Project 7: Email Marketing

Email Part 1

Plan Your Email Content

Target Persona

Before you begin your email marketing campaign, share a description of your target persona.

Marketing Challenge chosen: DMND

Target Persona

Sam
'IT MidManager'
Chakravorty

Demographics
- Male, 36 yrs old
- Married, one child
- Works as a midlevel manager in an Indian IT company
- Interested in technology, but job role does not entail much new learning
- Income is around INR 30,000,00 per annum

Needs
- Would like to learn from basics, at his own pace
- Would like it to be credible
- Would like to get connected to industry for freelancing options

Hobbies
- Travel, Photography
- Watching movies
- Reading about technology

Goals
- Learn some technology and earn credible degrees outside of job
- Turn Freelancer in a few years
- Be able to make time for himself

Barriers
- Travels quite a bit, and hence time is premium
- Age/Stage of career – a perception that it may be too late in the career for such kind of a 'hands-on' course
- Does not have too many contacts outside of office, so does not know where to start, how to start

DIGITAL MARKETING
NANODEGREE PROGRAM

Email Content:

Email Content Plan			
	Email Topic	**Marketing Objective**	**KPI**
Email #1	**Master Digital Marketing**	**Engagement**	*Open Rate, CTR*
Email #2	**Ravi's career switch story**	**Engagement**	*Open Rate, CTR*
Email #3	**Enroll Now**	**Conversion**	**Conversion**

Email #1: Master Digital Marketing

Email Content Plan				
Subject Line	**Body Summary**	**Visual**	**CTA**	**Link**
Master the skills for a successful Digital Marketing Career	• *Learn from the masters: Google, Hubspot, Udacity etc* • *Gain real word experience running live campaigns* • *Prepare yourself for jobs of tomorrow*	*Udacity logo in the top part of the email, and a banner depicting Digital marketing with some social media icons*	*Learn more*	*http://dmnd.udacity.com/*

DIGITAL MARKETING
NANODEGREE PROGRAM

Email #2: Ravi's career switch story

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Engagement	***From cubicle-dweller to a Digital Marketing freelancer: Ravi's success story***	***Watch now***

DIGITAL MARKETING
NANODEGREE PROGRAM

Email #3: Enroll Now

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Conversion	***Become a Certified Digital Marketer [Last Day] | Enroll Now***	***Enroll Now***

DIGITAL MARKETING
NANODEGREE PROGRAM

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	Tests	Tests	Send	Analyze	Analyze	Analyze								
Email #2						Planning	Tests	Tests	Send	Analyze	Analyze	Analyze			
Email #3											Planning	Tests	Tests	Send	

KEY PHASES

Planning	Tests	Send	Analyze

DIGITAL MARKETING
NANODEGREE PROGRAM

Email Part 2

Craft Your Email

Email Copy: Email #1

Subject Line: ***Master the skills for a successful Digital Marketing Career!***

Pre-header: ****|Fname *|, learn Digital marketing from the masters!***

Body:
Built in partnership with industry pioneers like Google, Hubspot, Moz and others, Udacity's Digital Marketing Nanodegree program allows you to explore the full range of digital marketing specialties building a broad foundation for digital marketing expertise.

- *Get a unique, 360-degree understanding of digital marketing*
- *Develop and run live, real-world campaigns as you master the skills and tools you'll need to launch a successful digital marketing career.*
- *Build an extensive digital media portfolio with 6 projects and be industry ready in 3 months*

Over 5000 professionals have enrolled and benefited from the course globally. Would you like to join this amazing group and supercharge your career?

CTA: ***Learn more***

Link for CTA: ***http://dmnd.udacity.com/***

DIGITAL MARKETING
NANODEGREE PROGRAM

Email Screenshot: Email #1

Master the skills for a successful Digital Marketing career!

U   Udacity <sampathmenon@hotmail.com>
Today, 6:49 AM
You ⌄

↩ Reply | ⌄

UDACITY

Digital Marketing Nanodegree

DIGITAL MARKETING

sampath, learn Digital marketing from the masters!

