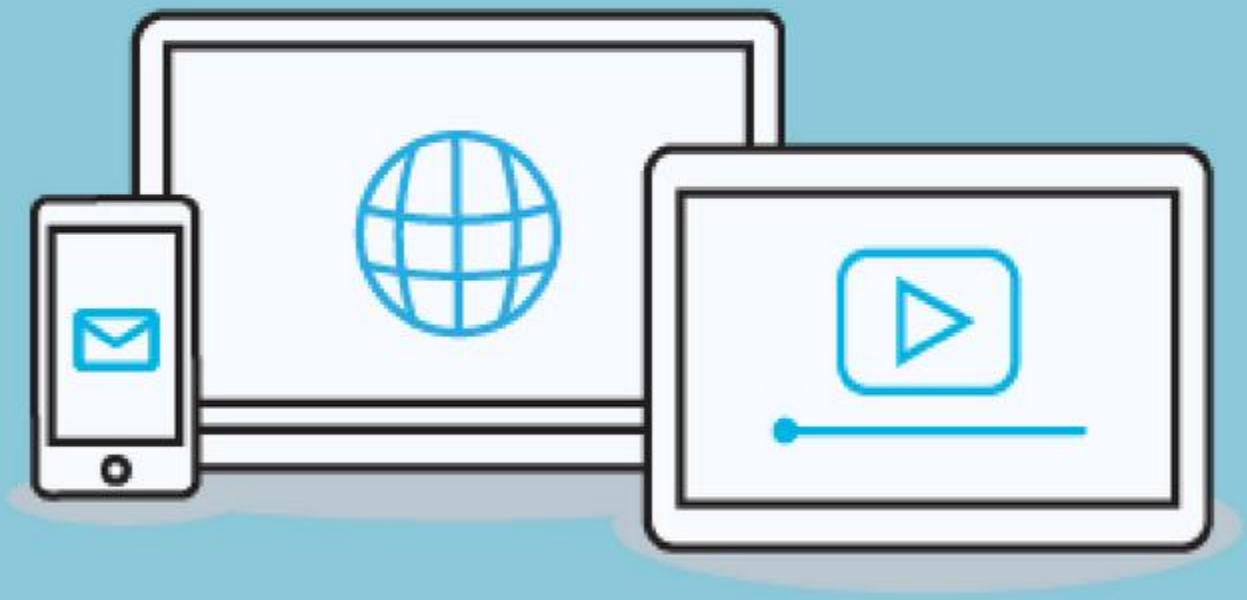
Project 8
Portfolio



1. Customer Journey Based Marketing Plan

What: your offer

Who: your customers

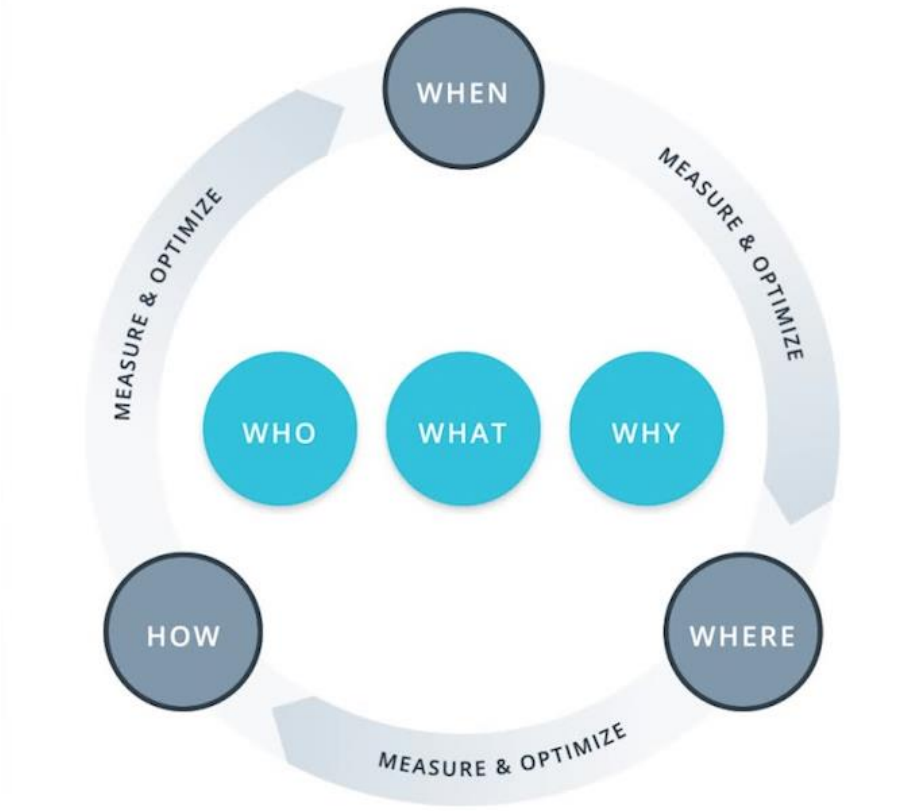
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



What: Your Offer

Option 1:
Digital Marketing Nanodegree Program

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

Budget: $50,000

Profit: For the purpose of this assignment, the cost of the Nanodegree is $999, assume a profit margin of 30%, meaning that Udacity makes $299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money.

Marketing Objective:

Your Company's Product/Service

Create a multi channel marketing campaign to boost Udacity Digital Marketing Nanodegree Program by increasing new customers in 20% in the next quarter.

Who Are Our Customers?

What: your offer

Who: your customers

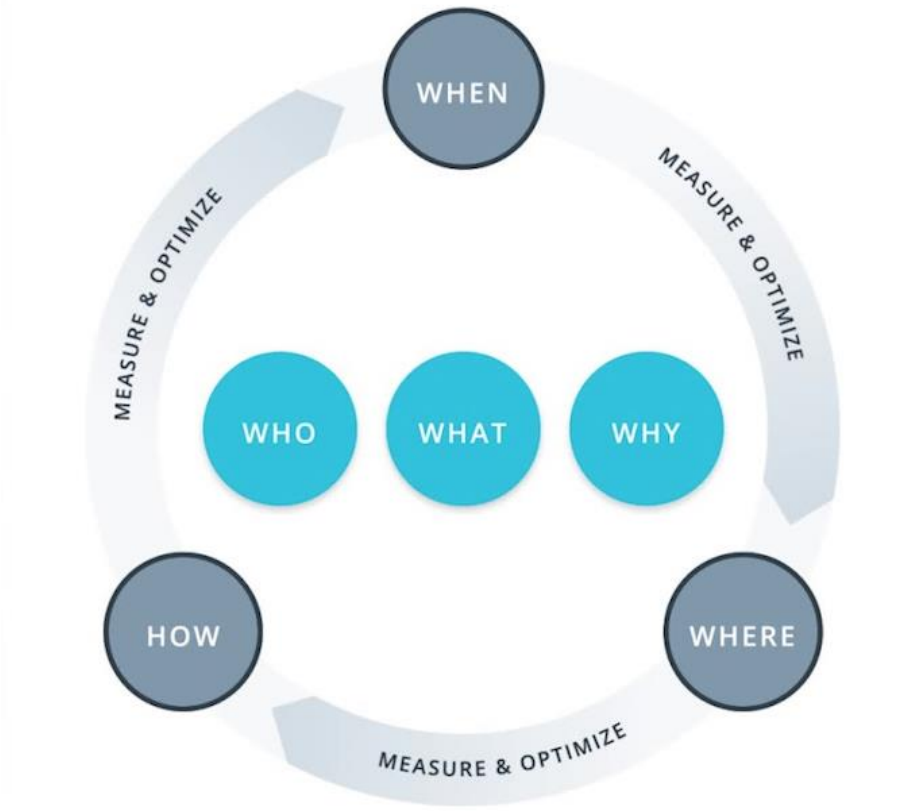
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Target Persona

Background and Demographics	Target Persona Name	Needs
• *Female.* • *age between 26-30.* • *Not married.* • *English language.*	***Employee in sales management***	• *Continues learning.* • *Manage Time and source.* • *To Move on career path.*
Hobbies	**Goals**	**Barriers**
• *Watch movies.* • *Read.* • *Socializing.*	• *Buy a plane- travel the world-* • *have a business of my own.* • *Improve my skills.*	• *Time management.* • *Patience* • *Keep my passion*

