



Udacity Enterprise Program

Email Marketing



Email Campaign Planning

Udacity Enterprise Program

Target Persona

Background and Demographics	Digital Desire Dan	Needs
<ul style="list-style-type: none"> • Male, 35-40 years old • Married, 2 kids (10 & 12) • MBA in Marketing • Lives in Major City • Works as Chief Marketing Officer for medium sized firm that is growing • HH Income \$160,000 		<ul style="list-style-type: none"> • Cost efficient way to better onboard employees in usage of digital marketing tools/practices • Needs to give a resource to current employees to close skill gaps • Increase cross team understanding of software • Stay relevant as competitors are navigating the digital space more effectively
Hobbies	Goals	Barriers
<ul style="list-style-type: none"> • Loves music • Avid concert goer • Sports • Family focused • Enjoys high status cars • High brand affinity 	<ul style="list-style-type: none"> • Revamp onboarding process with content specific to how digital marketing can help the organization • Software skills to be understood across the organization to improve efficiency • Improve team morale • Get more value out of expenditures for training 	<ul style="list-style-type: none"> • Large number of new employees coming in due to growth • Not enough time to individually train new members on current trends in digital marketing • Cannot support current members with turnaround time needed



Email Series

Email 1: Free Webinar: Dr. Eric Schmidt, former Google CEO

Email 2: Ready to take the next step towards digital transformation?

Email 3: The time is now. Optimize your workforce today with Udacity Enterprise.



Campaign Objective & KPI

Marketing Objective: Campaign will have a final marketing objective of achieving 10 Enterprise Sign Up conversions during the course of the 7 days following the consultation email (email #2).

KPI: Conversion Rate



Individual Objectives & KPIs

	Theme	Marketing Objective	KPI
Email #1	Invite and promote Lessons in Leadership, AI & Education Webinar.	Increase engagement with 50 webinar signups over the course of 1 week..	Conversion Rate (Webinar Sign Ups)
Email #2	Follow up on webinar content, and drive for business consultation.	Drive quality lead conversions by achieving 20 consultation sign ups during the 5 days following webinar email.	Conversion Rate (Consultation Sign Ups)
Email #3	Continue nurturing consumer journey towards Enterprise sign up.	Increase revenue through 10 Enterprise sign ups over the course of 7 days following consultation email.	Conversion Rate (Enterprise Sign Ups)





Email Campaign Creation

Udacity Enterprise Program

Content Plan: Email 1

Overarching Theme: Awareness/ Engagement

General	<i>The message targets the audience in an awareness/ interest stage as they gather more information about how to educate their workforce and solve their learning needs. Through reputable content, users will gain insight from one of the world's most successful businessmen, while boosting brand image for Udacity Enterprise. Content is not directed at overly promoting Udacity, or focused on sales conversions at this time.</i>
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Subject Line 1	<i>Free Webinar: Dr. Eric Schmidt, former Google CEO</i>
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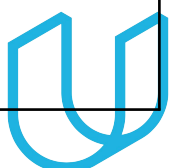
Subject Line 2 (for A/B testing)	<i>Learn how personalized learning helped Google improve their workforce.</i>
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Preview Text	<i>Lessons in leadership, AI & education.</i>
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Body	<p><i>[IMAGE: Udacity Banner]</i></p> <p>Join Dr. Eric Schmidt, former CEO at Google and Sebastian Thrun, founder of Udacity as they discuss the importance of workforce education.</p> <p>This free on demand webinar will provide insights on enterprise leadership development, the future of business in regards to AI, and how Udacity can best service your organization in personalized learning.</p> <p><i>[IMAGE: SCHMIDT THRUN]</i></p>
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Outro CTA 1	<i>WATCH NOW</i>
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Outro CTA 2 (for A/B testing)	<i>LEARN MORE</i>
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Content Plan: Email 2

