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# Project 7: Email Marketing



# Email Part 1

## Plan Your Email Content

# Target Persona

Marketing Challenge: DMND (Digital Marketing Nanodegree program)

## Background & Demographics

1. Female
2. 18-24 years old
3. Single
4. Bachelor's degree
5. Lives in United States
6. Interested in digital marketing

Emma Taylor



## Needs

1. To know that money isn't being wasted on program
2. Real world examples and project based program
3. Certification

## Hobbies

1. Watches TV
2. Works out
3. Reads
4. Watches movies

## Goals

1. Career advancement
2. Gain new skills for a career change
3. Become an expert in digital marketing

## Barriers

1. Money
2. Time
3. Wants to make sure the program is worth it

# Email Content:

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	Email that prompts users to follow/like social accounts	Engagement	Number of opens
Email #2	Student success stories	Engagement	Number of opens
Email #3	Sign-up for the DMND program	Conversion	Number of sign-ups from the email

# Email #1

## Email Content Plan

Subject Line	Body Summary	Visual	CTA	Link
<i>Let's get social</i>	<ul style="list-style-type: none"><li>• <i>Find out what we're up to</i></li><li>• <i>We are ready to connect</i></li></ul>	<p><i>Social media icons:</i></p> <ul style="list-style-type: none"><li>• <i>Facebook</i></li><li>• <i>Twitter</i></li><li>• <i>Instagram</i></li><li>• <i>LinkedIn</i></li></ul>	<i>Connect</i>	<i>A link to each social network</i>

# Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	<i>DMND students succeed</i>	<i>Learn more</i>

# Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	<i>Act now! Class starts soon!</i>	<i>Register now</i>



# Email Part 2

## Calendar



# Email Campaign Calendar

	Week 1					Week 2					Week 3				
	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F
Email #1	Planning	Planning	Tests	Send		Analyze	Analyze								
Email #2					Planning	Planning	Tests	Send		Analyze	Analyze				
Email #3									Planning	Planning	Tests	Send		Analyze	Analyze

KEY PHASES

Planning
Tests
Send
Analyze



# Email Part 2

## Craft Your Email

# Email Copy: Email #1

Subject Line: Let's get social

Body: Find out what we're up to. We are ready to connect!

**Facebook icon:** We know you love us, so like us on Facebook!

**Twitter icon:** Regular updates in 280 characters or less, follow us on Twitter!

**Instagram icon:** Give yourself some inspiration, and follow us on Instagram!

**LinkedIn icon:** Keep up with all the news at Udacity on LinkedIn!

CTA: Connect

Link for CTA: Linked to each social media page

# Email Screenshot: Email #1

*Find out what we're up to.*

## We are ready to connect!



We know you love us, so like us on  
Facebook!



Regular updates in 280 characters or  
less, follow us on Twitter!





Give yourself some inspiration, and follow us on Instagram!



Keep up with all the news at Udacity on LinkedIn!



# Email Screenshot: Email # 1

Copyright © 2018 *\*[LIST:COMPANY]\**, All rights reserved.  
*\*[LIST:DESCRIPTION]\**

Our mailing address is:  
*\*[HTML:LIST\_ADDRESS\_HTML]\**

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



# A/B Testing Email

# A/B Testing Email

A/B testing is important so you can test which subject line, call to action buttons etc. get a higher open rate/click thru rate/conversion rate. You can test anything in you email to see what receives a better response.

To test, you would have one email to go out to a segment of people and the other go out to a different segment. During the testing phase, you would see which email received the better response, a higher open rate/click thru rate/conversion rate (depending on what KPI you are measuring).

A/B Testing		
	Subject Line	CTA
Email #1	<i>Don't miss anything!</i>	<i>Facebook - Like Twitter - Follow Instagram - Follow LinkedIn - Connect</i>



# Sending and Analyzing Results



# Calculation Formulas

Open Rate =

$\# \text{ of emails opened} / (\# \text{ of emails successfully delivered})$

Click through Rate =

$\# \text{ of clicks on CTA} / (\# \text{ of emails successfully delivered})$

Overall Conversion Rate =

$\# \text{ of actions taken} / (\# \text{ of emails successfully delivered})$

# Results Email #1

## 1. Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

# Results Continued Email #1

## Calculate the CTR and the Conversion Rate

Note about unsubscribes: It is recommended to remove your unsubscribes for various reasons. 1. You increase email deliverability. 2. Smaller list = less cost. 3. The ones that are subscribed to your list are the ones that matter. In addition there are anti-spam laws. Although MailChimp has a process in place where those who want to unsubscribe can easily do so.

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsubscribed
180	8%	75	3%	30

# Final Recommendations

There are many things one can further do to optimize to get the best results of their email campaigns. Changing the call to action buttons, changing the color of the buttons to make them stand out a bit more, or adding a different main graphic are all suggestions.