Project 3 - Part 1 Create a Facebook Campaign

Campaign Approach

The advertiser is Udacity and the Campaign approach is to boost DMND Corporate Training by targeting audience in Saudi Arabia, for people how have interest in learning more about digital marketing. The ad copy is for a Free Social Media Advertising Guide Ebook with the latest skills in Digital Marketing and the headline has been choosen to get users' attention. The ad creative shows three images related to digital marketing and the call to action button is to learn more about the Ebook. After clicking , the user that fill in e mail and contact name goes to the landing page to get the Ebook.

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*

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Marketing Objective

What marketing objective did you aim to achieve with your campaign?

Collect *200 email* addresses of potential students for a maximum of *USD 100* from *9 Dec* to *13 Dec* 2020.

KPI

What primary KPI did you track in your campaign and why?

Number of *email* addresses of potential students.

Campaign
Screenshots

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

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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

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Ad Images: Sample