Overarching Theme: Engagement/ Conversion

General	<i>Nurture email that can either be applied to audiences who attended webinar, or those who did not (with link referencing webinar). Build off advice mentioned during webinar to persuade users to value enterprise learning. Encourage and promote consultation offerings.</i>
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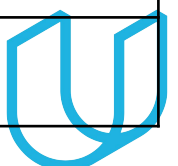
Subject Line 1	<i>Ready to take the next step towards digital transformation?</i>
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Subject Line 2	<i>Personalized consultation: Your next step towards digital transformation</i>
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Preview Text	Our Enterprise Team is ready to analyze your business.
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Body	<p><i>[IMAGE: Udacity Banner]</i></p> <p>As mentioned by former Google CEO, Dr. Eric Schmidt, customizable learning for modern businesses is vital for continual growth. At Udacity, we would love nothing more than to provide you with the kind of resources that you need to best equip your workforce, the same way Google did.</p> <p>Our Enterprise team is ready to schedule a consultation with your business today so that we can assist you in taking the next steps towards achieving your transformation goals. Here is what you can look forward to:</p> <ul style="list-style-type: none">• Complete review and audit of current digital strategy with your team leads• Workforce survey of level of understanding• Tailored report on optimization areas based off survey/audit <p>Take advice from Dr. Schmidt, there is power in workforce learning. We stand ready to help.</p>
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Outro CTA	REQUEST CONSULT
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Content Plan: Email 3

Overarching Theme: Conversion

General

The goal is to drive sales conversions. Users have now been nurtured through awareness and interest content, received intent services, and are now at the later stages of the consumer journey. The message will focus on enterprise offerings, reminding the user of the benefits that are included. Clear communication that this is tailored to a multitude of industries.

Subject Line 1

The time is now. Optimize your workforce today with Udacity Enterprise.

Subject Line 2

Build off your consultation and optimize your workforce today with Udacity Enterprise.

Preview Text

Transform the workforce you have into the workforce you need.

Body

[IMAGE: Udacity Banner]

* | FNAME | *,

Our team truly enjoyed our recent Enterprise consultation and hope that you and your team at * | BUSINESS | * gained great insight and value.

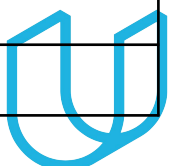
Here at Udacity, we value growth and development. It is clear through our time together that these values resonate with your organization as well. Our team is ready to take the next steps with your workforce and enter into an Enterprise partnership.

As a reminder, by becoming an Enterprise partner, you have exclusive access to tailored training pathways, company specific capstone projects, 24/7 access to technical mentors, and much more.

So what do you say? Let the transformation start today.

Outro CTA

JOIN ENTERPRISE



A/B Test Overview

As means to better understand which of the email components is better resonating with our target audience, A/B testing should be implemented with the creative copy that has been provided.

The subject line will be tested first within our testing, comparing Subject Line 1 vs Subject Line 2 for each respective email against each other over a set period time.

Depending on the size of the subscriber list, the test can be administered to our entire audience, or a portion, as long as statistical significance is observed.

Similar emails in the past have had a baseline conversion rate associated with their CTA of about 3%. In order to realize a minimum detectable effect of 50% with 95% recommended statistical significance, it is imperative that our testing sample is at least 1,800 users.

Once the results of the Subject Line test are completed, we can then evaluate the data to see which message had better performance in terms of the KPIs set towards meeting the marketing goals. From here, call to action buttons, arrangement of content, creative images, and more can be tested univariately.



Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email #1	June 14	June 15-16	June 17	June 18
Email #2	June 21	June 22-23	June 24	June 25
Email #3	June 27	June 28	June 29*	July 30

**Dependent on Consultation Appointment*

	Week One					Week Two					Week Three				
	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Email #1	Planning	Testing	Testing	Send	Analyze										
Email #2						Planning	Testing	Testing	Send	Analyze					
Email #3											Planning	Testing	Send	Analyze	

Phases:

Planning Phase	Testing	Send Phase	Analyze Phase
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Build & Send

Udacity Enterprise Program

Draft Email

Campaigns <

All campaigns

Email templates

Reports


Mauricio

Your email campaign is ready to send! Draft

[Finish later](#) [Schedule](#) [Send](#)

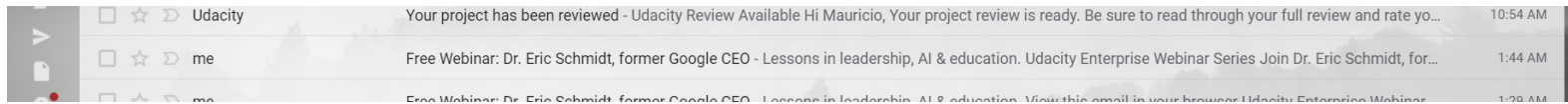
Udacity Enterprise (copy 02)

[Edit name](#)

<input checked="" type="checkbox"/> To	All subscribed contacts in the audience Pressbox Branding Newsletter . 2 recipients <small>Your 'To' field is not personalized with merge tags.</small>	Edit Recipients
<input checked="" type="checkbox"/> From	Udacity • mauricio.vazquez13@gmail.com	Edit From
<input checked="" type="checkbox"/> Subject	Free Webinar: Dr. Eric Schmidt, former Google CEO <small>Preview Text: Lessons in leadership, AI & education.</small>	Edit Subject
<input checked="" type="checkbox"/> Content	<div data-bbox="669 823 854 1031"></div> <div data-bbox="873 877 1252 999"><ul style="list-style-type: none"><input type="checkbox"/> We automatically add a required Referral badge to your email footer. To remove the badge, upgrade your account.<input type="checkbox"/> We'll insert a footer in compliance with our Terms of Use.<input checked="" type="checkbox"/> A plain-text version of this email will be included automatically. Edit<p><input type="checkbox"/> Enable Social Cards</p></div>	Edit Design



Final Email




UDACITY®

Udacity Enterprise Webinar Series


Join Dr. Eric Schmidt, former CEO at Google and Sebastian Thrun, founder of Udacity as they discuss the importance of workforce education.

This free on demand webinar will provide insights on enterprise leadership development, the future of business in regards to AI, and how Udacity can best service your organization in personalized learning.

[Watch Now](#)



Dr. Eric Schmidt
Former CEO, Google



Sebastian Thrun
Founder, Udacity


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Grow your business with 

I tried to add Udacity's address as requested in the last submission, and now my account has been suspended... Hope this works for the project submission. Unfortunate recommendation...



Sending & Analyzing Results

Udacity Enterprise Program

Email #1: Webinar

Results and Analysis

Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3.3%	30



Campaign Recommendations

- Email #1 had a marketing objective of creating 50 webinar sign ups through our email call to action. The campaign successfully achieved this result by generated 75 actions, ultimately driving traffic to our content, and increasing engagement with our brand.
- Moving forward, further insight on the A/B testing that was administered with the subject lines should be reviewed to determine which subject lines are offering the best optimization. Once subject lines have been optimized, it is then recommended to test placement of ad creatives. Are the images detracting from the message, or are they further engaging the reader and pulling them towards the CTA? Does placing them before, after, or next to the CTA drive better results?
- The campaign had 225 bounces out of 2,500 emails sent equating to a bounce rate of 9%. These bounces should be investigated to see if they are hard bounces or soft bounces. The goal here should be to identify and remove all hard bounces from the listing.
- The campaign had 30 unsubscribers out of 2,500 emails sent, equating to an unsubsubscriber rate of 1.2%. This is a little higher than ideal and content should be evaluated to ensure we are engaging consumers effectively. To be in compliance with CAN-SPAM legislation, these unsubscribers must swiftly be removed from the listing, no later than 10 days after opt out.

