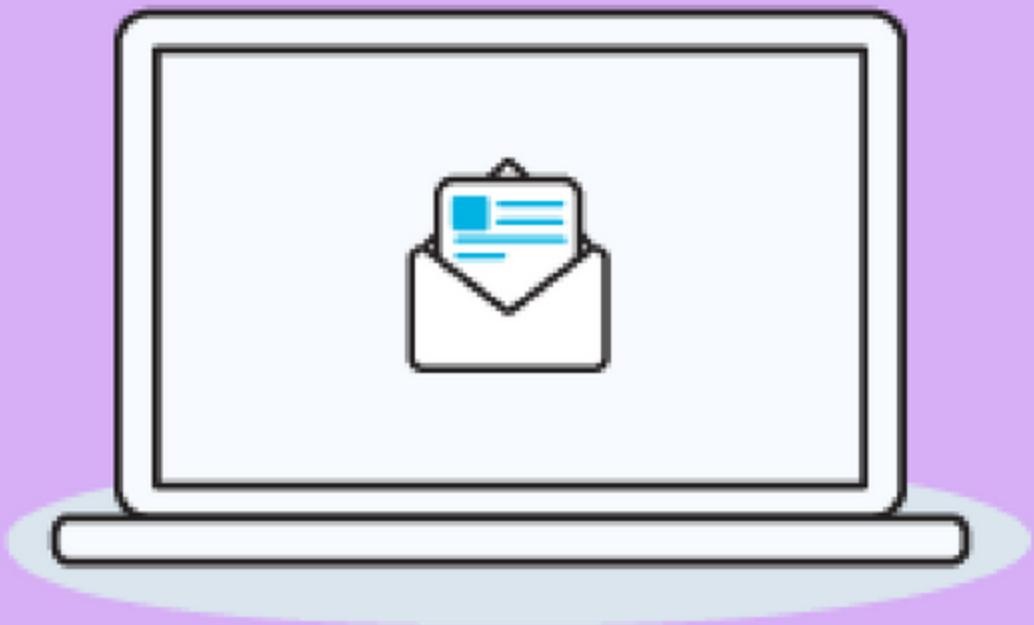


Project 7

Market with Email



Marketing Objective & KPI

- **Marketing Objective**

The main marketing goal is to get 75 conversions before the end of October 2021 and increasing open rates and CTR.

- **KPI**

Measurement of Conversion Rate.

Target Persona



<https://bit.ly/3uFEIBf>

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">- Male- 24 years old- Lives in Giza- Fresh graduate	Marawan	Courses in which he can learn and practice digital marketing with the ability to get a job just after finishing it.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">- Soccer- Swimming- Reading- Travelling	<p>He want to</p> <ul style="list-style-type: none">- Become a digital marketer.- Get suitable job.- Become a freelancer and work online.	<ul style="list-style-type: none">- He doesn't have sufficient experience in digital marketing.- He doesn't have any data about work through the internet.- Lack of funds for courses.

Email Series

Email 1: Discover the era of Digital Marketing.

Email 2: Digital Marketing is the Future

Email 3: JOIN US NOW

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

General *This is intended to delivered to young people who are interested in continuous learning education and taking scholarships.*

Subject Line 1 Discover the era of Digital Marketing

**Subject Line 2
(for A/B testing)** Want to be a Digital Marketer ?

Preview Text It's your chance to be a Digital Marketer

Body Do you know the meaning of this terms :
- FREELANCING
- KPI
- LEADS
Okay, Can you use this tools
- MailChimp
- HOOTSUITE

No Problem

Introducing you the FREE scholarship of Udacity in Nanodegree Digital Marketing Program.

