Project 3:
Evaluate a Facebook Campaign

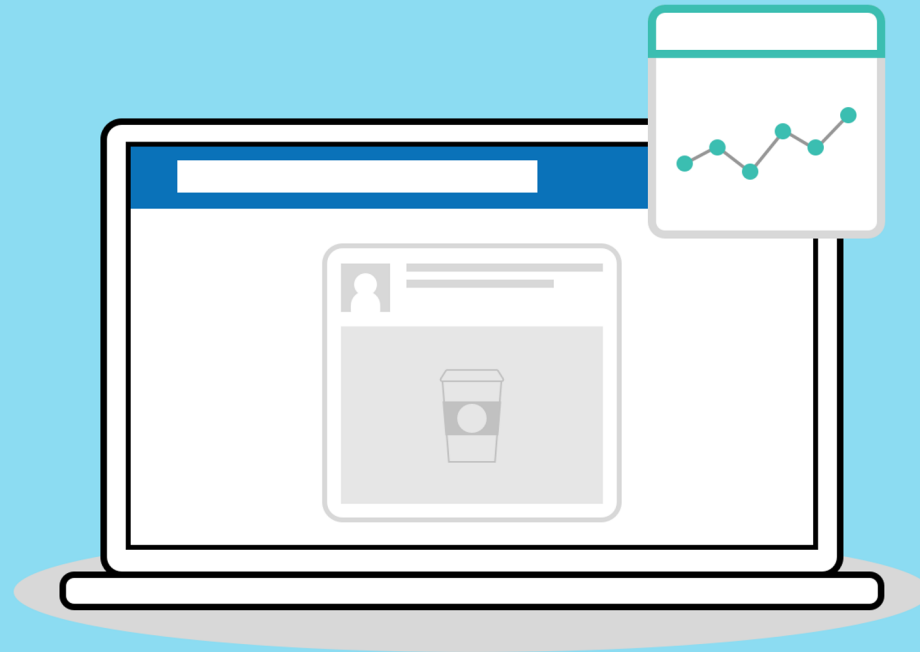# Campaign Evaluation

A. The targeting of the ad set

- Location: Lakewood city
- Age: 24-27
- Gender: Female
- Interest: Digital Marketing
- Language: All language
- Graduated from university

B. KPIs Formulas

- CPM = (Amount spent / # of impressions) * 1000

- LCTR = (Link Clicks / # of impressions) * 100

- CPLC = Amount spent / Link Clicks

- Click to lead rate = Results (lead) / Link Clicks

- Cost Per Result = Amount spent / Results (lead)

C. Best performed Ad

- Ad Two (Media guide book) is the best performed Ad.

- Highest result (Lead)
- Highest Reach and impressions with not too much frequency
- Highest Link Clicks
- Highest lead rate

- Lowest Cost per result

Optimizing the campaign

- Landing page (submit form should be edited) because first name is not enough and we use submit button instead of "Download"

- Edit the target audience (edit age, interest,location) because I think the existing target didn't reach high audience size.

- Changing ad copy would be better due to low CTR

- Changing ad1 and ad3 with "Media guide book" creative because this creative achieved the highest impression and link clicks.

An overview based on Marketing objective (Collect 50 Email Addresses)

- Ad 1 achieved 13 Leads
- Ad 2 achieved 43 Leads
- Ad 3 achieved 10 Leads

- Ad 1 ROI = 26% (Net income = 66.57)
- Ad 2 ROI = 90% (Net income = 508.91)
- Ad 3 ROI = 42% (Net Income = 74.52)

Total Campain achievement based on Marketing objective:

- Total Leads achieved = 66
- ROI = 65% (Net Income = 650)

Campaign achieved the goal

Campaign

Recommendation

Campaign Recommendations

- Creating More **Target personas** considering Male, Female, fresh graduated, employed, unemployed, career shift, working from home, interested in digital marketing and the location in the united state

- **The targeting of the ad set**

  - Location: United States

  - Age: 18-35

  - Gender: All Gender

  - Interest: Digital Marketing, social media marketing, freelancer, online courses

  - Behaviours: Facebook page Admin

  - Language: All language

  - Graduated from university

Ads

- I will focus on Ad 2 because it was the best performed Ad as mentioned in the evaluation slide.

- I will duplicate Ad2 twice with different ad copy for test.

- I will set "Cost per result goal" to 13.25 $ as it was the cost per result for Ad 2

Note: Ad 2 will be mentioned as Ad1 in the following slide

Ad1, Ad2 and Ad3

- Ad1 with no change

- Ad2 ad copy:

  - Are you interesting in Digital Marketing and planing to make a career change?
    Download our free social media advertising eBook.

- Ad3 ad copy:

  - Are your social media ads reaching your Ideal customers? Download our Free eBook to find out.

Landing Page

- We will ask for First Name and last name
- We will use Dowload button instead of submit