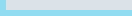


# Project 3: Evaluate a Facebook Campaign





# 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



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!

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
<ul style="list-style-type: none"><li>• Age 27</li><li>• Female</li><li>• Graduated from university</li><li>• Employed</li><li>• Lives in a mid-size US city</li></ul>	<p>Jessica</p> 	<ul style="list-style-type: none"><li>• Flexible study schedule</li><li>• “Bite-size” chunks of learning</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Hiking</li><li>• Photography</li><li>• Walking her dog</li></ul>	<ul style="list-style-type: none"><li>• Transition into a new career in digital marketing</li><li>• Get a job with higher earning potential/path to advancement</li><li>• Meet other marketers</li></ul>	<ul style="list-style-type: none"><li>• Limited time for studying/learning new skills</li><li>• Unsure how to break into a new industry</li></ul>

# Ad Set

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

# Ad One



Digital Marketing by Udacity

Sponsored · 



Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



**Free eBook: Social Media Advertising**

[digitalmarketing.udacity.com](http://digitalmarketing.udacity.com)

Download



# Ad Two

**Digital Marketing by Udacity**  
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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



**Free eBook: Social Media Advertising**

[digitalmarketing.udacity.com](https://digitalmarketing.udacity.com)

[Download](#)

# Ad Three



**Digital Marketing by Udacity**

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



**Free eBook: Social Media Advertising**

[digitalmarketing.udacity.com](http://digitalmarketing.udacity.com)

Download

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# Campaign Evaluation

# Campaign Evaluation

1. Evaluate the success of the campaign, given its marketing objective. Feel free to use bullet points, and add as many slides as you need.
  - a. Demographics: women, Age 27, Graduated, Employed, location: USA, Language: English  
Interests: Hiking, photography, Walking her pets  
Behaviour: trying to shift into a new career in digital marketing, searching for higher income job.
  - a. Provide the correct formulas for the following KPIs:
    - i.  $\text{CPM (Cost per 1,000 Impressions)} = \text{amount spend} \div \text{number of impressions} \times 100$
    - ii.  $\text{Link Click-Through Rate} = \text{Total No. of clicks} \div \text{Total No. of impressions} \times 100$
    - iii.  $\text{CPLC (cost per link click)} = \text{total amount of money spent} \div \text{Total No. of clicks on link}$
    - iv.  $\text{Click To Lead Rate} = \text{Total No. of leads} \div \text{Total traffic to site} \times 100$
    - v.  $\text{Cost per Results} = \text{Total amount spent on the campaign} \div \text{No. of Results}$
  - b. Ad Two (Media guide book), because it has (high click to lead rate), (high leads result) & (low cost per result)
  - c. Demographics: Both men & women, Age 18 - 35, Employed & unemployed, Graduated & ,  
UnderGraduate, location: USA.  
Interests: digital marketing, digital marketing online courses.

Behaviour: searching for digital marketing courses, like Udacity Facebook page, enroll in digital marketing course.

**Reasons:**

Gender : we should target both women and men as each of the targeted gender searching for shifting their careers or developing their skills especially in digital marketing.

Age : we should target the age from 18 to 35, as in that range of age there are employed and unemployed, graduate and undergraduate people who are searching for boost their skills in digital marketing to be a digital marketing specialist or taking digital marketing courses to shift his/her career and increase his/her income.

Location : USA, I think this targeted location is good for the marketing objective.

Interests : change the targeted interests from hiking, photography, walking the pets as this interests do not match the marketing objective and the targeted persona that we want.

Behaviour : It would be more specific when we target people according to their behaviour and in this campaign it will be great to target people who search for taking digital marketing courses.

e. The campaign performed well, as the marketing objective was to collect the email addresses of 50 potential students by downloading an ebook and the result (KPI) is 66 email addresses of potential students for the digital marketing nanodegree program.

Return on investment (ROI) = multiply \$25 the revenue from each customer registration by the 66 total leads then subtract the result from the total amount spent on the campaign

ROI =  $25 \times 66 = 1,650$  ,  $1,650 - 1000 = 650$  , The ROI value is positive which indicates the success of the campaign.

# Campaign Recommendations

- **Imagine you are tasked with running an improved version of this campaign, with the same marketing objective and KPIs. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?**
- I will focus on the ad no. Two, as it has the highest leads, click to lead rate, reach, impressions and link clicks, If we focus on this ad, it will generate high engagement with high results (leads).
- Changing the ad copy from long detailed sentence into short, simple and encouraging for taking an action. Ad copy will be : want to learn social media advertising ? Download your free ebook and start learning now !  
Also, Change the ad creative for ad no.1 to be appropriate to the ad copy (the design should include icons related to social media or a background of a person running a social media advertising campaign). Change ad creative for ad no.3 with more creative and appropriate one to fit with the ad copy, as the existing ad creative is not specific and it doesn't match or relate to the ad copy.
- I will make a A/B test with ad no.2 with a new ad with the same ad creative and CTA button, The difference will be in the ad copy, as I mentioned above it will be : want to learn social media advertising ? Download your free ebook and start learning now !
- Change the submit button by changing the word from “submit” to “Download” and a downward arrow beside the word, As a proof to instant download. As the existing button (word & design) seems like you ( the customer) will wait for undetermined period of time until he/she received an email to download the ebook and it also seems like a fake ad and all its objective to collect your data.

- First, it would be better if we change the targeted persona to be more specific and accurate, by changing the targeted persona's interests and demographics and use the behavior targeting. The existing interests are not related to the audiences that we want to target, we should add (digital marketing, social media advertising..etc) to the interests section, also demographics are not pretty much accurate it would be better to target both males and females who are Graduate and undergraduate as both seeks to boost their skills either to shift career or to search for a job in that career after graduation or work as a freelancer and targeting with the behaviour will add more accuracy
- It would be better if we used more creative images for ads especially ads no.1 and 3, like including small icons for social media platforms or small summary for campaign creation but not in detail that leads to confusion by using small icons too linked together in a small chain or a background showing a person creating an advertising campaign, there are alot of ad creatives we could use here.
- The ad copy would be better if it was shorter and began with a question as I mentioned before ( want to learn social media advertising? Download your free ebook and start learning now ! ).
- I will make an A/B test between ad no.2 and a new one with the same format except the ad copy that I mentioned before, to know which of them is the better and fit with our campaign objective.
- Change the submit button in the landing page, to be "Download" with a downward arrow beside the word, as the existing button seems like (for the audience) fake campaign all its objective is to collect your information or they will think that they will wait for a period of time to download the ebook or receiving too much ads on their email.