Built in partnership with industry pioneers like Google, Hubspot, Moz and others, Udacity's Digital Marketing Nanodegree program allows you to explore the full range of digital marketing specialties building a broad foundation for digital marketing expertise.

DIGITAL MARKETING
NANODEGREE PROGRAM

Email Screenshot: Email #1 (Continued)

- Get a unique, 360-degree understanding of digital marketing
- Develop and run live, real-world campaigns as you master the skills and tools you'll need to launch a successful digital marketing career.
- Build an extensive digital media portfolio with 6 projects and be industry ready in 3 months

Over 5000 professionals have enrolled and benefited from the course globally. Would you like to join this amazing group and supercharge your career?

Learn More

MailChimp

DIGITAL MARKETING
NANODEGREE PROGRAM

A/B Testing Email

A/B Testing Email

1. A/B Test the Subject Line and Call to Action in Email #1 by writing an alternative for each.

A/B Testing		
	Subject Line	**CTA**
Email #1	*Become a Certified Digital Marketer*	*Tell me more*

A/B Testing Email

1. Explain why A/B testing is important and how you might A/B test each of these two components of your email in an email campaign.

- *A/B testing is important because it helps you understand which email version performs best.*
- *In an A/B test, one component of an email is varied. One version is sent to one-half of the subscribers, and the other to the other half. The results and analyzed and used to better the email.*
- *In this case, I will A/B test the subject line change separately, and the CTA separately*
- *The success metric I will choose for this will be Click rate, since I want the users to come to DMND site for further action.*
- *The steps I will follow:*
  1. *First I will test for the Subject line*
  2. *I will select a smaller sample of subscribers from my subscriber list (I'll use the free calculator from Optimizely to decide the size of the group, so results are statistically significant)*
  3. *I will send the email to one half of this group. I will vary the subject line and send to the other half. I will analyze the Click rate to see which performed better, and stick to the higher performing subject line*
  4. *Now I will test for CTA*
  5. *I will select a different sample group*
  6. *I will send the email (chosen in step 3) to one half of this group*
  7. *I will vary the CTA and send to the other half. I will again check the Click rate, and choose the higher performing CTA. This will be the mail I will send to the rest of the people in the subscriber list.*

Sending and 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

DIGITAL MARKETING
NANODEGREE PROGRAM

Results Continued Email #1

1. Calculate the CTR and the Conversion Rate

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

- It is important to provide our subscribers a means to unsubscribe, which we have done.
- Now, we must keep an eye on the Unsubscribe rate – this should be kept at a minimum (ideally, <1%).
- If our unsubscribe rate is too high, we need to consider analyzing how the content could be made more relevant and engaging to subscribers, or reducing frequency.
- If we do not do this, subscribers may consider our mails as Spam. If we have many users marking our emails as spam, we may get flagged as a spammer. This will negatively impact our reputation and in turn, our business.

DIGITAL MARKETING
NANODEGREE PROGRAM

Final Recommendations

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

- *I will analyze the results of previous email campaigns, specifically:*
  - *Track the reach (for email #1 and 2)*
  - *Track Clicks and Open rates – this will help me understand how the subscribers are engaging with the campaign, so I can use it to refine the messaging*
  - *Track unsubscribe rate – to ensure there's nothing alarming there*
  - *Track bounces – this will help me prune my subscriber list; to remove any invalid email ids*
- *For emails #2 and #3, I will refine the messaging, imagery and CTA based on the findings from email #1. I will also send out emails #2 and #3 to the pruned subscriber list*
- *For email #2, I plan to send it out in a story format recounting a story relatable to the audience. This should increase engagement and translate to better CTR and action.*
- *For email #2, I will also include an additional takeaway – a booklet on a specific area of Digital Marketing that will be useful, or a sneak peek into the DMND course. This will improve CTR*
- *I will definitely continue with A/B testing for both #2 and #3.*
- *For email #3, I will include copy that creates a sense or urgency (Eg: 'Last day to enroll'), which could result in higher conversion*
- *For emails #2 and #3, I will continue to align with the brand and theme guidelines, so there's consistency*