

# PROJECT 9

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MARKET WITH EMAIL



# MARKETING OBJECTIVE AND KPI

The marketing objective is to generate 25 leads in India through enrollment in Digital Marketing NanoDegree Program in 3 weeks from 6 may to 26 may 2019, running email campaigns via Mailchimp free subscription.

KPI is the number of leads generated in 3 weeks through the email campaign.

# TARGET PERSONA



SHARAD JAIN

# BACKGROUND & DEMOGRAPHICS



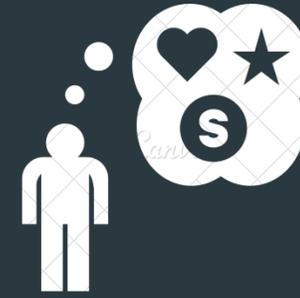
- Male
- 21 years old
- College student
- Pursuing Bachelor's in Engineering
- Lives in Bangalore
- Earns part time income through mentoring

# HOBBIES



- Blogging
- Watching movies
- Traveling
- Volleyball and Table Tennis
- Exercising

# NEEDS



- Skills necessary for digital marketing job
- Practice real world projects
- Mentor for direction and support
- Connect with people of same ideas and interests
- Guidance from field experts

# GOALS



- Start career in digital marketing
- Earn money through part time freelancing
- Become a top digital marketer
- Start own company
- Become financially independent and secure

# BARRIERS



- Limited time to manage college studies and Nanodegree program
- Travels frequently, so lack of focus
- Options of free digital marketing courses
- Cost of Digital Marketing NanoDegree

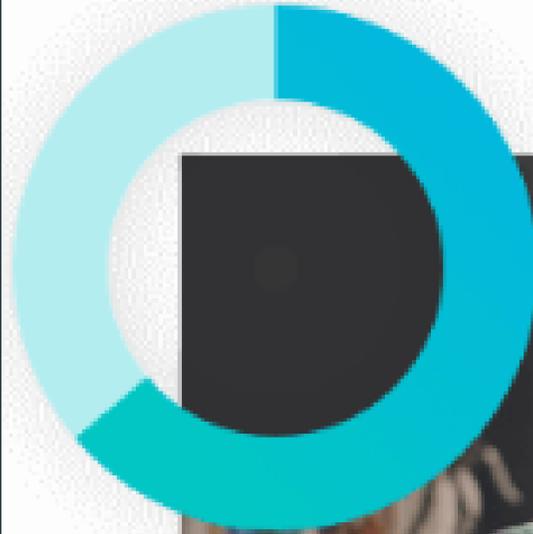
# CREATE AN EMAIL CAMPAIGN



# CREATIVE BRIEF - EMAIL 1

**Subject line** - Invite to Digital Marketing Free Webinar.

**Preview text** - Become an expert in your field. Get to know the key opportunities in the digital marketing industry and most in-demand skills by registering yourself in the free webinar by Udacity on 10 April 2019.



**DAN KOB**

Digital marketing expert, Udacity



# **DIGITAL MARKETING WEBINAR**

10 APRIL 2019 @ 12 PM

**Body** - Everything you learn becomes obsolete after a few years. This means that after a few years whatever you have learned would no longer be applicable. As we can see computer technology has changed, marketing practices have changed, and so do have means of communication.

Common people invest in gold, real estate, and stocks and shares. But wise people invest in themselves through self-development. They never stop learning. Marketing has changed and new skills open up the door for better opportunities and smart money.

Join our Free Webinar to explore new demands in digital marketing industry and how to make yourself ready to face this new era.



Speaker - Mr. Dan Kob, Head of digital marketing in Udacity, San Francisco, California (Recipient of the award - Best Digital Marketer 2018 in Bay Area)

Webinar date – 10 April, 2019 (Wednesday)

Time – 12 pm

**Outro CTA** – Register now

# CREATIVE BRIEF - EMAIL 2

**Subject line** - Careers in Digital Marketing

**Preview text** - Get the First Mover advantage. Explore opportunities in digital marketing industries and learn high in-demand skills to outperform the competition.

