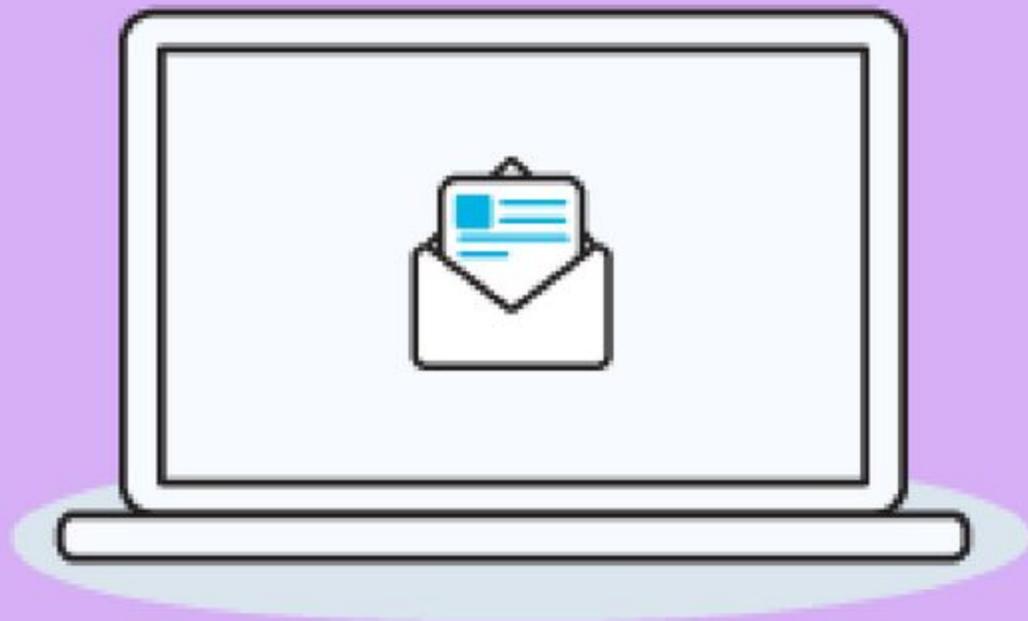


Project 7

Market with Email



Project Summary

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Summary: In this project, I prepared a **Email Campaign** consisting of **3 emails**, drafted the first email **in MailChimp** and analyzed its results.

Results: prepared Creative Briefs for 3 Emails for automated Email Workflow that should follow-up on leads generated with the Facebook Campaign (Email 1) and move them further the Customer Journey from interest (Email 2) to action phase (Email 3).

Details on slides that follow:

1. Marketing Objective & KPI
2. Email Series
 - a. Creative Brief for Email 1
 - b. Creative Brief for Email 2
 - c. Creative Brief for Email 3
3. Calendar & Plan
4. Draft & Final Versions for Email 1 built in MailChimp
5. Sending & Analyzing Results for Email 1
6. Final Recommendations

Marketing Objective & KPI

- **Marketing Objective:**

Convert leads gathered through advertising of free Social Media Advertising Guide into Digital Marketing Nanodegree (DMND) students via three Email series run between June 8 and June 26, 2020.

- **KPI** - conversion rate

Target Persona: DMND

Background and Demographics	Target Persona Name	Needs
<p>Male, in Mid-20s, Computer Sci student working in Insurance Sales, Married without kids with up to 50,000 USD income (middle-class)</p>	 <p>Ambitious Andy</p>	<p>Money</p> <p>Grow own business</p> <p>Career Support & Mentoring</p>
Hobbies	Goals	Barriers
<p>Reading</p> <p>Wolf of Wall Street favorite movie</p>	<p>Get a PhD</p> <p>Start a lead generation company</p> <p>Launch a career in new industry</p>	<p>Never completed online courses before</p>

Email Series

Email 1: Social Media Advertising Guide. Success! Your free Ebook is ready for download

Email 2: Liked our Social Media Advertising Guide? Enroll in Digital Marketing Nanodegree to launch your new career

