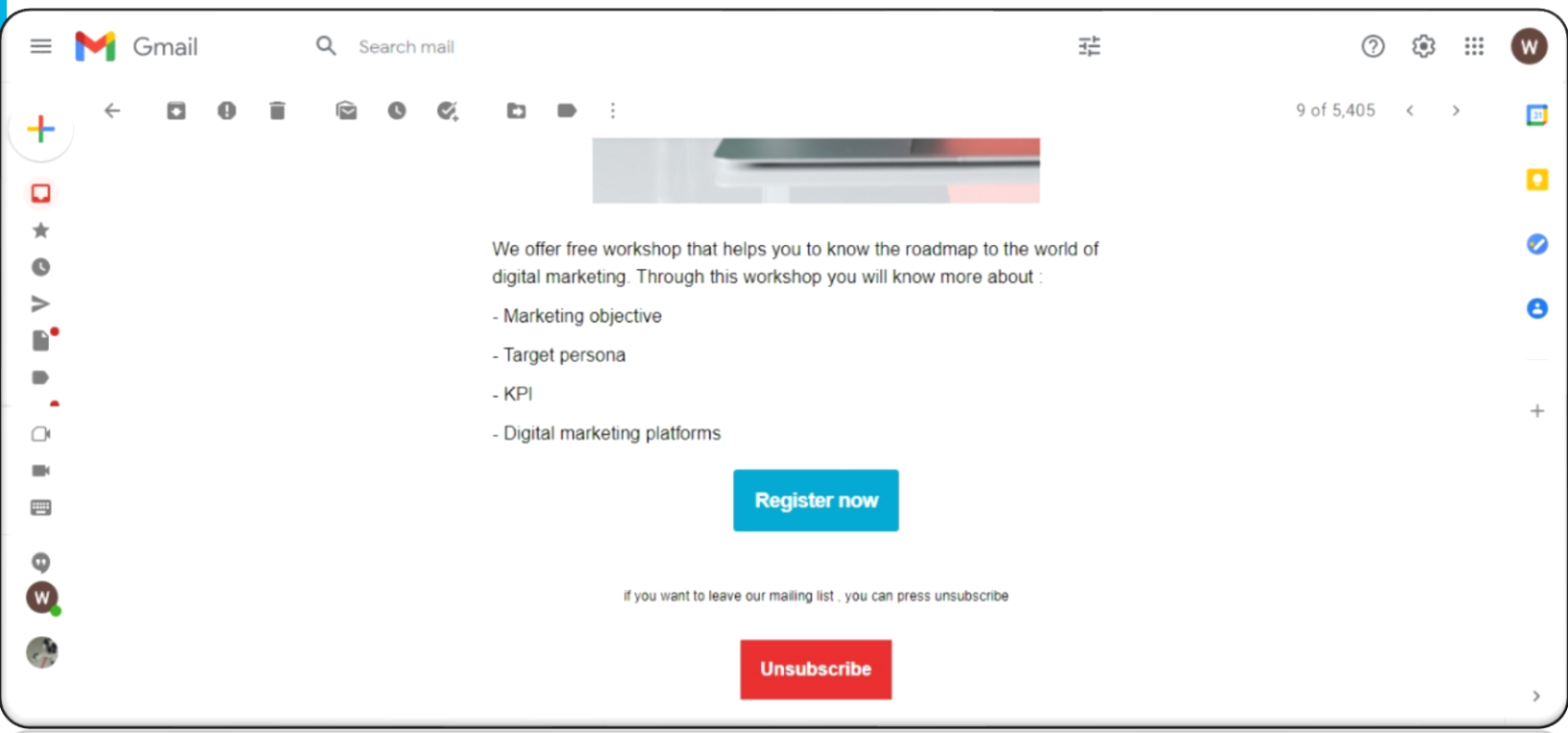
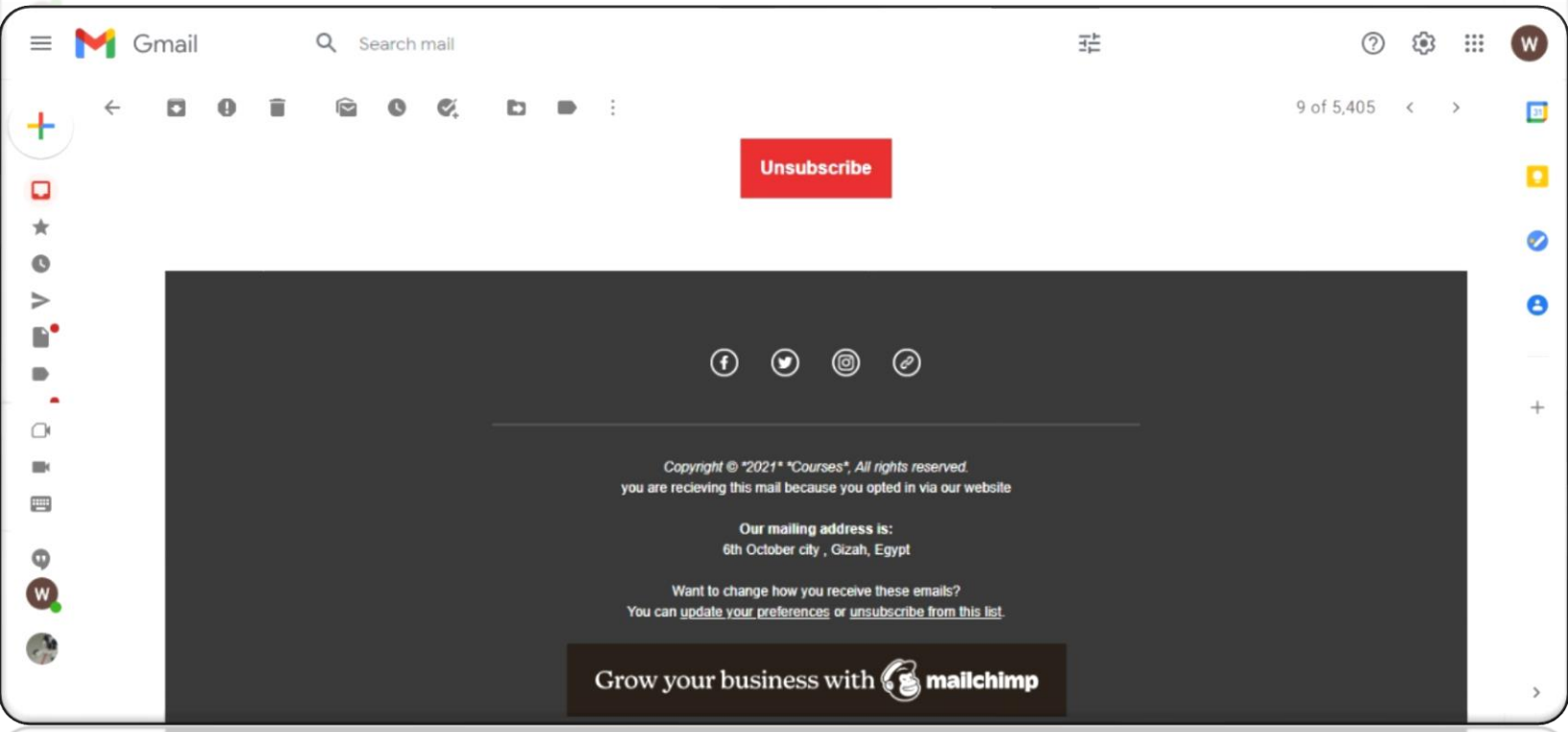
Final Email


Gmail
Search mail
9 of 5,405
We offer free workshop that helps you to know the roadmap to the world of digital marketing. Through this workshop you will know more about :
- Marketing objective
- Target persona
- KPI
- Digital marketing platforms
Register now
if you want to leave our mailing list , you can press unsubscribe
Unsubscribe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Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.
Grow your business with mailchimp

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

1- the bounced emails number 225 , the total emails number 2500 , which means 9% of address will be receive the email .So, I need to remove the bounced mails

2- to optimize the CTR , Open rate , conversion rate . I cam perform the A/b test to the email

- test the subject line
- test the preview text
- test main image
- test the mail body text

3- if the sender is from the company email with the company domain. And the email contains the company website link it adds more to the email credibility