Project 5 - Part 1 Create an AdWords Campaign

Campaign Approach

Description, Marketing

Objective, and KPI

1. Approach Description

I marketed the Introduction to Machine Learning Course in United Kingdom
I created two Ad Groups, for different stages in the Customer Journey.
The first Ad Group (Awareness) targets people with low or no intent to enroll in a Nanodegree, but want to learn more about machine learning. Keywords include broader terms like "machine learning course, Artificial Intelligence...." and so on. Keywords will be used by a beginners.
The second Ad Group (Interest) is geared towards people , further on the Customer Journey. It targets people , who want to learn Machine learning and artificial intelligence. Specifically , it targets people at the beginning on that journey , who are still at the research stage and are looking into how best to learn the necessary skills and what courses to take. Keywords include special terms like "supervised machine learning, unsupervised machine learning ...." and so on. Keywords will be used by a people who has interest on Machine learning.
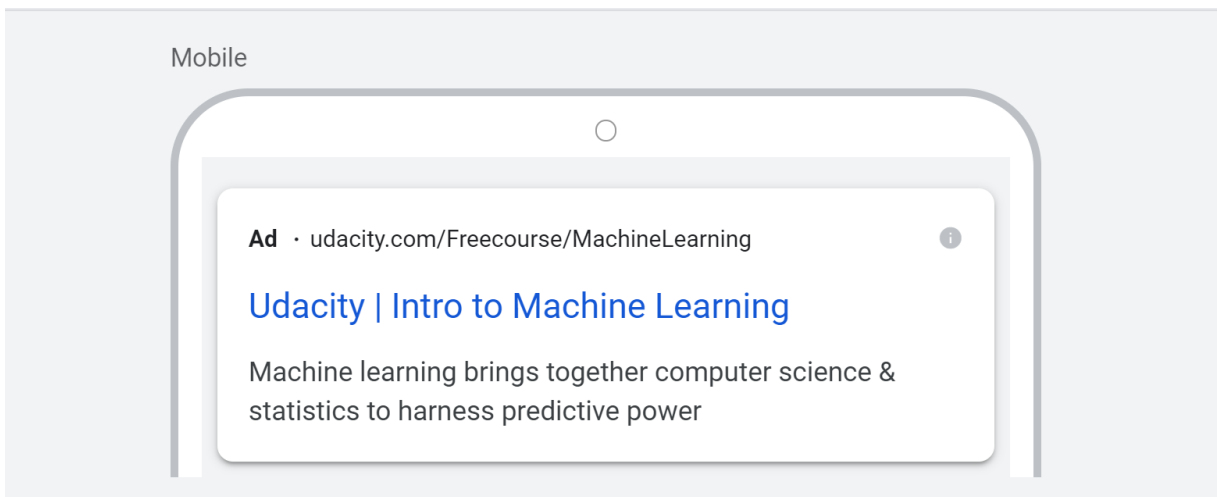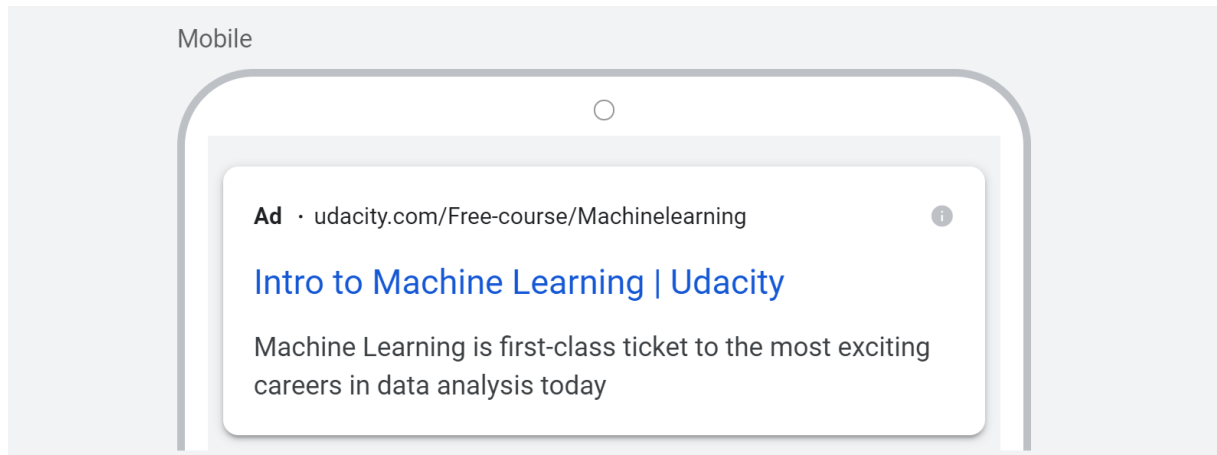
2. Marketing Objective & KPI

- **Campaign Objective:** Generate10 leads via signups for the free course within 5 days, with $10 daily budget.

- **KPI:** Number of leads

Ad Groups

Ads and Keywords

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 courses
20. machine learning tutorial

Ad Group1 - Awareness:

Mobile

Ad · udacity.com/Free-course/Machinelearning

Intro to Machine Learning | Udacity

Machine Learning is first-class ticket to the most exciting careers in data analysis today

Mobile

Ad · udacity.com/Freecourse/MachineLearning

Udacity | Intro to Machine Learning

Machine learning brings together computer science & statistics to harness predictive power

DIGITAL MARKETING
NANODEGREE PROGRAM

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

21.

Ad Group1 - Interests :

Mobile

Ad · udacity.com/MachineLearning/Free-course

Udacity | Machine Learning Course

skill for data analysts & data scientists wants to learn the refined trends and predictions.

Mobile

Ad · udacity.com/Free-course/intro-to-ML

Machine Learning Course | Udacity

This course will teach you the end-to-end process of investigating data through ML lens

Appendix

Screenshots for

Reference

Example:
Review your campaign

Example:
Campaign Summary