DIGITAL MARKETING
NANODEGREE PROGRAM

What: your offer

Who: your customers

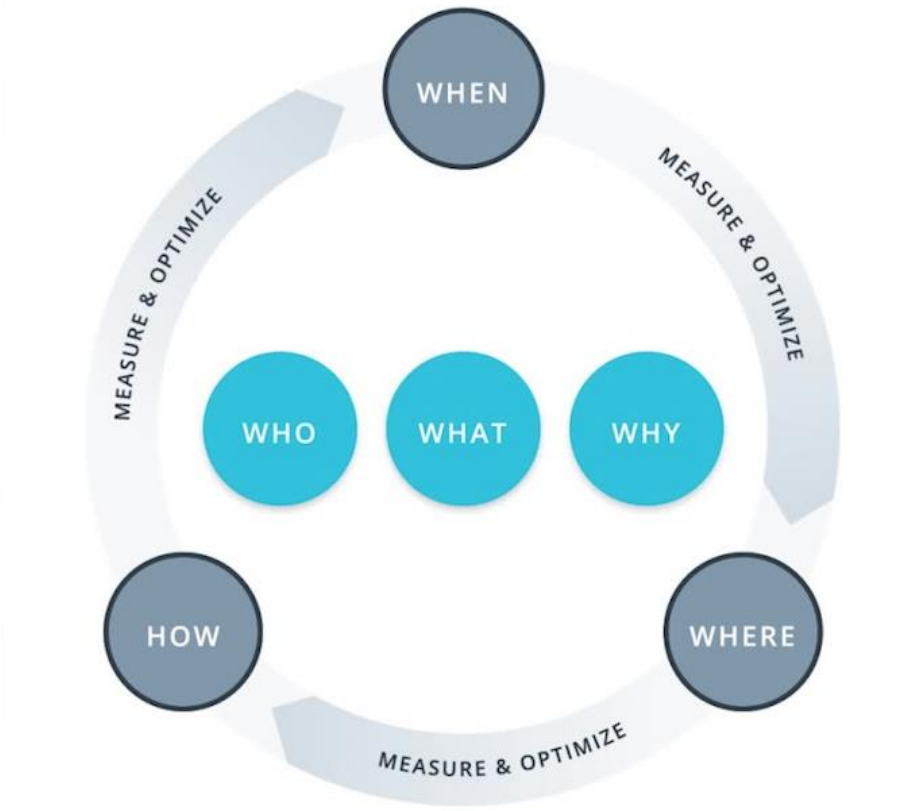
When: your customer's journey

Why: your marketing objective

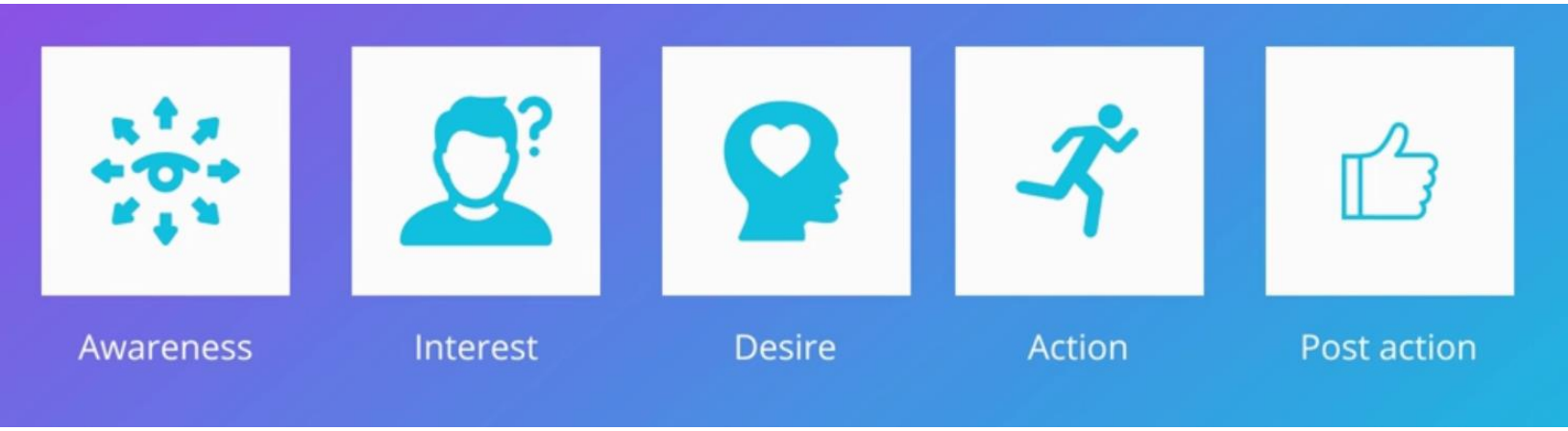
How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of the Customer Journey



When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	• Describe the nanodegree program • Describe what DMND can do for the target persona	• Skills delivered by the course.	Developing job marketer volume of digital marketing	• Prices • Special offers • Reinforce benefits	• Thank You! • Detailed • Welcoming • Instructions
Channel	• Social media • Search • Display and video ads • AdWords	• Search • Social media	• Blog • Social media • Email	• Email • Re-targeted display • video ads	Email

2. Budget Allocation

DMND

Budget Allocation

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$1500	$1.25	1200	0.05%	1
AdWords Search	$1000	$1.40	714	0.05%	0
Display	$500	$5.00	100	0.05%	0
Video	$500	$3.50	143	0.05%	0
Total Spend	$3500	**Total # Visitors**	**2157**	**Number of new Students**	1

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$1500	$0.50	3000	0.1%	3
AdWords Search	$1000	$1.50	667	0.1%	1
Display	$500	$3.00	167	0.1%	0
Video	$500	$2.75	182	0.1%	0
Total Spend	$3500	**Total # Visitors**	**4016**	**Number of new Students**	4

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$30,000	$0.30	100,000	0.3%	300
AdWords Search	$3000	$1.50	2000	0.3%	6
Display	$1500	$3.00	500	0.3%	2
Video	$1500	$2.75	545	0.3%	2
Total Spend	$36000	**Total # Visitors**	**103,045**	**Number of new Students**	310

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Aware-ness	$3500	**2157**	1	$299	0	-$3201
Interest	$3500	**4016**	4	$299	1,196	-$2304
Desire	$36000	**103,045**	310	$299	92,690	$56,690
Total	43000	**109,218**	**314**		93,886	50,886

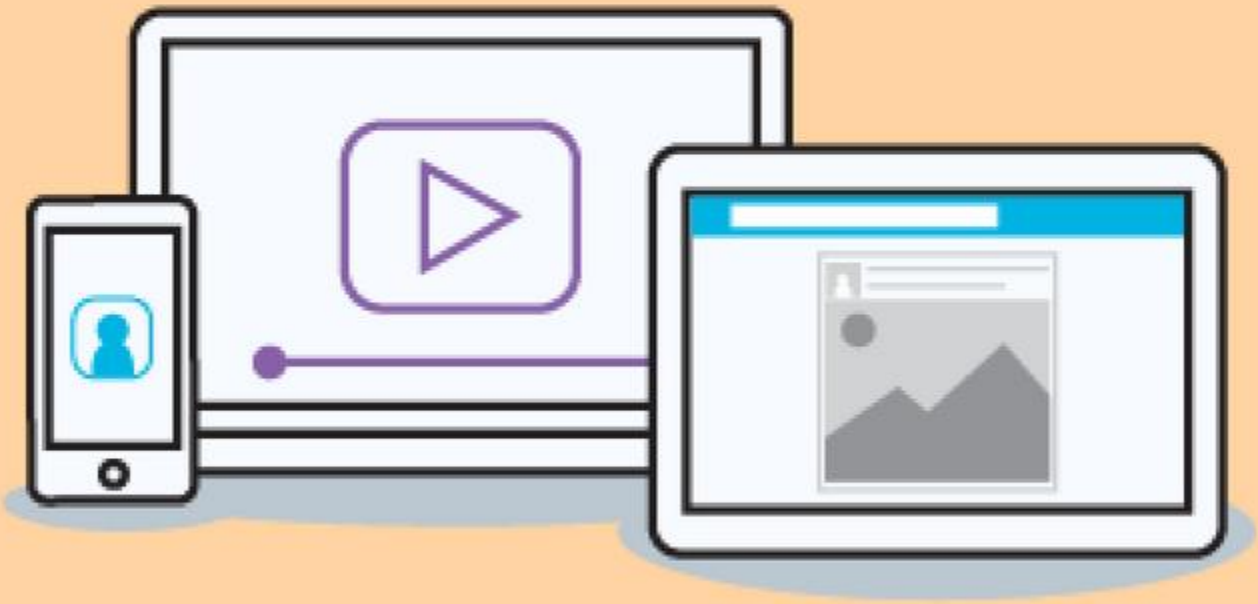
Additional Channels or Recommendations:

Create an email campaign in Desire phase. It has no spend and could increase the total ROI.

Decrease all the CPC bid in Awareness and Interest phase to revert the negative ROI.

