Project 3:
Evaluate a Facebook Campaign

Campaign Summary

Marketing Challenge #1:
Digital Marketing Nanodegree Program

Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might be interested in taking this course. In order to do this, we have created a [landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of $0 for the eBook and a conversion value (revenue) of $25 per collected email address.

Landing Page

Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program

DMND

SOCIAL MEDIA ADVERTISING GUIDE

Get your free copy of the eBook today!

✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat

✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads

✓ Everything you need to get started!

First Name

Email

SUBMIT >

By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here.

Marketing Objective & KPIs

Marketing Objective: To collect the email addresses of 50 potential students for the Digital Marketing Nanodegree Program, with a campaign running for one week and having a lifetime budget of $1000

KPI: Number of eBook downloads

Target Persona

Background and Demographics	Target Persona Name	Needs
- Age 27 - Female - Graduated from university - Employed - Lives in a mid-size US city	Jessica 	- Flexible study schedule "Bite-size" chunks of learning
Hobbies	**Goals**	**Barriers**
- Hiking - Photography - Walking her dog	- Transition into a new career in digital marketing - Get a job with higher earning potential/path to advancement - Meet other marketers	- Limited time for studying/learning new skills - Unsure how to break into a new industry

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Ad Set

The following three ads are the Ad Set we have designed to target that persona on the previous slide.

Ad One

Ad Two

Ad Three

Campaign Evaluation

Targeting of the ad set

- Demographics :

age : 22-30

Gender : female

Education level : collage degree

Employability : employed

- Location : mid size us cities
- Interest : hiking , photography , dog walking
- Behavior : career shifting , learn digital marketing

Correct formulas for the kPIS

- CPM (cost per 1000 impressions) = (amount spent / impressions) *1000
- Link click through rate = (link clicks / impressions) *100
- CPLC (cost per link click) = amount spent / link clicks
- Click to lead rate = leads / link click
- Cost per result = amount spent / leads

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Which ad performed best

- Best performing ad is the second ad
- Because it's highest results / leads 43
- Lowest cost per click 13.25
- Highest click to lead rate 29%

Optimize the campaign

- We can change the age and education to be 18-30 as students can be involved in learning materials like these
- We can change the gender to be men and women we'll get wider audience and this 's n't related to women, also men can get stuff like this free book
- Change the location from mid size cities in us to be in all English speaking countries because you only need someone who can speak English not specifically Amirican.
- We can change the interest to be in digital marketing and in business because those are the people that will have interest to download a book like this so it'll be more cost effective

How the campaign performed based on the marketing objectives

- The marketing objective is 50 potential students and from the results the campaign got 66 leads so the campaign performed better than expected .

Campaign recommendation

- I would focus on the second ad as it's the highest leads and lowest cost per click
- I would change the copy of the ad as it is not the most effective as it doesn't create any need for the reader so I can change it to be something like

" If you have a business and want to increase your sales there are a lot of ways but the most effective one is social media advertising download our e book now to learn more about how to get the best results from your ads in Facebook , Instagram , twitter and more don't miss the chance and take action now "

- we can iterate the second ad to the a/b test but this time with a change in the copy as from the first test we found the most effective picture , now we can test the most effective copy .
- We can change the "submit " button in the landing page to something like " get you free book now " it ' ll be more effective than only submitting your data online as it means we want your data but the second choice " get your free book now " it means you gave us your data to get this book .