**Body** - The consumer market has changed. Now, customers are smarter and thus prefer smart marketing to get convinced. Digital Marketing industry has become a billion-dollar industry with \$70 billion spent in the US alone.

*Digital marketing graduates are going to be hot commodities when it comes to applying for digital marketing jobs..!*

- Avinash Kaushik, Digital marketing advocate, Google.

Ever wondered about the job opportunities in Digital marketing industry? Here are some!



YOU CAN BE A

Social Media Manager

Email Marketing Manager

Social Media Strategist

Internet Marketing Manager

Head of growth & acquisition

SEO Manager

SEM Analyst

SEO Analyst

SEM Manager

SEO Strategist

Search Analyst

Digital Marketing Manager





You can work in an organization, become a freelancer or even join a startup!

In Udacity, learn the skills that you really need to succeed in digital marketing and practice them running live campaigns.

**Outro CTA** - Become a digital marketer

# CREATIVE BRIEF - EMAIL 3

**Subject line** - 20% off your First NanoDegree.

**Preview text** - Learn high in-demand skills this summer! Save up to \$500 on your first NanoDegree with Udacity.

Body -

SPECIAL OFFER

**FLAT 20% OFF**

**Body** - Digital Marketing has become a Multi-billion Dollar industry. Establish a broad-based understanding of the whole digital marketing ecosystem before it's too late.

Whatever are your goals, we would help you achieve them. Become everything you want to be - Digital Marketer, Social Media Manager, Social Media strategist, SEO Manager, Email Marketer, Search Analyst, Growth hacker, Content Manager and what not! Join Udacity today and save up to \$500!

# Why Udacity



REAL WORLD PROJECTS



JOB READY NANODEGREE

1:1 MENTOR SUPPORT



360 DEGREE APPROACH

Outro CTA - Enroll Now

# CALENDAR AND PLAN

	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Email 1	PLANNING	PLANNING	TESTING	TESTING	SENDING	ANALYZING									
Email 2						PLANNING	TESTING	TESTING	SENDING	ANALYZING					
Email 3											PLANNING	PLANNING	TESTING	SENDING	ANALYZING