Outro CTA 1 Learn More

**Outro CTA 2
(for A/B testing)** Check for More

Content Plan: Email 2

Overarching Theme: 3-5 Sentences

General	<p><i>This is intended to publish my blog post with my story about how Nanodegree Digital Marketing Program with Udacity changed my life and let me to achieve my goals.</i></p>
Subject Line 1	Digital Marketing is the Future
Subject Line 2	You still can change your life
Preview Text	My complete journey with Udacity
Body	<p>Hello,</p> <p>My name is Mohammed Nabil.</p> <p>I am going to tell you my story briefly about my journey with Udacity Digital Marketing Nanodgree Program and as I was confused and this program has changed my career path completely.</p>
Outro CTA	READ MORE

Content Plan: Email 3

Overarching Theme: 3-5 Sentences	
General	<p><i>This is intended to help new students to enroll to Udacity with FWD scolarship.</i></p>
Subject Line 1	JOIN US NOW
Subject Line 2	Register now for FREE
Preview Text	HURRY UP ... It's closing soon
Body	<p>It's the last day until closure of Udacity scholarship. Come and join us for FREE</p>
Outro CTA	ENROLL NOW

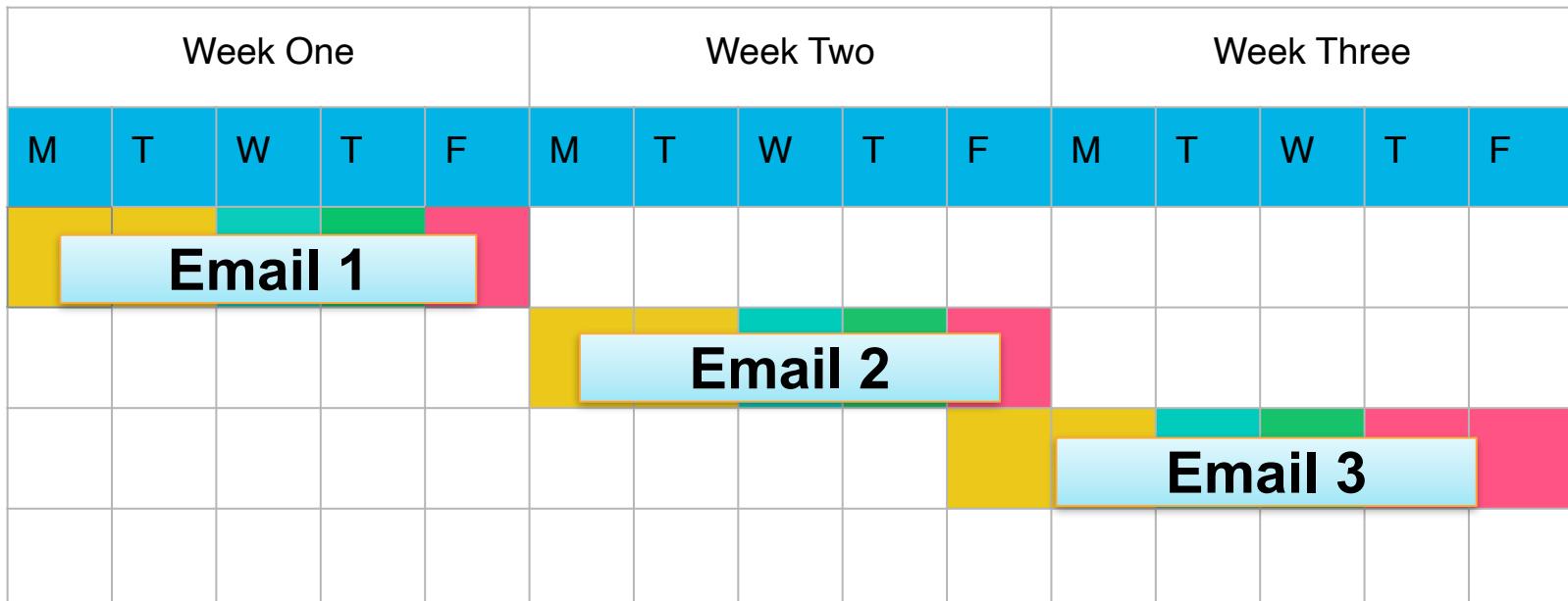
A/B Test Overview

I think the A/B test is very important and helpful as it helps me to know which subject line has the best performance by analyzing highest open rate.