3. Showcase Work

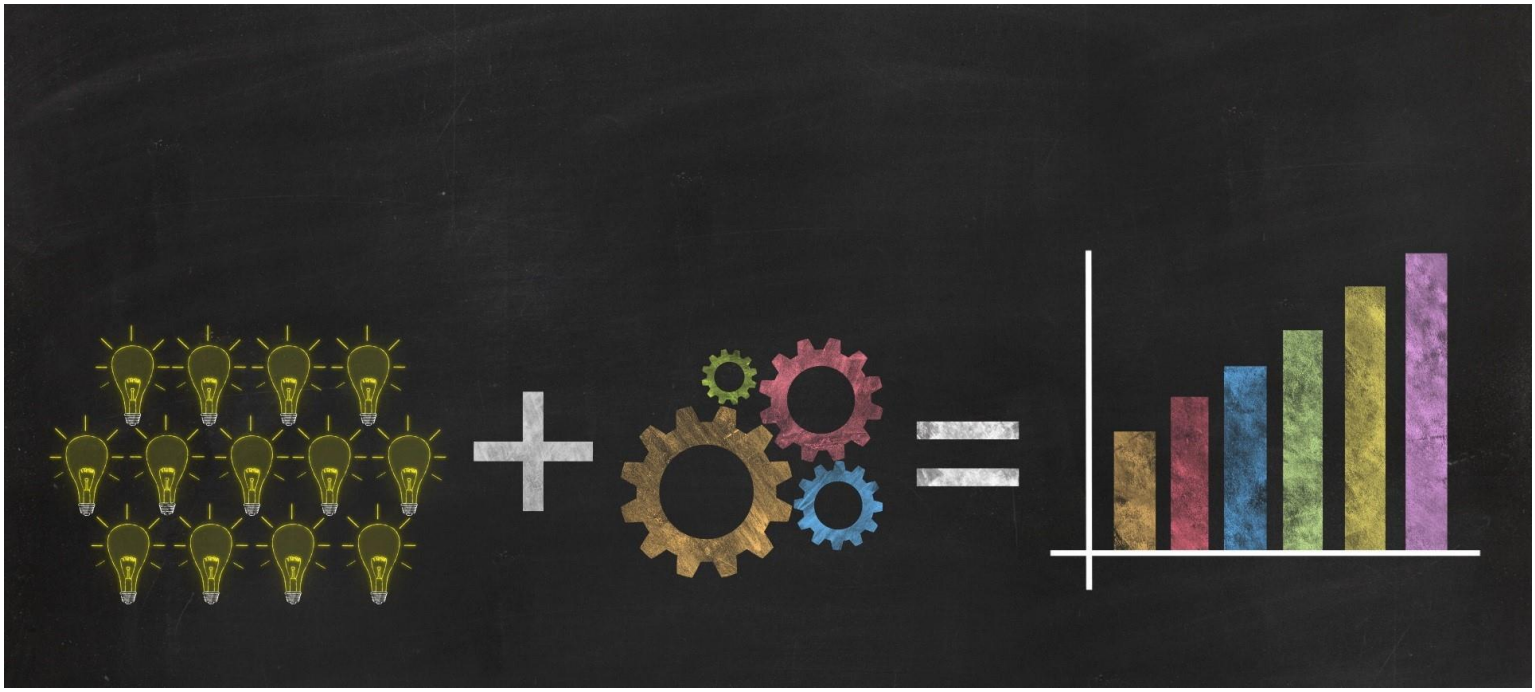
Project 2
Market your Content



Blog Post

Digital Marketing

Tell Stories!



https://caramellaapp.com/_alshaimaa_/HBBoXQrot/digital-marketing

Craft Social Media Posts

Twitter

Twitter is one of the most popular platform in Saudi Arabia. Short text ads with images or videos are very successful on Twitter Saudi Arabia.

"I have always been amazed at the advertisements and the amount of work that is behind these masterpieces that are being presented and promoted, and after I entered Digital marketing world with Udacity I wrote an article on Digital Marketing that was behind all these masterpieces. 🤩

I hope you share your opinions. ✨"

LinkedIn

LinkedIn platform is suitable for this types of posts that could improve labour market, and share information with people who seek to improve themselves.

"I have always been amazed at the advertisements and the amount of work that is behind these masterpieces that are being presented and promoted, and after I entered Digital marketing world with Udacity I wrote an article on Digital Marketing that was behind all these masterpieces. 🤩

I hope you share your opinions. ✨"

Facebook

Facebook platform is suitable for long text with images and videos, with ability to manage comments clearly and neatly at the bottom of the post.

"I have always been amazed at the advertisements and the amount of work that is behind these masterpieces that are being presented and promoted, and after I entered Digital marketing world with Udacity I wrote an article on Digital Marketing that was behind all these masterpieces. 🤩

I hope you share your opinions. ✨"

Project 3 - Part 2
Run a Facebook Campaign

Campaign & Ad Set: Sample

Ad set name
SA, 20-50, Digital Marketing
ID: 23845981662320218

Destination
Website

Budget
Lifetime budget $100.00

Start date
Wednesday, 9 December 2020 at 15:00
Sao Paulo time

End date
Sunday, 13 December 2020 at 15:00
Sao Paulo time

Ad scheduling
Run ads all the time

Saved audience
Udacity MENA Connect -Misk-

Placements
Automatic placements

Optimisation goal
Conversions

Bid strategy
Lowest cost

When you are charged
Impression

Delivery type
Standard

Campaign name
AlShaimaa_-Misk-Tues-Hussain
ID: 23845981662290218

Special ad categories
List [No category selected]

Buying type
Auction

Objective
Conversions

Location:
Saudi Arabia

Age:
20-50

Language:
English (UK) or English (US)

People who match:
Interests: Content marketing, Digital marketing, Social media marketing or Business, Field of study: Online-Marketing, Job title: Digital Marketing Strategist

Ad Summary: Sample

What Ad Copy and Ad Creatives did you use?

Ad name

Mixed values

Facebook Page

Digital Marketing by Udacity

Instagram account

Use selected Page

Format

Single image

Website URL

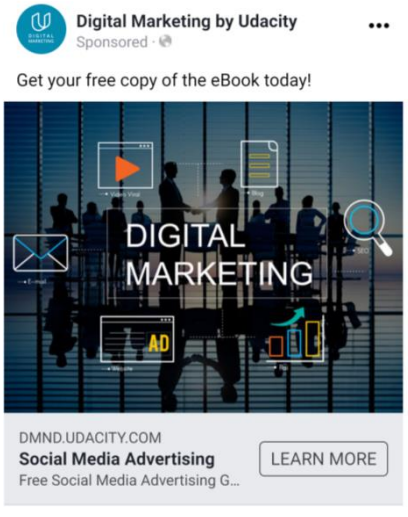
https://dmnd.udacity.com/ebook

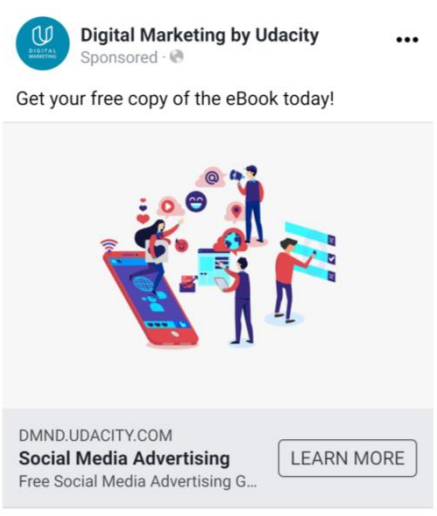
Facebook pixel

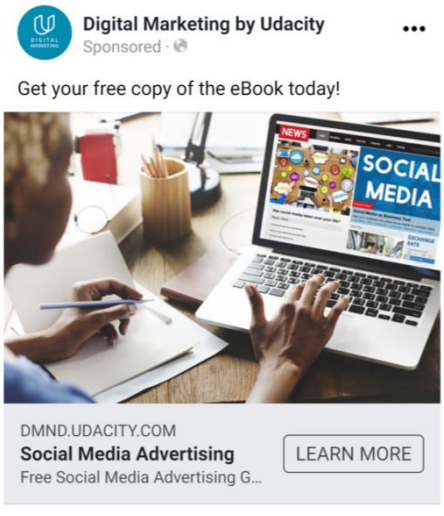
Udacity eBook US's Pixel
ID: 2006998202856287

Offline events

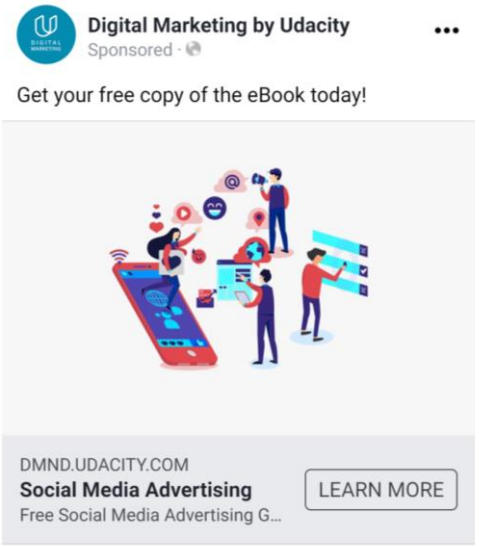
Default Offline Event Set For DMND
ID: 1843773069172783