PLANNING

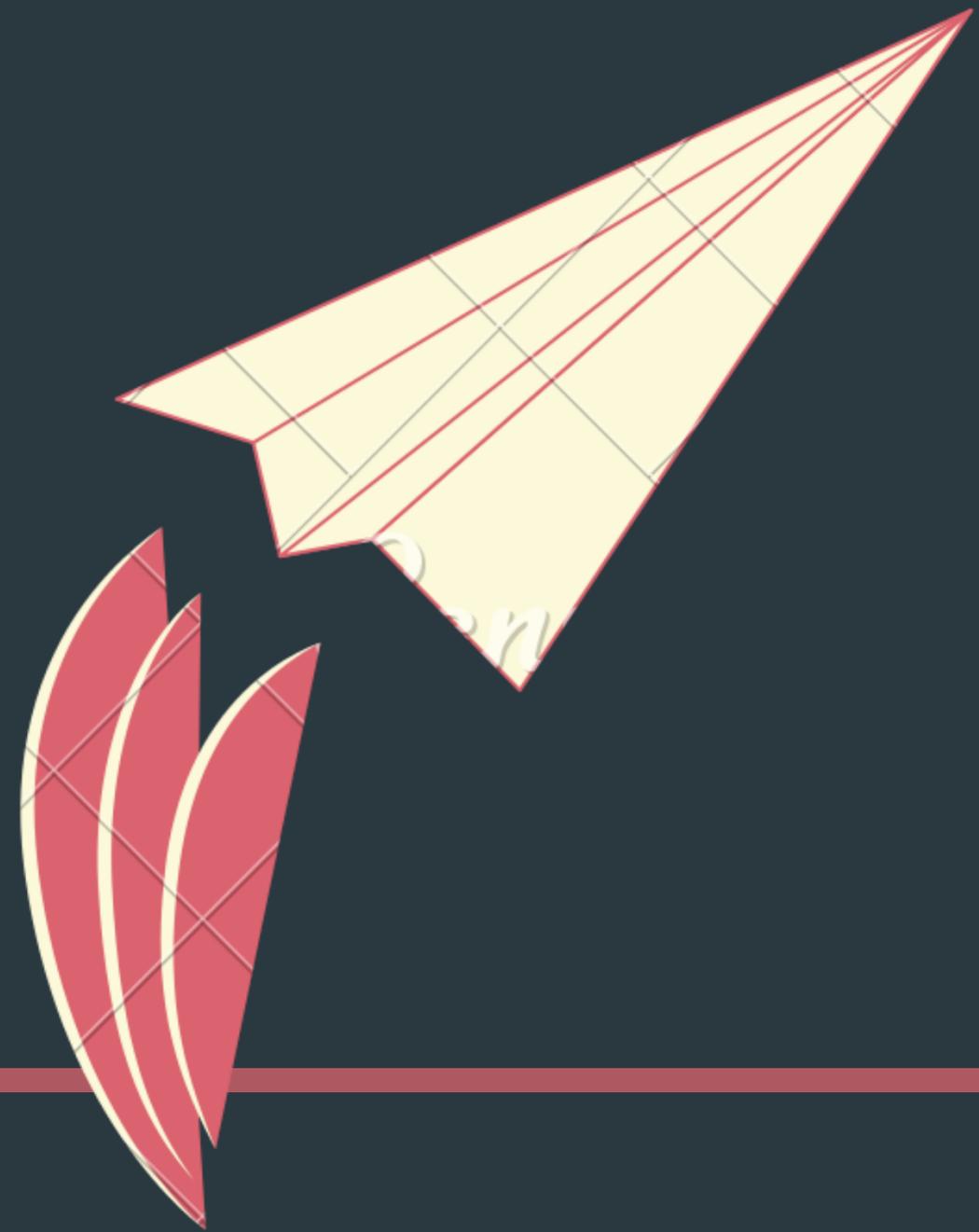
TESTING

SENDING

ANALYZING

In the beginning, I will spend more time on planning then subsequently more on testing to ensure that email that performs the best reaches to the customers.

**BUILD  
AND  
SEND**



# DRAFT EMAIL



Udacity via mailchimpapp.net  
to me

12:12 PM (3 hours ago) ☆ ↶ ⋮

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360 DEGREE APPROACH



Copyright © 2019 Megha, All rights reserved.

You are receiving this email because you opted in via our website.

Our mailing address is:

Changed the position of coupon code and action button in the final draft.

# FINAL EMAIL

Udacity via mailchimpapp.net  
to me

12:12 PM (3 hours ago) ☆ ↶ ⋮

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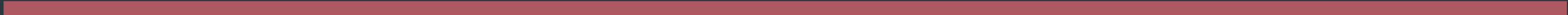


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You are receiving this email because you opted in via our website.

Our mailing address is:

# SENDING AND ANALYSING RESULTS



# FORMULAS



Open Rate = Number of emails opened / (number of emails successfully delivered)

Click through Rate = Number of clicks on CTA / (number of emails successfully delivered)

Overall Conversion Rate = Number of actions taken / (number of emails successfully delivered)

# RESULT 1

## Result and Analysis

Clicked	CTR	Take Action	Conversion	Unsubscribed
180	8%	75	3.33%	30

# RESULT 2

## Result and Analysis

Sent	Delivered	Open	Opened Rate	Bounced
2500	2250	495	22%	225

# RECOMMENDATIONS

I would prefer the A/B Test to determine which image theme performs better and then design the other two emails keeping these results in mind. Since it is a summer discount, light blue color image theme is expected to outperform the other one.