After analyzing the rates of second and third e-mails, I can increase my CTR by making the Call-To-Action button bigger and more brighter in color.

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	2 Days 4-5 October	1 Day 6 October	1 Day 7 October	1 Days 8 October
Email 2	2 Days 9-10 October	1 Day 11 October	1 Day 12 October	1 Days 13 October
Email 3	2 Days 13-14 October	1 Day 15 October	1 Day 16 October	2 Days 17-18 October



Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
-----------	----------------	---------	------------	---------------

Draft Email

Safari File Edit View History Bookmarks Window Help

Market with Email - Udacity Campaigns Mailchimp Inbox (6,432) - xzystem@gmail.com - Gmail

Campaigns < Create Campaign

All campaigns Email templates Reports

xZystem

Your audience has 2 contacts. 2 of these are subscribers.

List View Calendar View

View by Status All Ongoing Draft Completed

View by Type Emails Automations

Mohammed xZystem

No campaigns yet

DIGITAL-MARKETING-1.png DIGITAL-MARKETING.jpg

Safari File Edit View History Bookmarks Window Help

Market with Email - Udacity Campaigns Mailchimp Inbox (6,432) - xzystem@gmail.com - Gmail

Email Regular Design and send regular emails to your contacts. Based on best practices

Plain text

Template

Customer Journeys

Website

Landing Page

Multichannel Designs

Signup Form

Survey

Try building one of these

Regular email Use our email builder to launch a campaign in minutes.

Landing page Create a landing page that lets people sign up to receive product promotions or discounts.

Embedded form Capture contacts and collect the data you need to grow your Mailchimp audience.

DIGITAL-MARKETING-1.png DIGITAL-MARKETING.jpg

Safari File Edit View History Bookmarks Window Help

Market with Email - Udacity Campaigns Mailchimp Inbox (6,432) - xzystem@gmail.com - Gmail

Create something that gets noticed

Try building one of these

Regular email Use our email builder to launch a campaign in minutes.

Landing page Create a landing page that lets people sign up to receive product promotions or discounts.

Embedded form Capture contacts and collect the data you need to grow your Mailchimp audience.

DIGITAL-MARKETING-1.png DIGITAL-MARKETING.jpg

Safari File Edit View History Bookmarks Window Help

Market with Email - Udacity Campaigns Mailchimp Inbox (6,432) - xzystem@gmail.com - Gmail

Email Regular

Plain text

Template

Customer Journeys

Website

Landing Page

Multichannel Designs

Signup Form

Survey

Create an email

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

Campaign Name 24/100

Udacity FREE Scholarship

Begin

DIGITAL-MARKETING-1.png DIGITAL-MARKETING.jpg

Draft Email

The screenshot shows the Mailchimp 'Draft email' interface. On the left sidebar, there are icons for Campaigns, All campaigns, Email templates, and Reports. The main area has tabs for 'Keep it up!' and 'Draft'. Under 'Draft', the 'To' section lists 'All subscribed contacts in the audience xSystem. 2 recipients'. The 'From' section shows 'Mohammed Nabil <xzystem@gmail.com>'. The 'Subject' section contains the placeholder 'What's the subject line for this campaign?'. The 'Content' section has a preview of an email template with two columns. At the bottom, there are 'Save' and 'Cancel' buttons.

This screenshot shows the same Mailchimp draft email interface as above, but with more detailed settings visible. The 'From' field now includes 'Edit From'. The 'Subject' field contains 'Discover the era of Digital Marketing' with a character count of 113. The 'Preview Text' field contains 'It's your chance to be a Digital Marketer' with a character count of 109. A sidebar on the right provides tips for subject lines: 'A great subject line gives your audience a reason to open your email.', 'Based on best practices', 'It's short and sweet', 'Subject lines with fewer than 9 words tend to perform better', 'Emojis are great... in small quantities', and 'We suggest using no more than 1 emoji', 'Space is limited', 'Great job staying under 60 characters'.