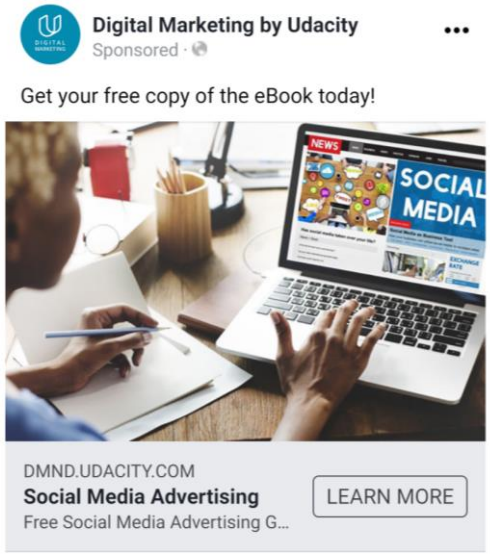






Ad Images: Sample



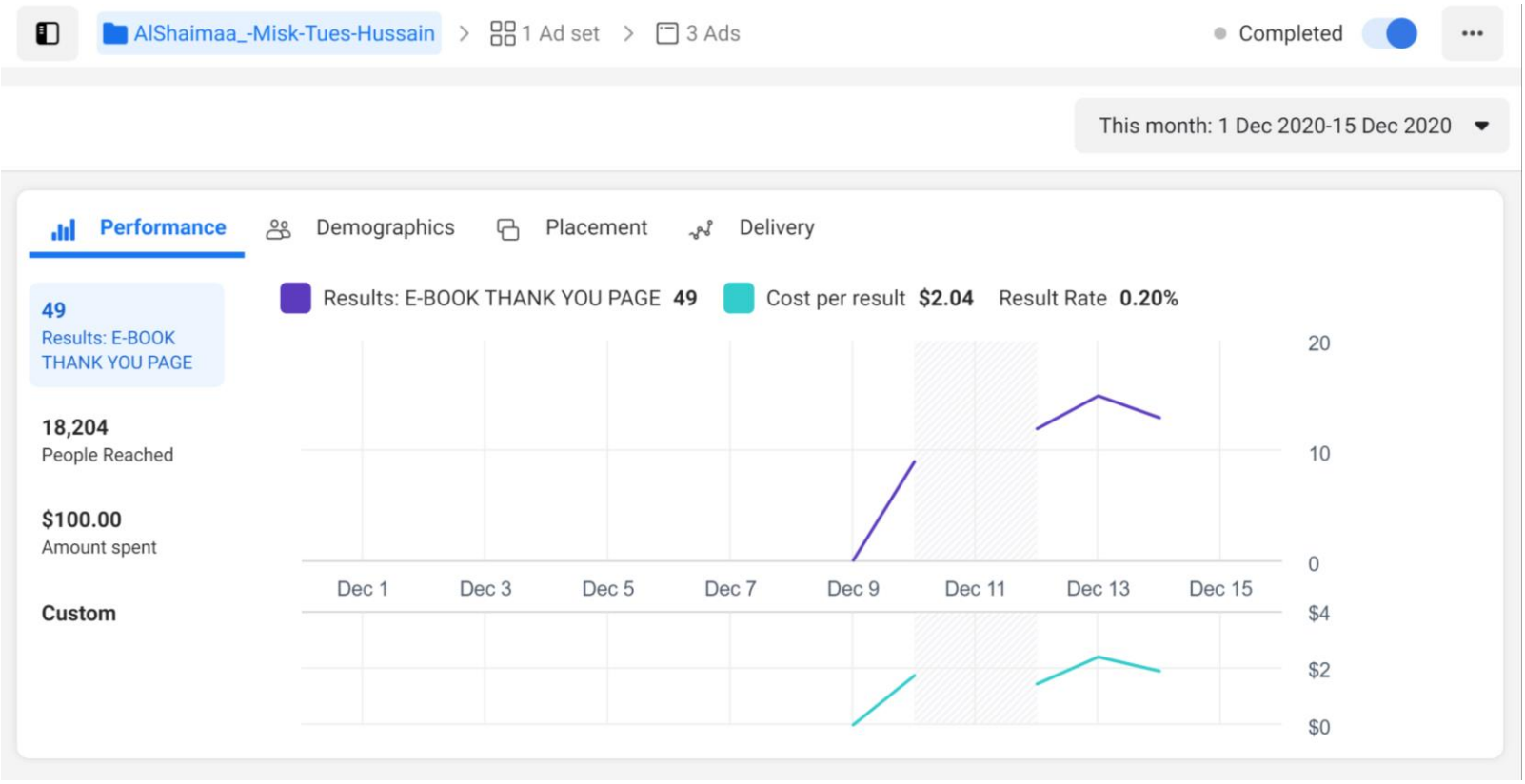


Key Results

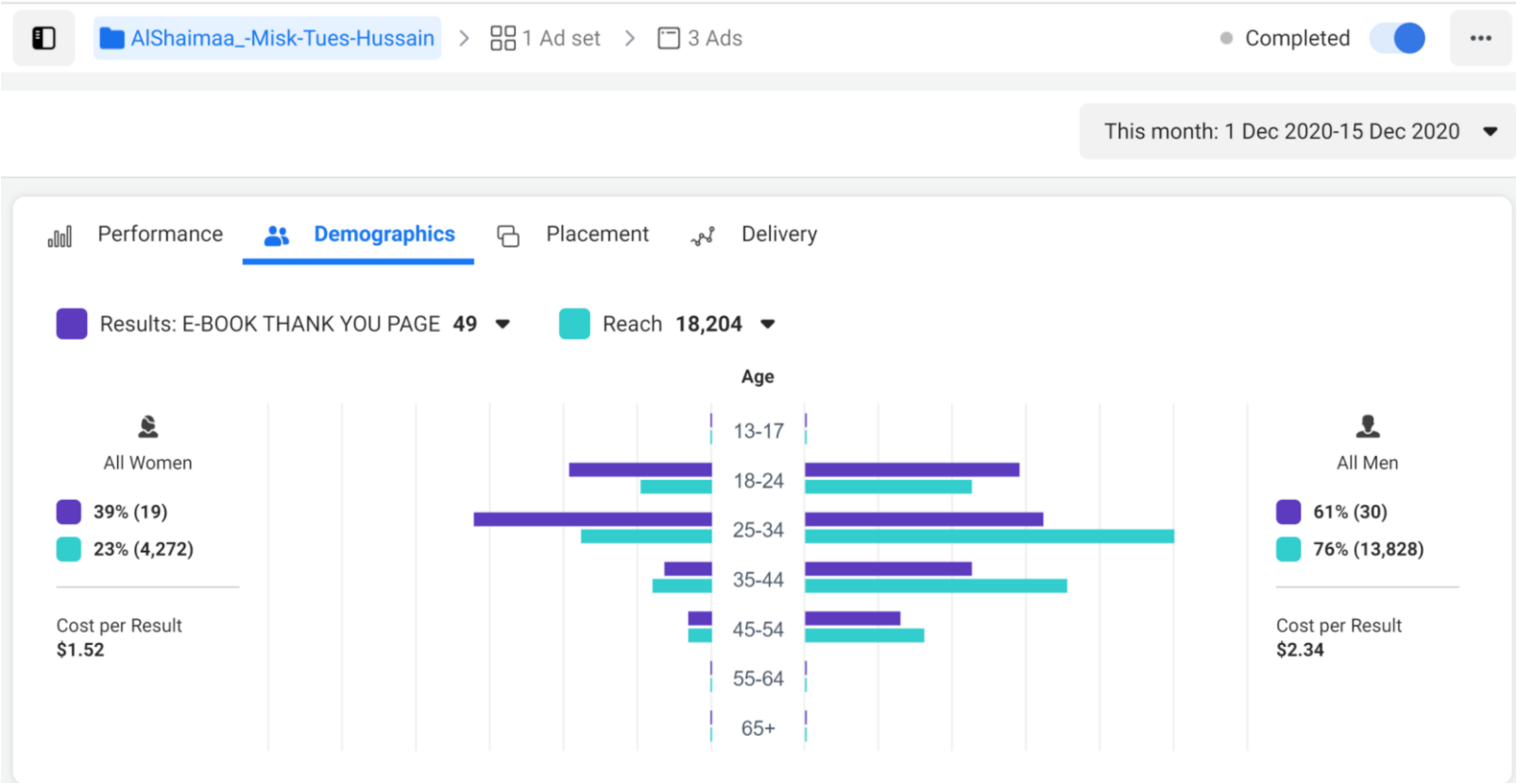
Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
DMND 1	1	1217	4.42$	4.42$
DMND 2	21	5282	1.61$	33.81$
DMND 3	27	13008	2.29$	61.77$
Overall	49	18204	2.04$	100$

