

Project 7


Market with Email



Marketing Objective & KPI

- **Marketing Objective** To collect students emails who are interested in digital marketing within 3 days.
-
- **KPI** – The number of enrolled students.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ol style="list-style-type: none">1.Holds bachelor degree2.Around 25 years3.Her income is less than 50004.Unmarried5.Lives in Riyadh	<p>Sara</p> 	<ol style="list-style-type: none">1.She needs to change her current job2.To get professional certificates3.Improve SEO and Google ads skills4.Career growth
Hobbies	Goals	Barriers
<ol style="list-style-type: none">1.Social media2.Watching movies3.Tennis4.Reading••	<ol style="list-style-type: none">1.Changes career path2.Improves her professional skills3.Being more creative	<ol style="list-style-type: none">1.Low income2.Limited time3.There are no training courses in her small town

Email Series

Email 1: Your round-up of our latest courses! (Demand skills you need to master in 2020)

Email 2: Digital Marketing online course

Email 3: Hurry up and enroll DMND course

Overarching Theme: 3-5 Sentences

General	<i>This email is addressed to fresh graduate who are interested in improving their skills to get jobs</i>
Subject Line 1	<i>Your round-up of our latest courses!</i>
Subject Line 2	<i>Demand skills you need to master in 2020</i>
Preview Text	Best course in Digital marketing
Body	<p><i>Hey there,</i></p> <p><i>We have good news for you. Digital marketing courser is free for limited period .We are so excited to help you to achieve your goals through learning journey .To find out more please visit our website.</i></p> <p><u>https://www.udacity.com/course/digital-marketing-nanodegree-nd018</u></p> <p><i>Best wishes,</i></p> <p><i>Udacity team,</i></p>
Outro CTA	<i>Learn more</i>

Overarching Theme: 3-5 Sentences

General	<i>This is intended to help drive the visual and written assets for this campaign.</i>
Subject Line 1	<i>Digital marketing course is now available for you</i>
Subject Line 2	<i>Hurry up and join us now</i>
Preview Text	
Body	<p><i>Hey there ,</i></p> <p><i>Are you interested in digital marketing and aspiring to develop your skills?</i></p> <p><i>Well ,We are happy to announce that Digital marketing course registration is open now. Hurry up and join us to upskill your marketing skills.</i></p> <p><u>https://www.udacity.com/course/digital-marketing-nanodegree-nd018</u></p> <p><i>Best regards, Udacity team</i></p>
Outro CTA	<i>Learn more</i>

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences

General

This is intended to help drive the people who have interested in digital marketing to take an action and enroll DMND course.

Subject Line 1

Digital marketing course is now available for you

Subject Line 2

Learn digital marketing skills

Preview Text

Body

Learn digital marketing skills to boost your current job and increase your sales. Hurry up and enroll digital marketing Nano degree to get a professional certificate.

<https://www.udacity.com/course/digital-marketing-nanodegree-nd018>

Outro CTA

Enroll now

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	Monday and Tuesday	Wednesday and Thursday	Friday	Sunday
Email 2	Monday	Tuesday	Wednesday	Thursday
Email 3	Monday	Tuesday	Wednesday	Thursday

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
-----------	----------------	---------	------------	---------------

Draft Email

Desktop	Mobile	Inbox
---------	--------	-------

Hey there ,

Are you interested in digital marketing and aspiring to develop your skills?

Well ,We are happy to announce that Digital marketing course registration is open now. Hurry up and join us to upskill your marketing skills.

<https://www.udacity.com/course/digital-marketing-nanodegree--nd01>

Best regards,

Udacity team

Enroll DMND course now

Final Email

Hey there ,

Are you interested in digital marketing and aspiring to develop your skills?

Well ,We are happy to announce that Digital marketing course registration is open now. Hurry up and join us to upskill your marketing skills.

<https://www.udacity.com/course/digital-marketing-nanodegree--nd01>

Best regards,

Udacity team

[Enroll DMND course now](#)

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	4.54	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	12.5	75	30	30

Final Recommendations

Based on the work you did throughout this project, what would you do for Emails #2 & 3.

1. Will add more images to attract receiver's attention.
2. When some people unsubscribe the campaign, we should analyze the reasons of unsubscription to avoid this in the future.