The screenshot shows the Mailchimp 'Campaign Builder - HTML' interface. It features a sidebar with sections for 'Sell Products', 'Make an Announcement', 'Tell A Story', 'Follow Up', and 'Educate'. Below this, a 'Basic' section displays five layout options: '1 Column', '1 Column - Full Width', '1:2 Column', '1:2 Column - Full Width', and '1:2:1 Column'. Each layout is shown as a grid with placeholder text and images. A 'Feedback' button is located at the bottom right of the layout preview area.

Draft Email

Market with Email - Udacity Campaign Builder - Template Designer | Mailchimp Inbox (6,432) - xystem@gmail.com - Gmail Learn the Latest Tech Skills; Advance Your Career |...

Give Feedback Help Preview Template Continue

View this email in your browser.

xSystem

Do you know the meaning of this terms :

- FREELANCING
- KPI
- LEADS

Okay, Can you use this tools

- MailChimp
- HOOTSUITE

No Problem

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IFNOT:ARCHIVE_E_PAGE *LIST:DESCRIPTION*

Our mailing address is:
HTML:LIST_ADDRESS_HTML *END:IF*

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Need a refresher? Take a quick tour.

Market with Email - Udacity Campaign Builder - Template Designer | Mailchimp Blogger: Posts My Nanodegree Journey

Give Feedback Help Preview Template Continue

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Need a refresher? Take a quick tour.

Draft Email

us5.admin.mailchimp.com

Market with Email - Udacity Campaigns | Mailchimp Blogger: Posts My Nanodegree Journey

Preview mode

Desktop Mobile Inbox

xZystem

Do you know the meaning of this terms :
- FREELANCING
- KPI
- LEADS

Okay, Can you use this tools
- MailChimp
- HOOTSUITE

No Problem

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Learn More

Enable live merge tag info

To: *Recipient's email address*

From: Mohammed Nabil xzystem@gmail.com

Subject: Discover the era of Digital Marketing

Preview Text: It's your chance to be a Digital Marketer

Feedback 

us5.admin.mailchimp.com

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Preview mode

Desktop Mobile Inbox

Learn More

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20 El-Nassag St.
Benha 13511
Egypt

Add us to your address book
+201001314803

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

Enable live merge tag info

To: *Recipient's email address*

From: Mohammed Nabil xzystem@gmail.com

Subject: Discover the era of Digital Marketing

Preview Text: It's your chance to be a Digital Marketer

Feedback 

Final Email

Screenshot of a Gmail inbox showing numerous emails from various sources, including LinkedIn, Mailchimp, Google Calendar, and Bitly Support. The inbox is currently at 1-50 of 7,003 messages.

Inbox Summary: 6,433 messages

Primary Tab: 4 new messages from LinkedIn, Facebook

Promotions Tab: 41 new messages from Zara, Chelsea FC, Mailchimp, F...

Compose Button: Compose a new email

Search Bar: Search mail

Message Preview Examples:

- [Test] Discover the era of Digital Marketing - It's your chance to be a Digital Marketer Do you know the mea... (7:19 PM)
- RED WEEKEND SALE | 20% Off Everything! - SHOP IN-STORE AND ONLINE. ENDS MONDAY 23:59 BST. VIE... (10:27 AM)
- You have no events scheduled today. - Google Calendar xzystem@gmail.com, you have no event... (1:21 AM)
- Your order from Pizza King - Mohammed, thanks for your order! (Oct 6)
- Mailchimp verification code - Just checking to be sure you're you. 212826 © 2001-2021 Mailchimp®, All Rig... (Oct 6)
- [fwd community] Skills for Data analyst - Ghada_Aly Digital Marketing Community Moderator October 6 @...
- FINALLY - Get your body healthy and masculine Subscribe * indicates required Email Address * First Name ... (Oct 6)
- [Test] FINALLY - Get your body healthy and masculine Subscribe * indicates required Email Address * First ... (Oct 6)
- Audience import complete: xZystem - Audience import status update for the account with the username xZ... (Oct 6)
- Security alert - Mailchimp was granted access to your Google Account xzystem@gmail.com If you did not ... (Oct 6)
- Activate your Mailchimp account - You're almost ready to get started! We're glad you're here, xZystem. Activ... (Oct 6)
- It's a long weekend, so don't miss egFWD. - Complete your egFWD application today! Hi Mohammed This is ... (Oct 6)
- You have no events scheduled today. - xzystem@gmail.com, you have no events scheduled today Wed Oct ... (Oct 6)
- How to resize designs automatically - One design that fits everywhere! So, you've created the perfect social... (Oct 6)
- Please verify your email | Bitly - Hi, Let's secure your account and make sure we're sending your Bitly messa... (Oct 5)
- New login to Instagram from Safari on Mac OS X - We Noticed a New Login, xlanos We noticed a login from... (Oct 5)

Conversation Moved to Trash: Conversation moved to Trash. Undo X Bitly Support

Instagram Message: New login to Instagram from Safari on Mac OS X - We Noticed a New Login, xlanos We noticed a login from...

Screenshot of a Gmail inbox showing an email from "Mohammed Nabil via mcc.mcsv.net" with subject "[Test] Discover the era of Digital Marketing". The message contains a large yellow redacted area with the "xZystem" logo.

Inbox Summary: 6,432 messages

Subject: [Test] Discover the era of Digital Marketing

From: Mohammed Nabil via mcc.mcsv.net to me

Date: 7:19 PM (0 minutes ago)

Message Content:

xZystem

Do you know the meaning of this terms :

- FREELANCING
- KPI
- LEADS

Okay, Can you use this tools

- MailChimp
- HOOTSUITE

No Problem

Introducing you the FREE scholarship of Udacity in

Message Status: Message marked not suspicious.

Final Email

mail.google.com

Market with Email - Udacity Campaigns | Mailchimp My Nanodegree Journey [Test] Discover the era of Digital Marketing - xzyste...

Gmail Search mail

Compose

Inbox 6,432

- Starred
- Snoozed
- Important
- Chats
- Sent
- Drafts 1
- All Mail
- Spam 31

Meet

- New meeting
- Join a meeting

Hangouts

Mohammed +

No Hangouts contacts [Find someone](#)