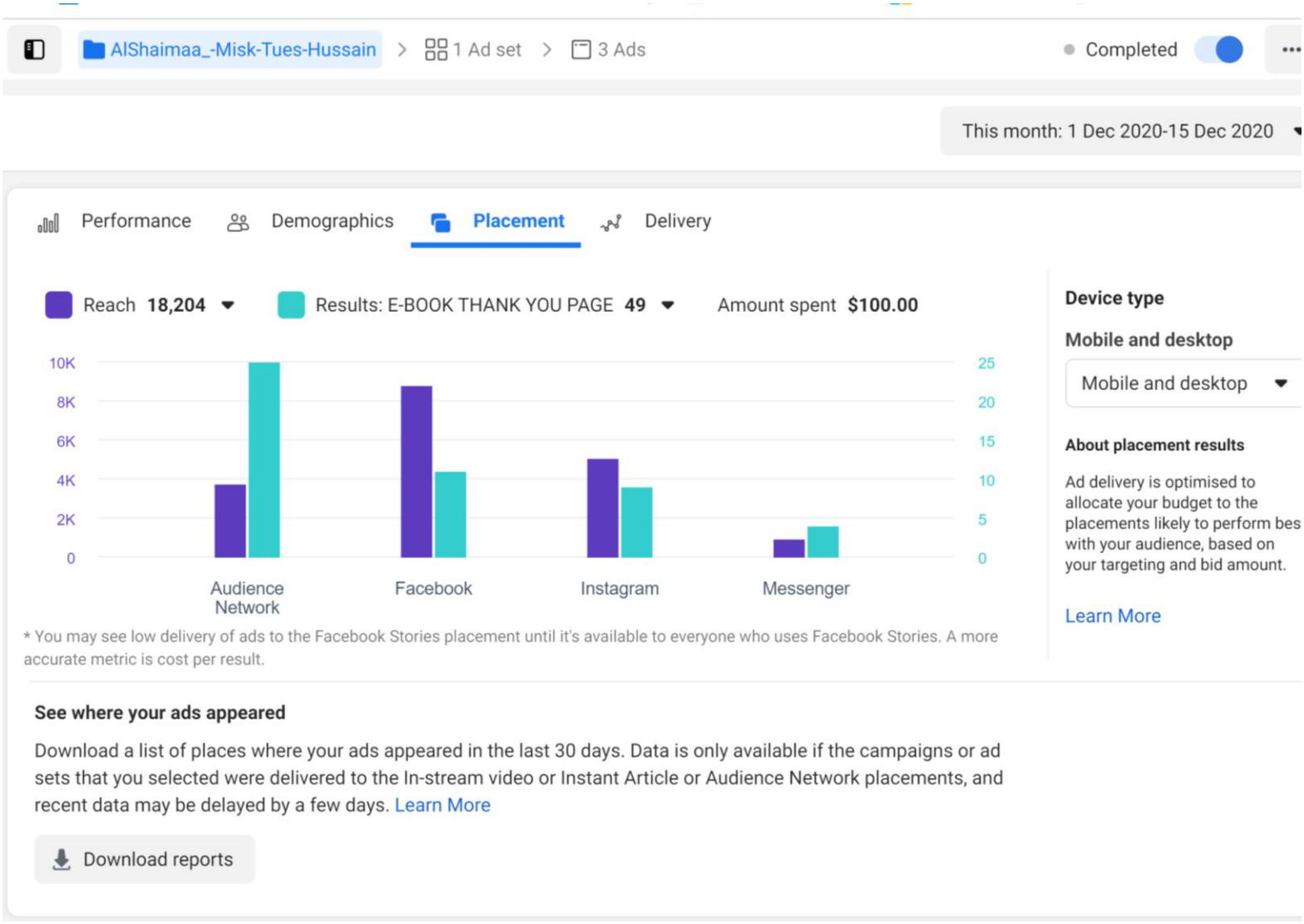
Campaign Results: Performance



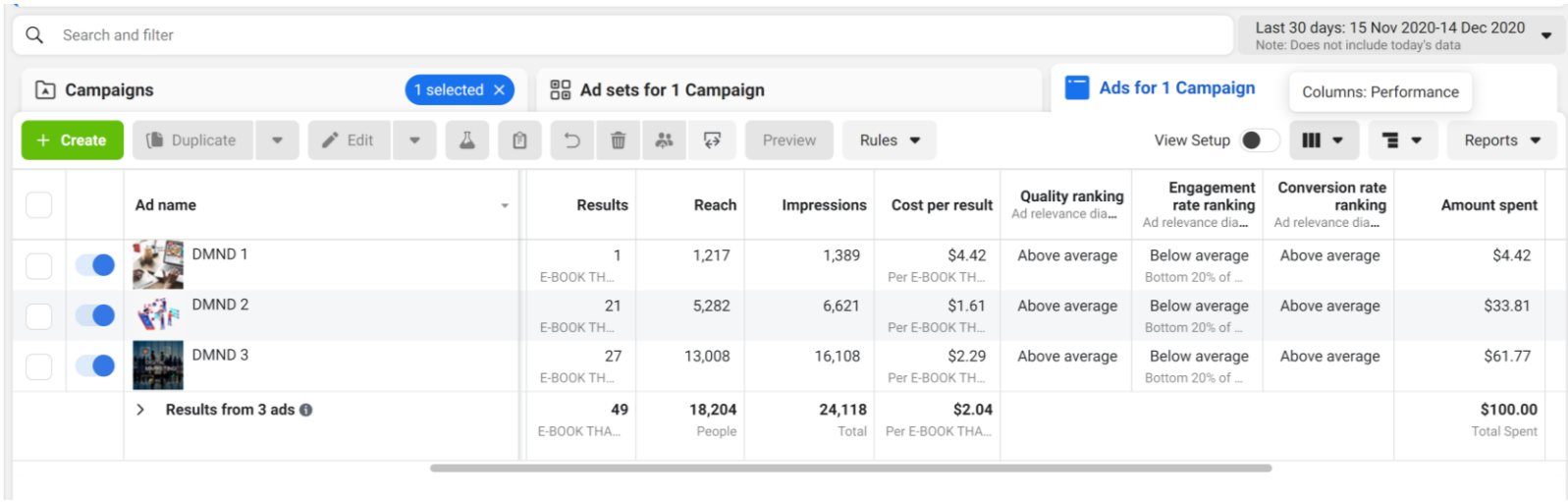
Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance



Search and filter

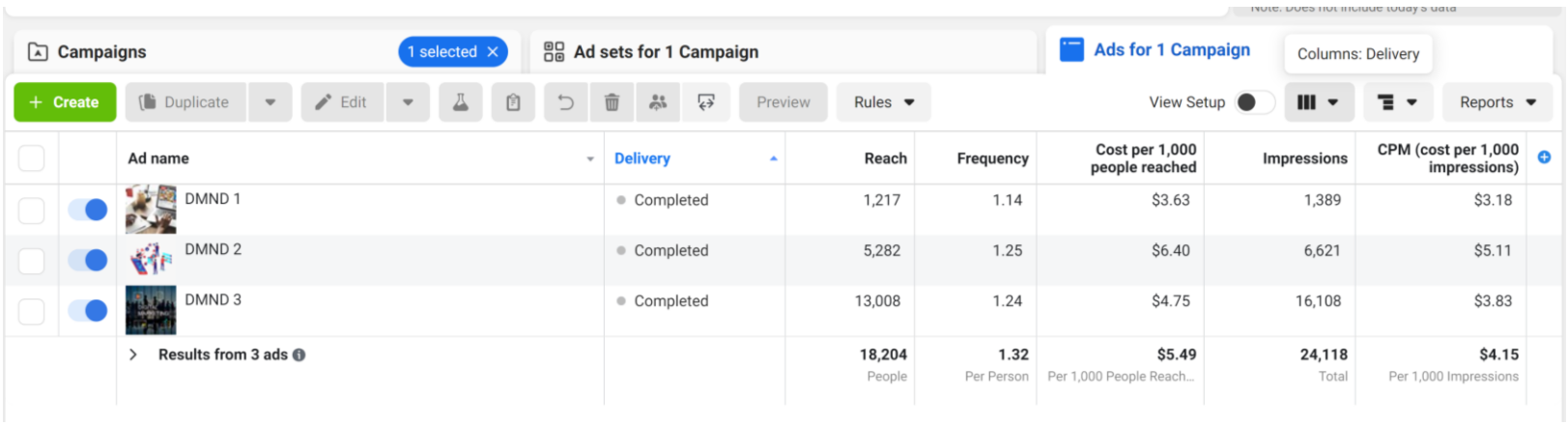
Last 30 days: 15 Nov 2020-14 Dec 2020
Note: Does not include today's data

Campaigns | 1 selected | Ad sets for 1 Campaign | Ads for 1 Campaign | Columns: Performance

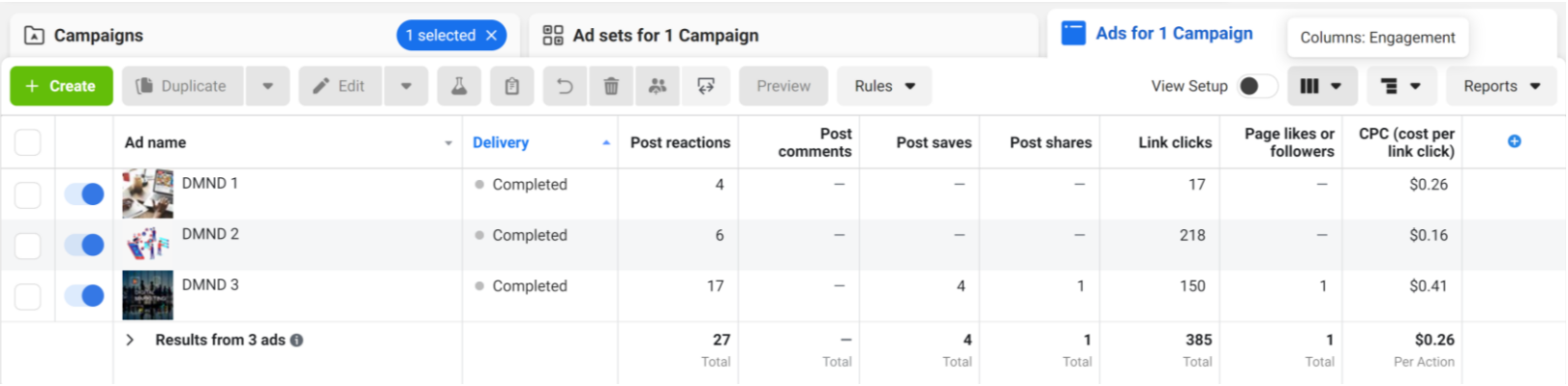
Create | Duplicate | Edit | Preview | Rules | View Setup | Reports

Ad name	Results	Reach	Impressions	Cost per result	Quality ranking (Ad relevance dia...)	Engagement rate ranking (Ad relevance dia...)	Conversion rate ranking (Ad relevance dia...)	Amount spent
DMND 1	1 E-BOOK TH...	1,217	1,389	$4.42 Per E-BOOK TH...	Above average	Below average Bottom 20% of ...	Above average	$4.42
DMND 2	21 E-BOOK TH...	5,282	6,621	$1.61 Per E-BOOK TH...	Above average	Below average Bottom 20% of ...	Above average	$33.81
DMND 3	27 E-BOOK TH...	13,008	16,108	$2.29 Per E-BOOK TH...	Above average	Below average Bottom 20% of ...	Above average	$61.77
Results from 3 ads	49 E-BOOK THA...	18,204 People	24,118 Total	$2.04 Per E-BOOK THA...				$100.00 Total Spent

Ad Set Data: Delivery



Ad Set Data: Engagement



Project 4
Conduct an SEO Audit

Keywords

	Head Keywords	Tail Keywords
1	misk udacity courses	learn digital marketing
2	dmnd	how to start in digital marketing
3	udacity digital marketing	social media marketing
4	digital marketing	digital marketing job description
5	content marketing	how to learn digital marketing

Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

URL: https://dmnd.udacity.com/	
Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	-
Revision	
Title Tag	Udacity Digital Marketing Nanodegree Program
Meta-Description	Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.

Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

URL: https://dmnd.udacity.com/	
Current - Alt-Tag	
Udacity logo	Blank
Background	Blank
Partner	Blank
Revision - Alt-Tag	
Udacity logo	Udacity School of business
Background	two students looking at the laptop
Partner	Udacity partnership

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	en.wikipedia.org/wiki/Uncertainty	98
2	https://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Promise	98
3	https://en.wikipedia.org/wiki/Peter_Norvig	98

Link-Building

Identify **three** websites that you think would be relevant, high traffic sites that you would like to gain backlinks from to help drive traffic to dmnd.udacity.com.

Site Name	Facebook
Site URL	Facebook.com
Organic Search Traffic	3.7B
Site Name	Twitter
Site URL	Twitter.com
Organic Search Traffic	702.6M
Site Name	Misk
Site URL	Misk.org.sa
Organic Search Traffic	37.4M

Recommendations

Recommendations to improve the DMND site from an SEO perspective:

1- Improve Mobile Speed:
The page should be optimized for mobile speed. This could be done through newer picture formats that have superior compression, enhancing changes in the CSS and Javascripts code

2- Improve Metadata:
From a technical perspective, the pages html title tag, meta description and image alt tags should be improved and make sense, to enhance crawler friendliness as well as accessibility.

3- Website Mobile-Friendly:
Users enjoy using application more than browsing sites to the design of applications, the more mobile use is convenient and attractive.

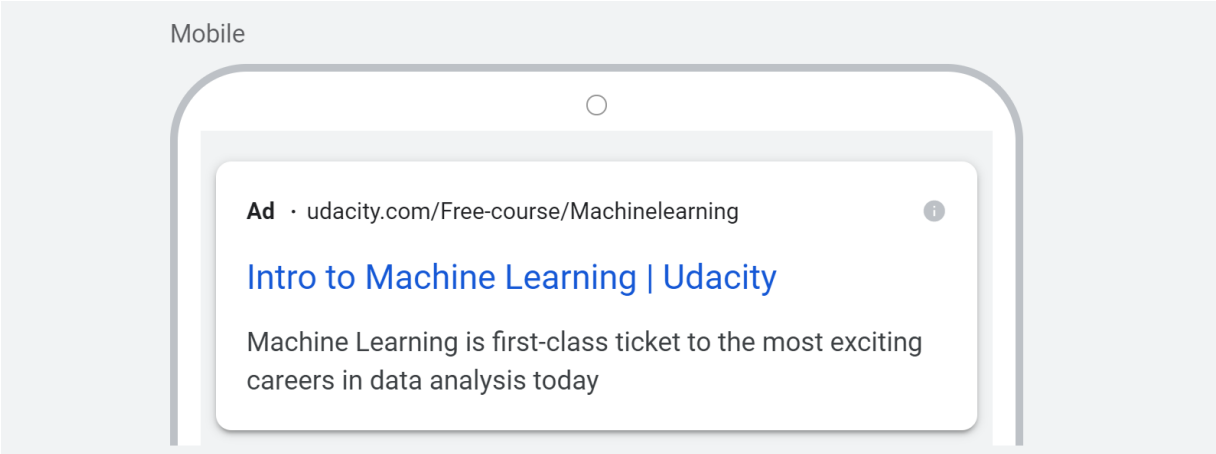
Project 5 - Part 2
Run an AdWords Campaign

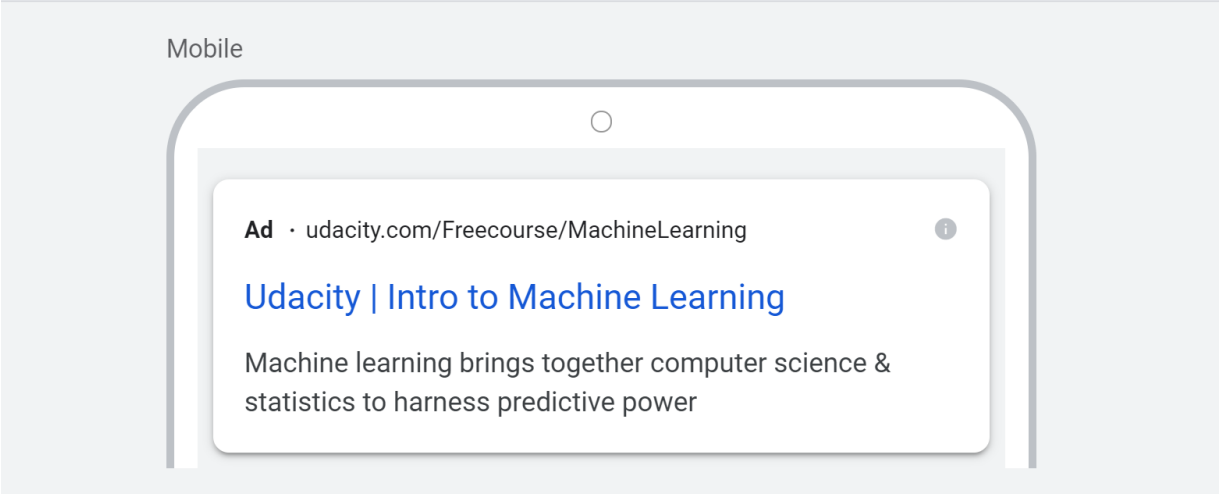
Ad Group #1 - Awareness:

Ads & Keyword Lists

1. machine learning
2. introduction to machine learning with python
3. Deep learning
4. Data Analytics
5. Artificial Intelligence
6. machine learning course project
7. machine learning diploma
8. machine learning certification programs
9. machine learning site
10. overview of machine learning algorithms
11. introduction to machine learning algorithms
12. machine learning java tutorial
13. introduction of machine
14. machine learning practice
15. python machine learning
16. Deep learning specialization
17. coursera machine learning project
18. best resources to learn machine learning
19. machine learning tutorial
20. machine learning courses

Ad Group1 - Awareness:



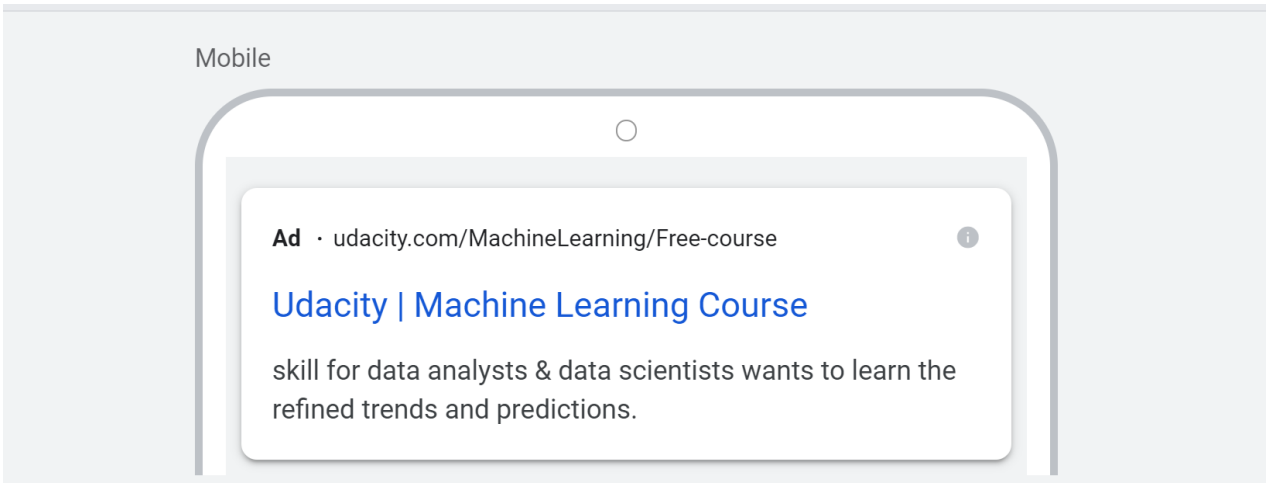


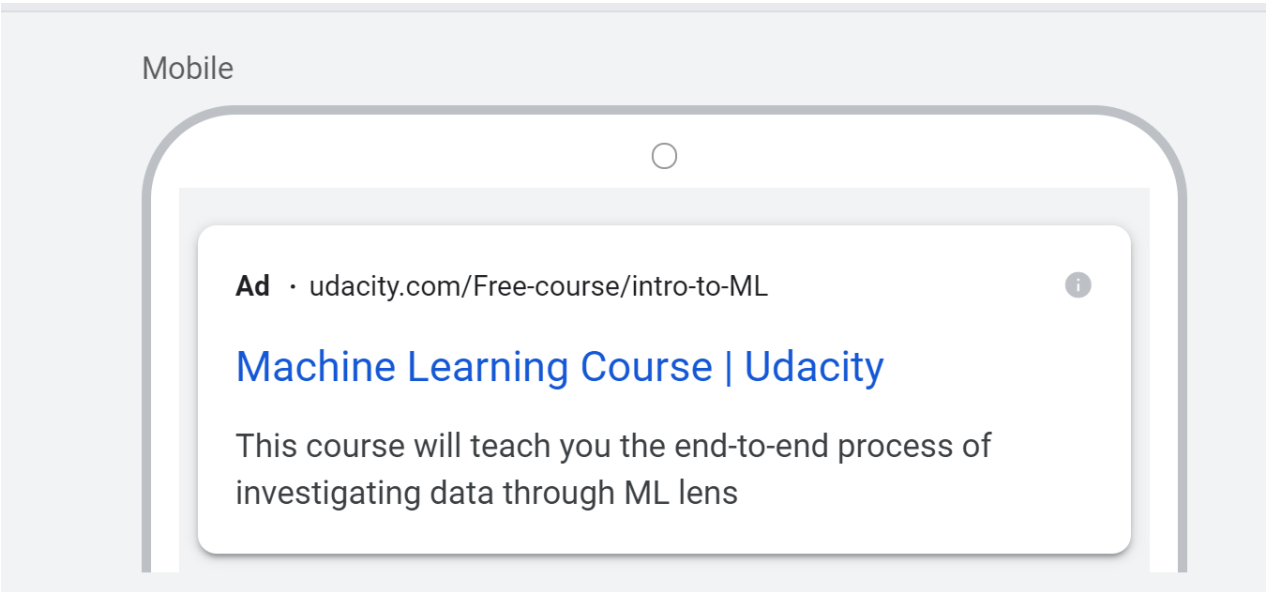
Ad Group #2 - Interests:

Ads & Keyword List

1. active learning machine learning
2. supervised machine learning
3. unsupervised machine learning
4. machine learning certification
5. Neural networks
6. Big Data
7. Speech recognition
8. learning algorithms
9. Clustering
10. Natural Language
11. Dataset
12. Machine Learning Model
13. machine learning patterns
14. Semi-supervised learning
15. Data mining
16. Robot learning
17. Artificial neural networks
18. Training models
19. Data Analysis
20. Visualize data

Ad Group1 - Interests :





Recommendations for future campaigns

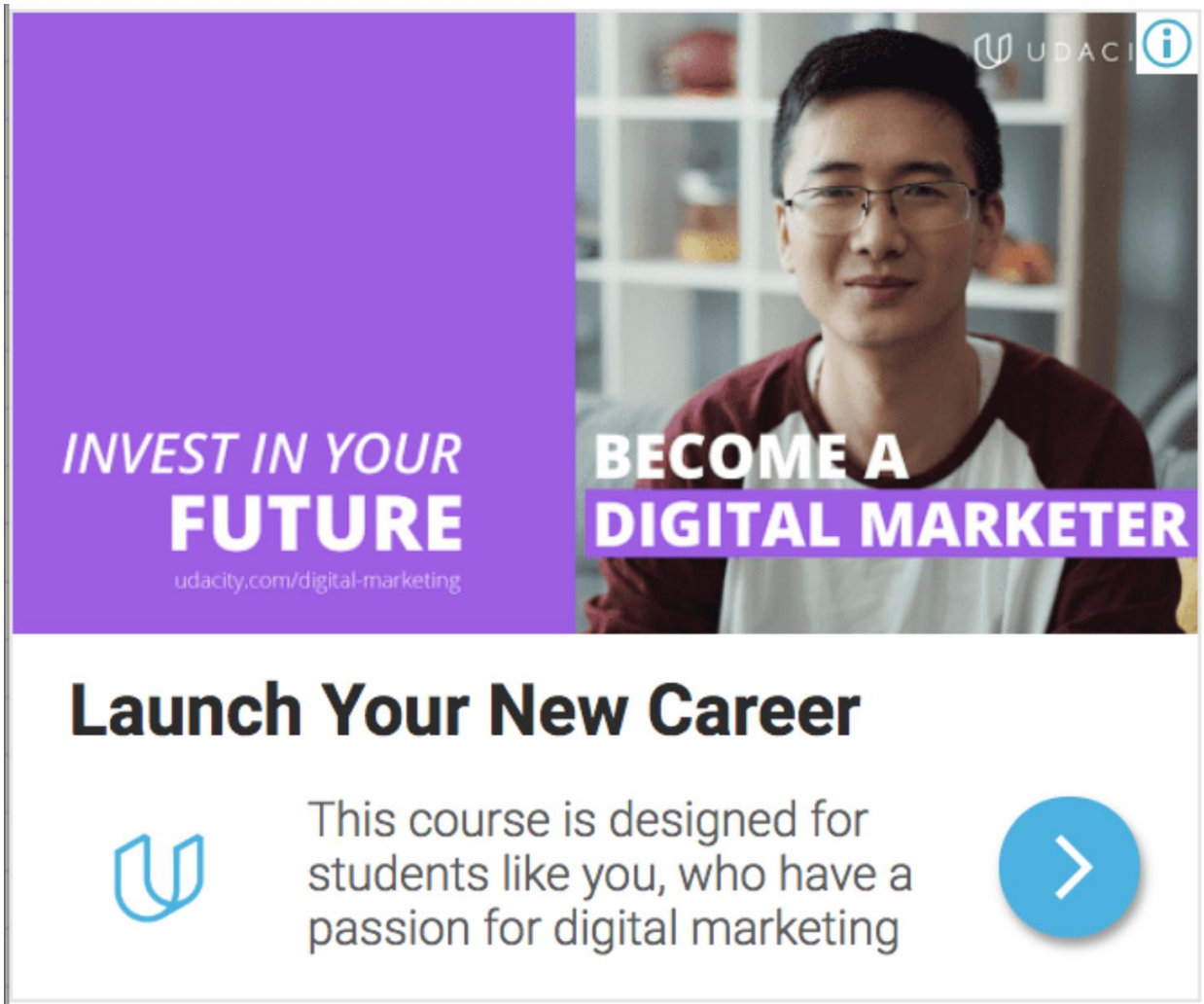
- **Imagine you had additional budget, how would you use it, given your campaign evaluation?**
  - **I would focus on interests ad group because it had highest clicks and highest keywords had been searching about.**
  - **I think I should focusing in machine learning keywords in interests group because I've been focusing in keywords in Artificial intelligence.**
  - **A/B test different ads name**
  - **A/B test Remove keywords are not performing well**
  - **A/B test Make a different creative in keywords to increase clicks in keywords**
  - **Evaluate the landing page, trying to make it the most responsive possible, and make its keywords more searchable to achieve more clicks.**
  - **Update the keyword list, changing or adding new ones**

Project 6
Evaluate a Display Campaign

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
Affinity Audience	Campaign ended	$3.00 (enhanced)	--	1,243	200,957	0.62%	$0.36	$448.95	Display	None



Results:

Calculate the ROI

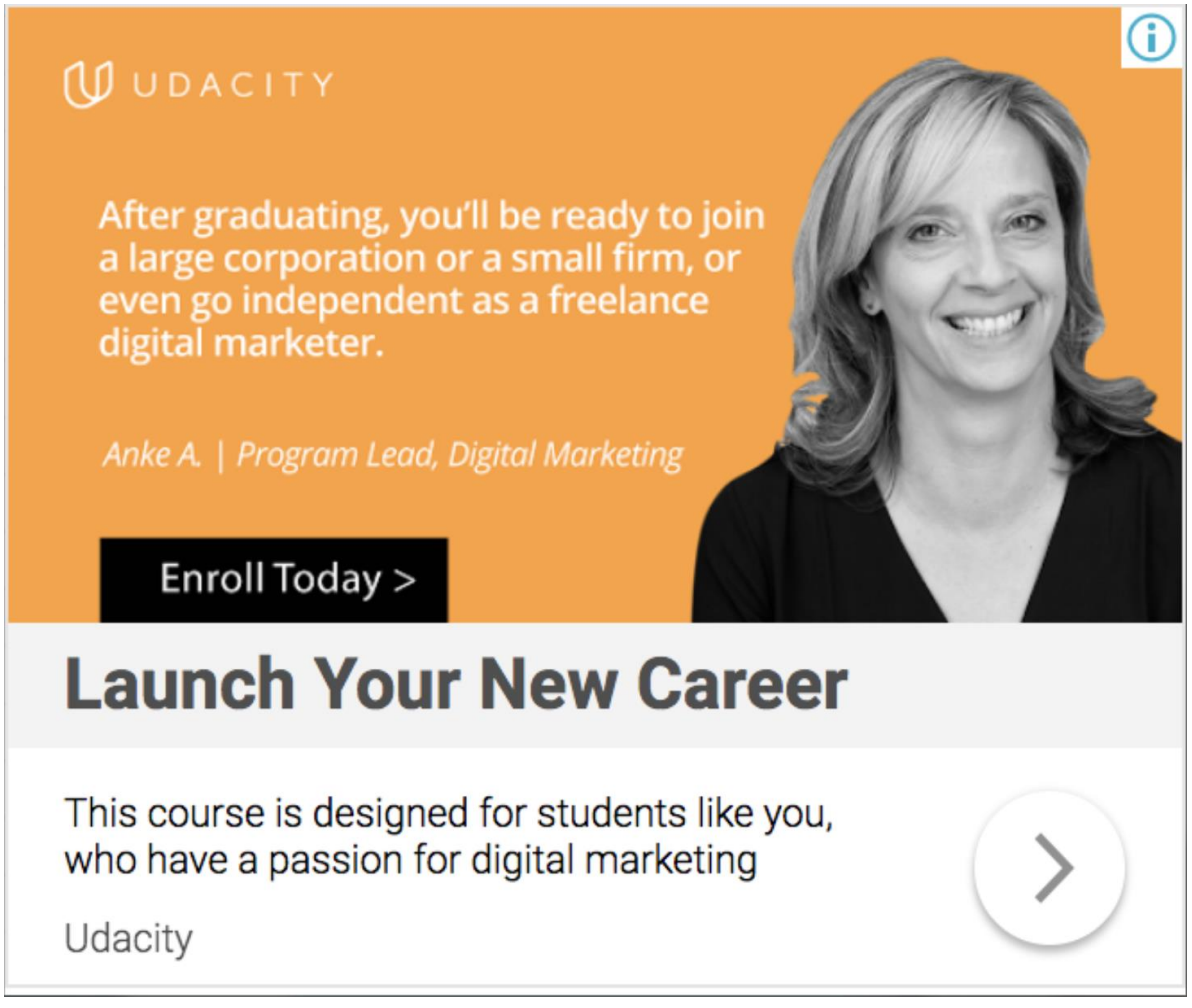
1. Present the results of the overall campaign by completing the table below.
2. Highlight Key Results
3. What was the overall ROI of the campaign? Was it Positive or Negative? positive

