

# Project 7

## Market with Email





# Marketing Objective & KPI

- **Marketing Objective** – enroll 1000 students by the end of this month
- **KPI** – students enrollment

Challenge: DMND program

# Target Persona



<b>Background and demographics</b>	<b>Target persona name</b>	<b>Needs</b>
<b>Male</b> <b>Age : 18-22</b> <b>Student</b> <b>Lives in Cairo</b> <b>Bachelor degree</b>	<b>Mohammed</b>	<b>Take courses from home</b> <b>Get experience with learning projects and get feedback on them</b>
<b>Hobbies</b>	<b>Goals</b>	<b>Barriers</b>
<b>Reading</b> <b>Play video games</b> <b>Do creative work</b>	<b>Learn high income skill</b> <b>Build a successful online business</b> <b>Have the freedom to work from any place in the world</b>	<b>No guide to learn with the right direction</b> <b>Online courses are expensive</b>

# Email Series

Email 1: your best chance to learn digital marketing from industry experts

Email 2: why to learn from Udacity experts, sharing our graduates' experience with you

Email 3: claim your offer now, it expires after 24 hours



# Content Plan: Email 1

Overarching Theme: 3-5 Sentences

**General**

*This is intended to help drive the visual and written assets for this campaign.*

**Subject Line 1**

your best chance to learn digital marketing from industry experts

**Subject Line 2  
(for A/B testing)**

*This email is for you If you intend to change your career to digital marketing*

**Preview Text**

Invest in your future self NOW

**Body**

*Hey {fname} if you are concerned about learning digital marketing, this email is for YOU. We offer you the UDACITY NANODEGREE program in digital marketing with this course you will learn all the needed skills to land your first marketing job from industry experts. This program isn't for every one it's only for serious people so if you see yourself dedicated enough ENROLL NOW in the course.*

**Outro CTA 1**

*Enroll now in the course*

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

*Take the course now*

# Content Plan: Email 2

Overarching Theme: 3-5 Sentences

**General**

*This is intended to help drive the visual and written assets for this campaign.*

**Subject Line 1**

why to learn from Udaicity experts, sharing our graduates' experience with you

**Subject Line 2**

*How these dropouts landed a digital marketing job at top tech companies with the udaicity dmnd*

**Preview Text**

*Your way to land a digital marketing job even without a collage degree*

**Body**

*Hey [fname] let me share something with you, in this link below you will find a true success story for a student who got a marketing job after this course <https://bit.ly/3ptACVn> So if you want to be our next success story take action now and **SUBSCRIBE TO THE COURSE***

**Outro CTA**

**SUBSCRIBE TO THE COURSE**



# Content Plan: Email 3

Overarching Theme: 3-5 Sentences

## General

*This is intended to help drive the visual and written assets for this campaign.*

## Subject Line 1

claim your offer now, it expires after 24 hours

## Subject Line 2

*Take action now toward your next career steps*

## Preview Text

Your gateway for a new chapter for your career

## Body

*“ my secret to success is I never miss an opportunity” Bill gates  
hey [fname] as you read now the secret to success is to never  
miss an opportunity and I am offering you a huge opportunity  
right now to take the nano degree program with 10% discount  
if you are one the first 100 subscribers TODAY  
Don't leave the opportunity and SUBSCRIBE to the course now*

## Outro CTA

**SUBSCRIBE TO THE COURSE NOW**

# A/B Test Overview

I would run the three emails first to see their results and then change the subject line for them in the next campaign and check the results to see what works and what didn't