Do you know the meaning of this terms :
- FREELANCING
- KPI
- LEADS

Okay, Can you use this tools
- MailChimp
- HOOTSUITE

No Problem

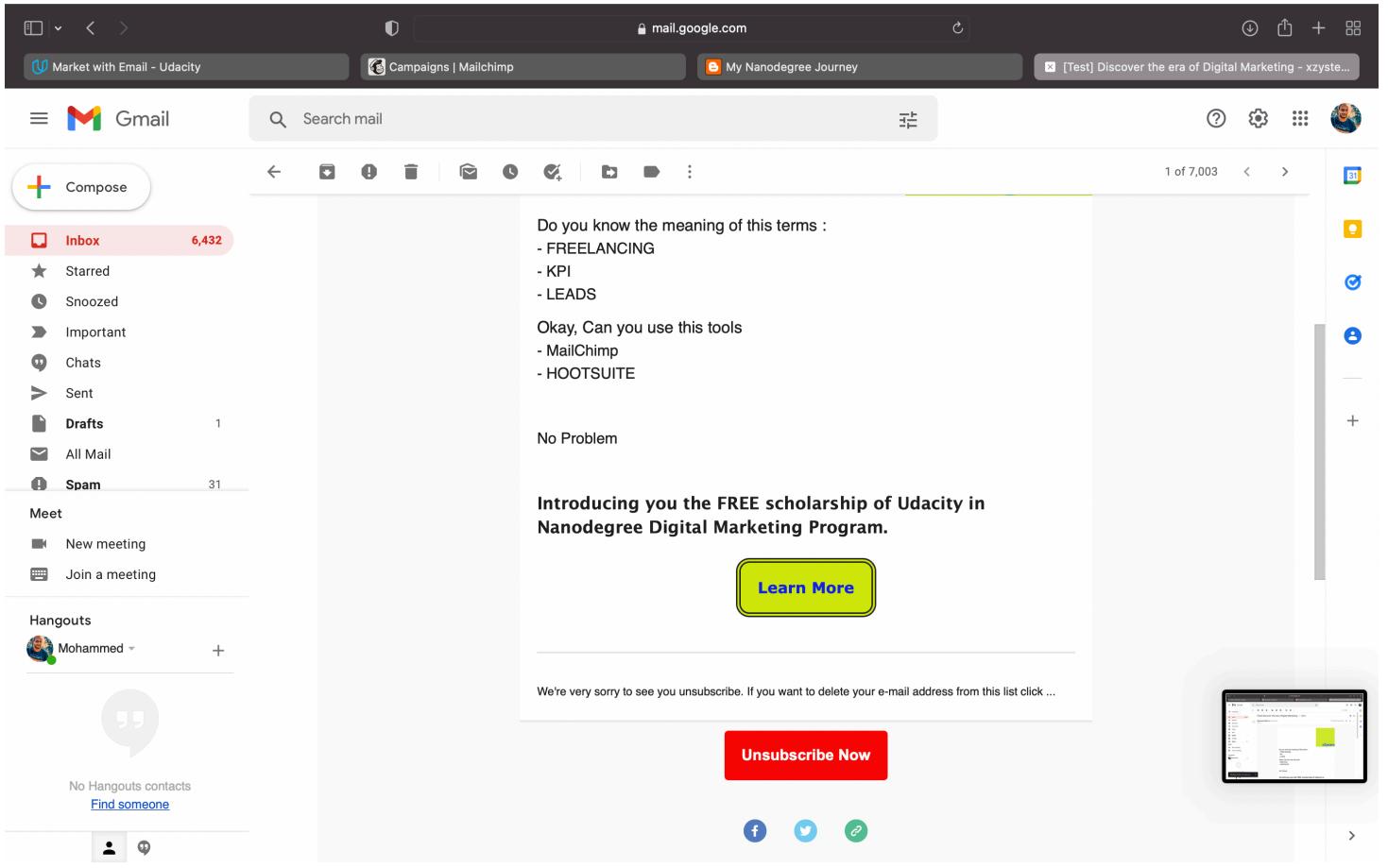
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mail.google.com

Market with Email - Udacity Campaigns | Mailchimp My Nanodegree Journey [Test] Discover the era of Digital Marketing - xzyste...