Email 3: Reminder! Digital Marketing Nanodegree enrollment ends on June 25

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences

General	<i>This email follows up on leads generated by Facebook Campaign. Objective: engagement and awareness building about the product and the platform.</i>
Subject Line 1	Social Media Advertising Guide
Subject Line 2	Success!
Preview Text	Your Ebook is ready for download.
Body	<p><i>Download Social Media Advertising Guide here.</i></p> <p><i>What to do next:</i> <i>Check out Udacity Digital Marketing Nanodegree to learn 360-degree understanding of digital marketing and run real campaigns on Facebook, Google AdWords and much more!</i></p> <p><i>Udacity is the world's fastest, most efficient way to master the skills tech companies want. 100% online, part-time & self-paced.</i></p>
Outro CTA	<i>Learn More</i>

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences

General	Information about the DMND program to those that downloaded free Ebook. Objective: encourage enrollment in DMND
Subject Line 1	<i>Liked our Social Media Advertising Guide?</i>
Subject Line 2	<i>Become a Digital Marketer</i>
Preview Text	<i>Enroll in Digital Marketing Nanodegree to launch your new career</i>
Body	<p>Digital Marketing Nanodegree</p> <p>ESTIMATED TIME <i>3 month at 10 hours/week</i></p> <p>PREREQUISITES <i>No Experience Required</i></p> <p>What you'll learn:</p> <ul style="list-style-type: none">- <i>Marketing Fundamentals</i>- <i>Content Strategy</i>- <i>Social Media Marketing</i>- <i>Social Media Advertising with Facebook Blueprint</i>- <i>Search Engine Optimization (SEO)</i>- <i>Search Engine Marketing with Google Ads</i>- <i>Display Advertising</i>- <i>Email Marketing</i>- <i>Measure and Optimize with Google Analytics</i>
Outro CTA	<i>Enroll Now</i>

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences

General

Remarketing: customers that Downloaded Ebook (Email 1) and clicked on Enroll Now button (Email 2) but did not complete the enrollment in DMND. Objective: encourage enrollment by creating urgency for action to those that showed interest in enrollment and are thus further down the customer journey (move from desire stage to action stage).

Subject Line 1

Reminder!

Subject Line 2

Digital Marketing Nanodegree

Preview Text

Enrollment ends on June 26

Body

Hi {Name},

Interested in Digital Marketing Nanodegree?

Enroll by 11:59 PM on June 26, 2020 to enter the classes that start on July 1, 2020.

Don't miss your chance to join 1000+ students who study to become the next generation of digital marketing leaders.

Outro CTA

Enroll Now

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	June 8-9	June 10	June 11	June 15-16
Email 2	June 10-11	June 12	June 15	June 17-18
Email 3	June 17-18	June 19	June 22	June 25-26

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Email 1														
	Email 2													
		Email 3												
8	9	10	11	12	15	16	17	18	19	22	23	24	25	26

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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Draft Email

Reply-To: us10-93ce722955-48efac1b5a@inbound.mailchimp.com

 This message is from a mailing list.

[Unsubscribe](#) 

[View this email in your browser](#)



Social Media Advertising Guide

Success!

[Download Your Free Ebook here.](#)

What to do next:

Check out [Udacity Digital Marketing Nanodegree](#) to learn 360-degree understanding of digital marketing and run real campaigns on Facebook, Google AdWords and much more!

Udacity is the world's fastest, most efficient way to master the skills tech companies want. 100% online, part-time & self-paced.

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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	8%	75	3.3%	30

Final Recommendations

Based on results from Email 1, we have 30 customers that unsubscribed. We should remove their emails from our newsletter list to exclude further communication immediately.

Analyzing the results from the first email, we may conclude:

1. The unsubscription rate is about 1.3% which is very low so we should not worry much and proceed with the email workflow as planned.
2. The open rate was rather low for a free ebook - 22% (expected around 40%). So try changing the Email heading/ preview in the next round.
3. Bounced rate was 9% which is relatively high. But we gathered leads through Facebook campaign, so people might have entered wrong email mistakenly/on purpose. Let's see if bounce rate decreases with the Email 2.
4. CTR of 8% was rather high. We also got 3.3% conversions from Email which objective was merely to create brand awareness, which is good. Expecting Conversion Rate to be higher in the Email 2 which objective is to drive conversions.