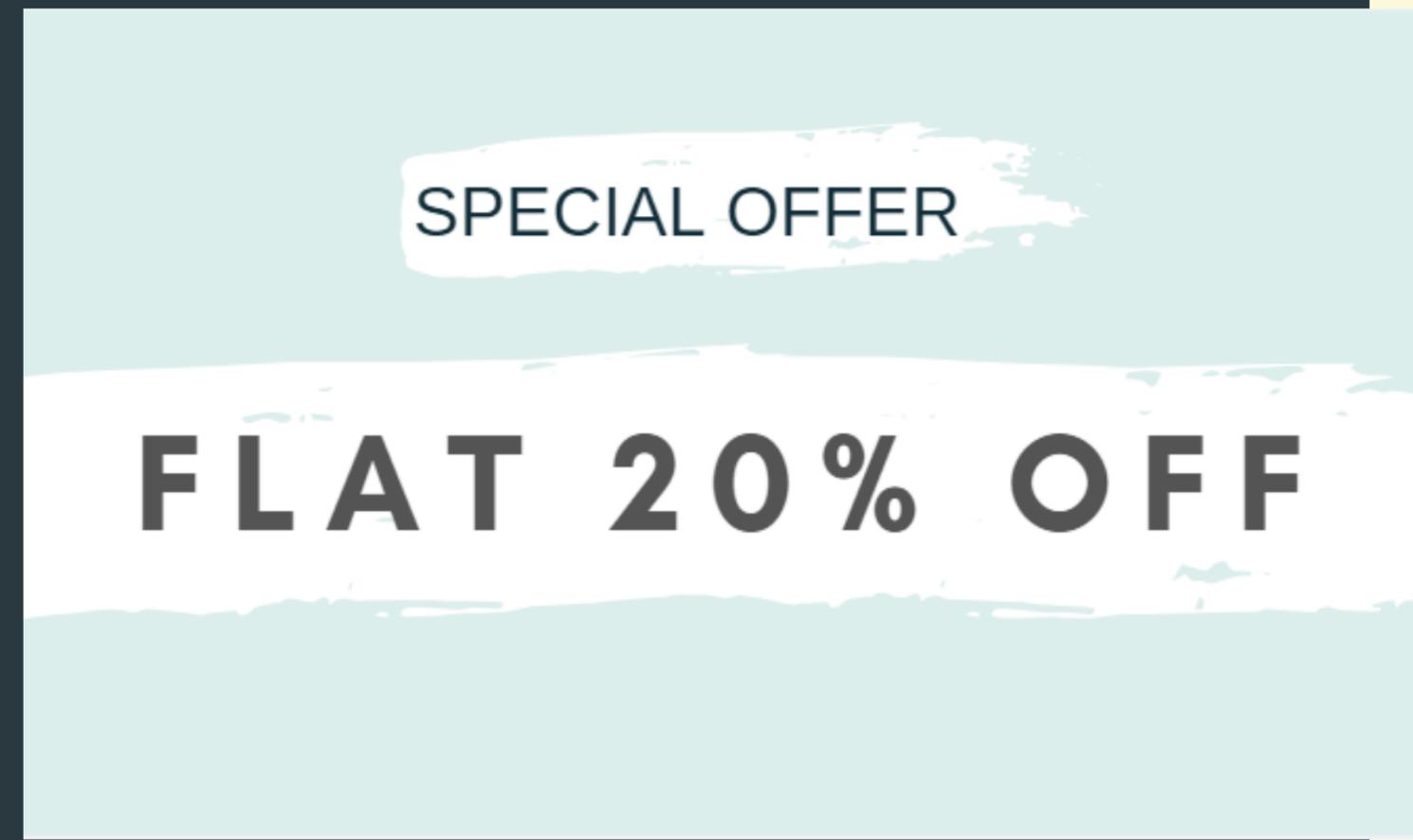
Also, in email 3 I would test the action button. Currently, it is "Enroll Now" but "Get Offer" may also work well as it would attract those people more, who love getting discounts and offers.

# A/B TEST

Changed the images keeping other things exactly same.



vs



# A/B TEST

## WHY UDACITY?

### 360 Degree Approach

This program instills a 360-degree understanding of the field



### Real World Projects

You'll run live campaigns on major marketing platforms

### 1:1 Mentor Support

You'll get supportive mentoring and rigorous project review by experts



### Job Ready NanoDegree

Get access to Propel - flagship career fair of Udacity, India

VS

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1:1 MENTOR SUPPORT



360 DEGREE APPROACH



**THANK YOU**