Gmail Search mail

Compose

Inbox 6,432

- Starred
- Snoozed
- Important
- Chats
- Sent
- Drafts 1
- All Mail
- Spam 31

Meet

- New meeting
- Join a meeting

Hangouts

Mohammed +

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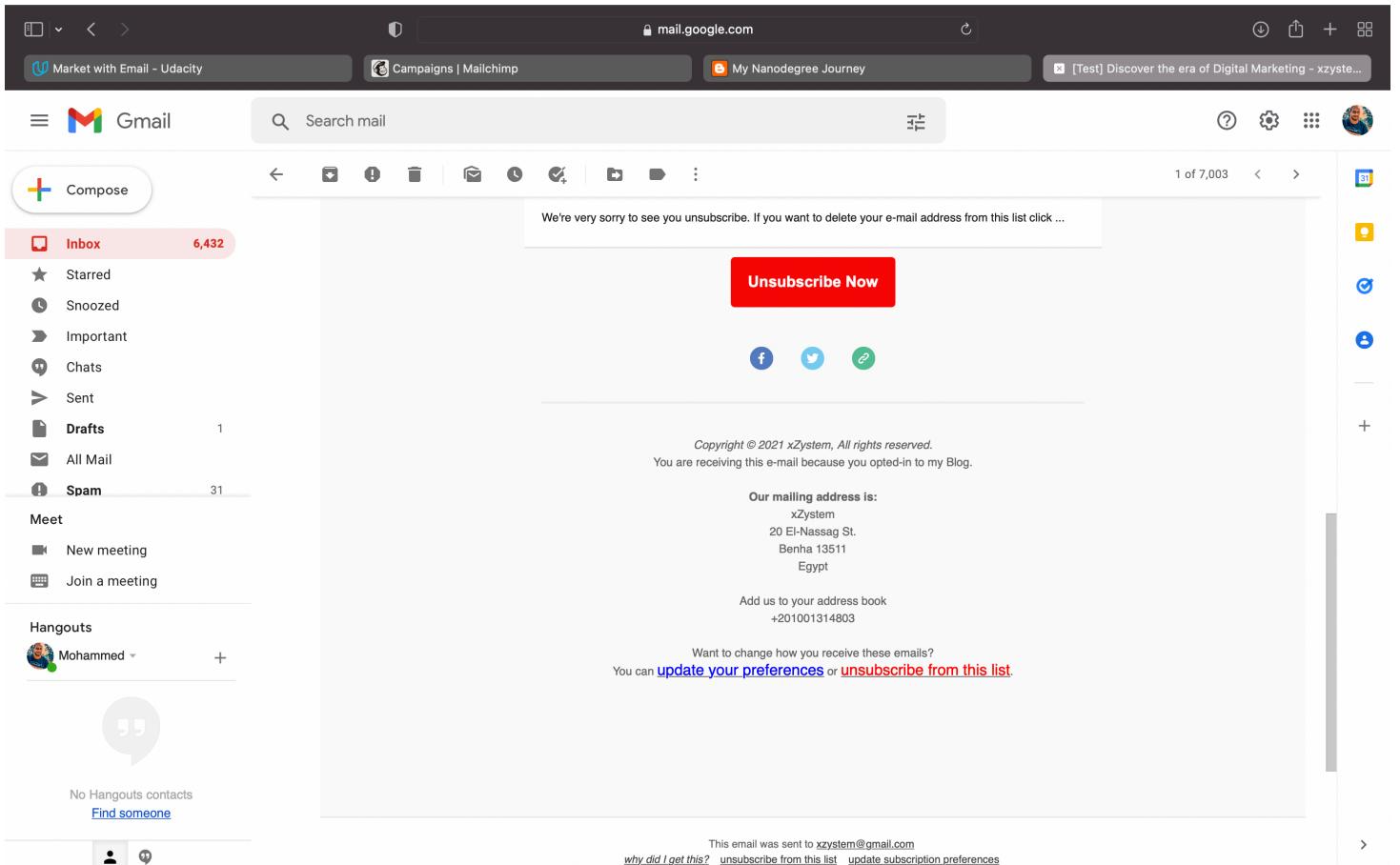
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Results Email #1

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

When I got 30 unsubscribers , I'll remove them immediately From my list and won't send them any further e-mails, not even an unsubscription confirmation e-mail.

After analyzing the rates of second and third e-mails, I can increase my CTR by making the Call-To-Action button more bigger and more brighter in color.I can also add more CTA buttons to my e-mail.

I'll try some changes like replacing my photo and try choosing quiet colored background, replacing the body text to more exciting and friendly text with changing its fonts and colours.

So, I get the maximum benefit of A/B test and reach the best edition that helps me in the campaign to get more Call-To-Action students.