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1240	200,957	0.62%	36%
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
448.95$	0.2%	2	224.478$	149.044$

Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
Site Targeting	Campaign ended	$5.00 (enhanced)	--	407	67,833	.6%	$0.57	$231.99	Display	None



Results: Calculate the ROI

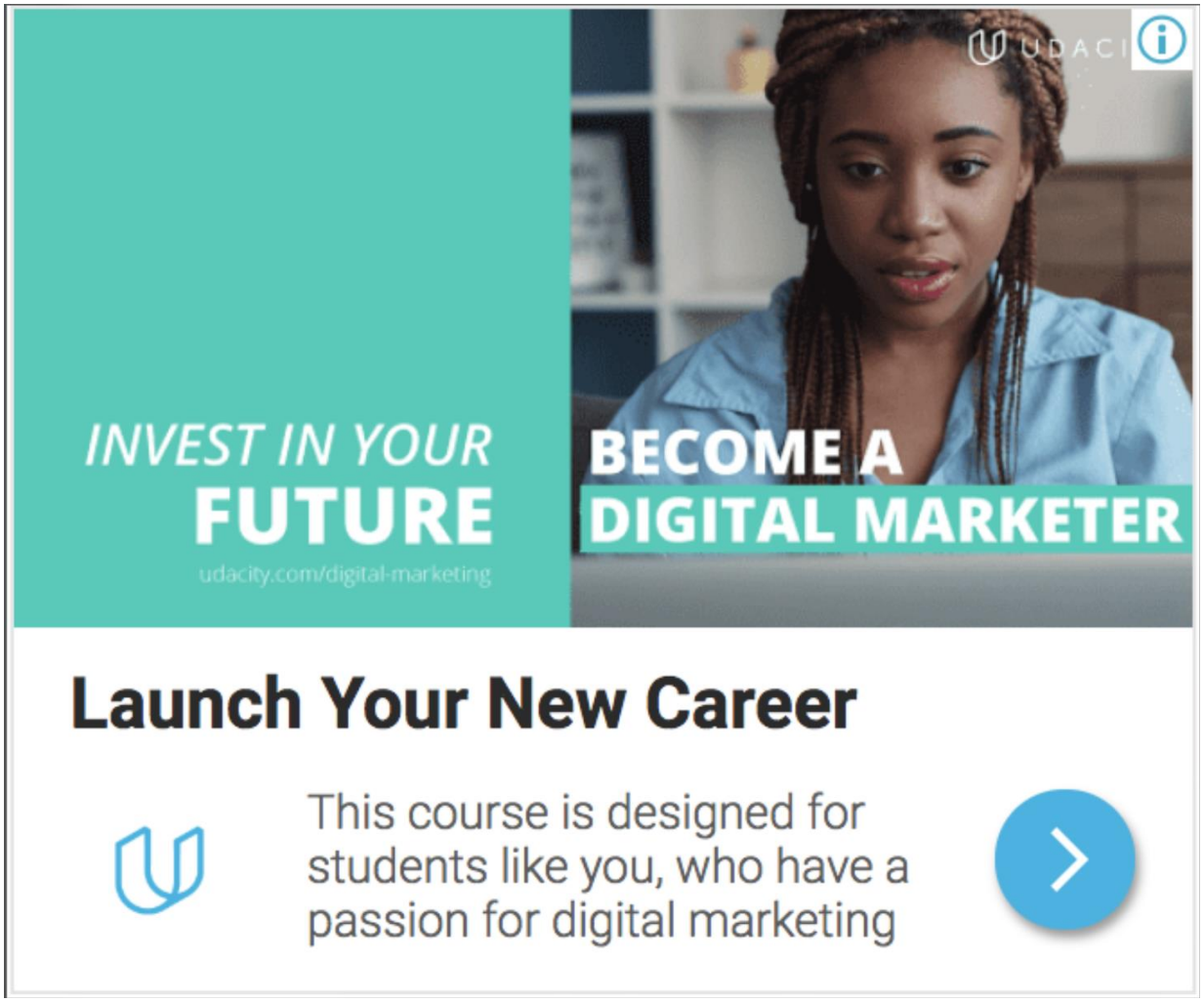
1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative? Negative

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	6%	0.57%
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
231.99$	0.2%	1	231.99$	67.01$

Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
Remarketing	Campaign ended	$3.00 (enhanced)	--	670	109,994	.61%	$0.35	$234.50	Display



Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative? Negative

Creative2	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	0.35$
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
234.5$	0.2%	1	234.5$	64.50$

Recommendations for future campaigns

- I would perform the above mentioned tests for campaign 2 and 3, to see if performance can still be enhanced.
- Evaluating overall campaign success
- Evaluating different Ad Groups, setting up A/B test, changing images, fonts or texts if necessary
- Update the keyword list, changing or adding new ones
- Evaluate the landing page, trying to make it the most responsive possible, and make it faster access

Project 7
Market with Email

Email Series

Email 1: **Have interest in Digital marketing? join us**

Email 2: **Get ready to be a Digital Marketer**

Email 3: **DMND Enrollment Closing Soon!**

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences	
General	• General idea about the digital marketing. • The benefits of taking digital marketing course.
Subject Line 1	Have interest in Digital marketing? join us
Subject Line 2	Are you interested in becoming a Digital Marketer?
Preview Text	This program is dedicated to those who have interests to learn digital marketing as you! You will get the fundamentals to be professional marketer.
Body	With our Digital Marketing Nanodegree course, you will learn how to get into customers by Social Media, Search Engine Optimization, Google Analytics and more! As will as you will have a great experience with our powerful classroom, designed to learning in a fun and easy way! So if you're interested in becoming a Digital Marketer, you should definitely check it out! Here at Udacity, we're pretty sure you will love our content and classroom. But don't just take our word for it see for yourself!
Outro CTA	Learn more!

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences	
General	**Learn about:** **Customer journey marketing fundamentals.** **Social media marketing.** **Social media advertising.** **Email marketing.** **SEO.**
Subject Line 1	**Get ready to be a Digital Marketer**
Subject Line 2	**Get to know about digital marketing**
Preview Text	**in case you're wondering what and how you can learn with us, now you can find out!**
Body	**Launch your career in Digital Marketing with our expert-led Nanodegree Program.** **Learn some of the most in-demand skills and gain real-world experience through hands-on projects.**
Outro CTA	**Start NOW**

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences	
General	**This email serves to increase the desire to enroll, to let them know they still have a great opportunity to join this course by creating a sense of urgency.**
Subject Line 1	**DMND Enrollment Closing Soon!**
Subject Line 2	**Harry up enroll to DMND**
Preview Text	**Here is a quick reminder that enrolment for our next round of the Digital Marketing Nanodegree is closing...**
Body	**Here is a quick reminder that enrolment for our next round of the Digital Marketing Nanodegree is closing on Tuesday, 15th of November! If you want to future-proof your career and break into this exciting field, enroll now and start learning!**
Outro CTA	**ENROLL NOW!**

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	24 Oct	28 Oct	29 Oct	3 Nov
Email 2	26 Oct	29 Oct	2 Nov	5 Nov
Email 3	27 Oct	30 Oct	4 Nov	6 Nov

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Draft Email

Subject: Have interest in Digital marketing? join us

With our Digital Marketing Nanodegree course, you will learn how to get into customers by Social Media, Search Engine Optimization, Google Analytics and more!

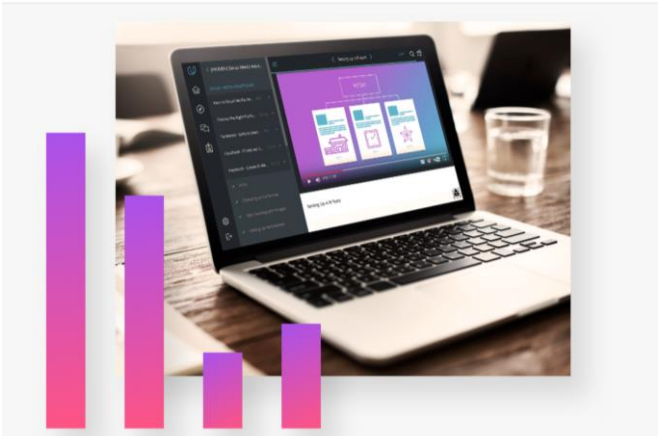
As will as you will have a great experience with our powerful classroom, designed to learning in a fun and easy way!

So if you're interested in becoming a Digital Marketer, you should definitely check it out!

Here at Udacity, we're pretty sure you will love our content and classroom. But don't just take our word for it see for yourself!

CTA: Learn more!
CTA Link: **https://dmnd.udacity.com/**

Final Email



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Learn more!

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|HTML:LIST_ADDRESS_HTML|

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Final Recommendations

- Make sure the content of emails are attractive enough to get the users' attention.
- The subject needs to be brief as possible and indicates the essential items in the email.
- Test different subject lines and preview text to see if it's lead to higher Open Rates.
- Images and texts should be selected carefully to be absorbed users' attention.