# Calendar & Plan

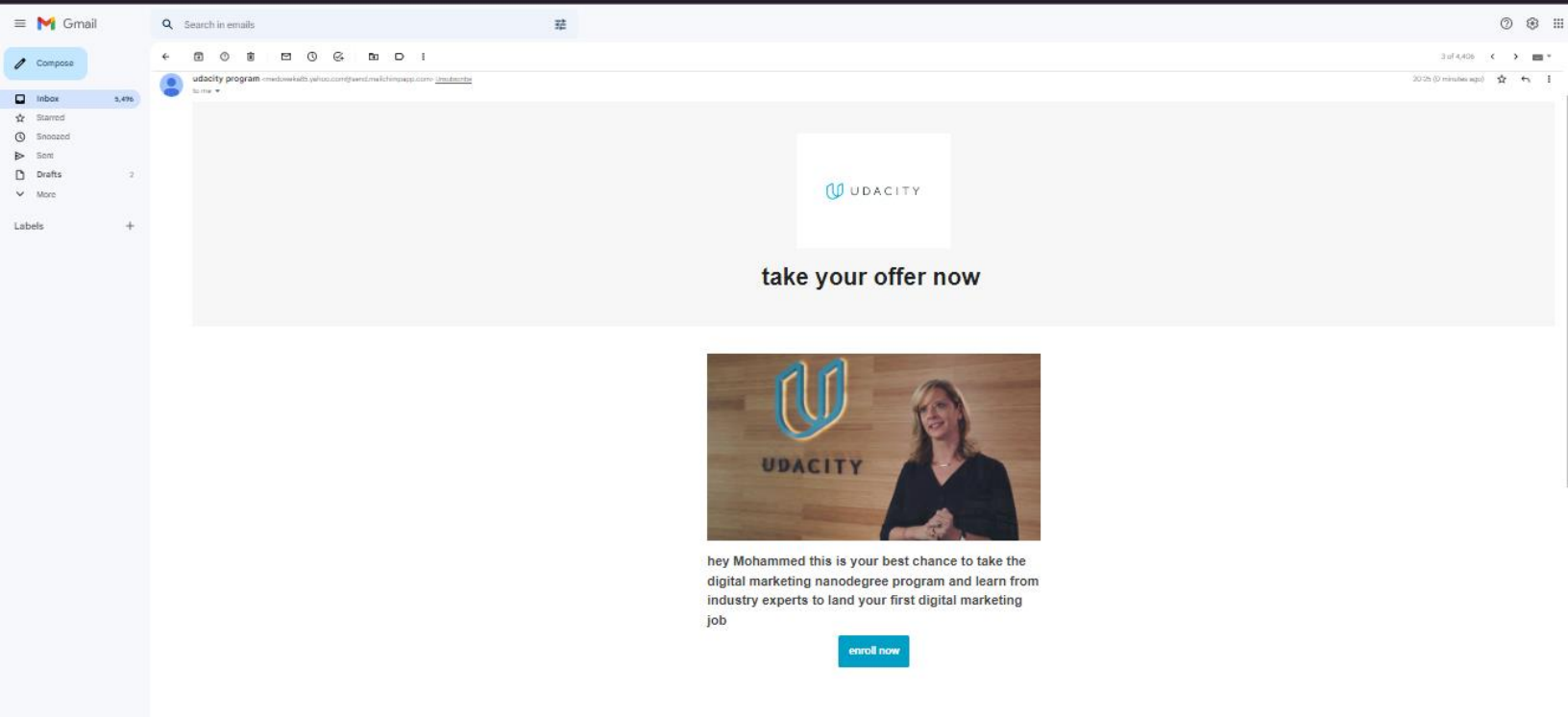
Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	Monday	Tuesday Wednesday	Thursday	Friday
Email 2	Monday	Tuesday Wednesday	Thursday	Friday
Email 3	Monday	Tuesday Wednesday	Thursday	Friday

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample							
Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample

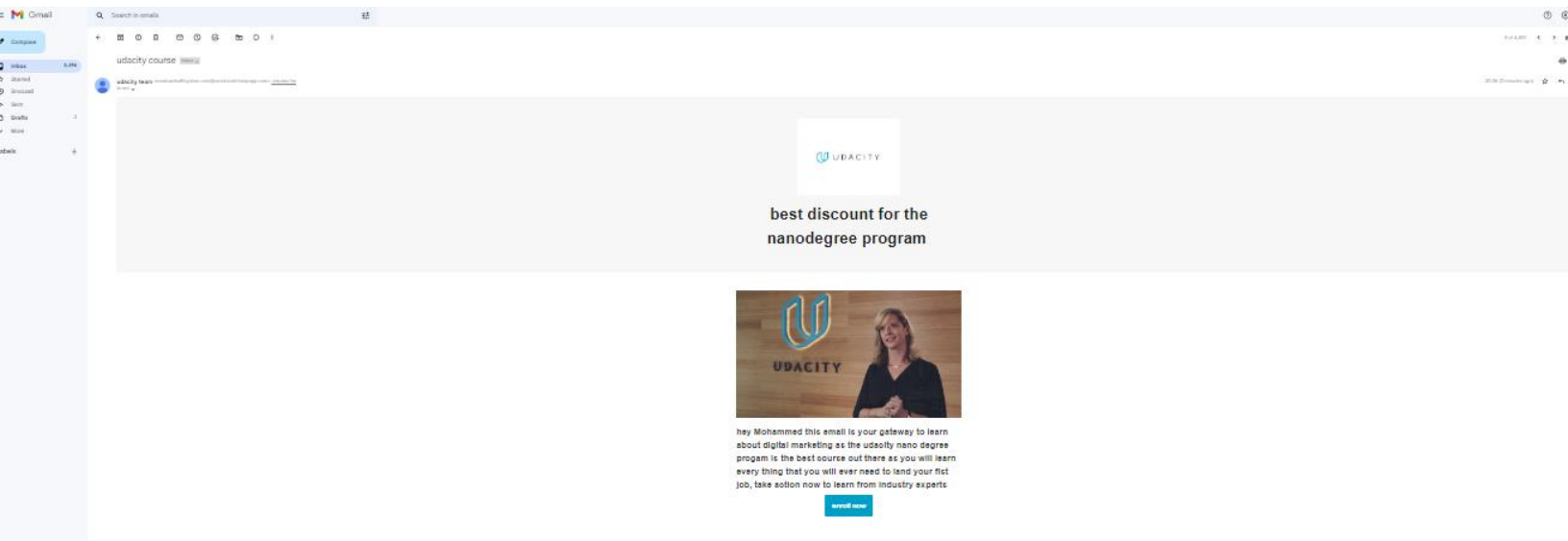
Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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# Draft Email



# Final Email



best discount for the  
nanodegree program



hey Mohammed this email is your gateway to learn about digital marketing as the udacity nano degree program is the best source out there as you will learn every thing that you will ever need to land your first job, take action now to learn from industry experts

[view 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	.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	0.08	75	0.033	30

# Final Recommendations

To handle someone unsubscribing from my list I can first guess the reason why he did that and most of the times it will be because of what I send is irrelevant so it means I should send relevant emails or if the reason was I send a lot of emails so it means I have to send him less emails .

What I would do to improve other emails is I would send less emails and then make them very attractive so that clients won't leave these offers