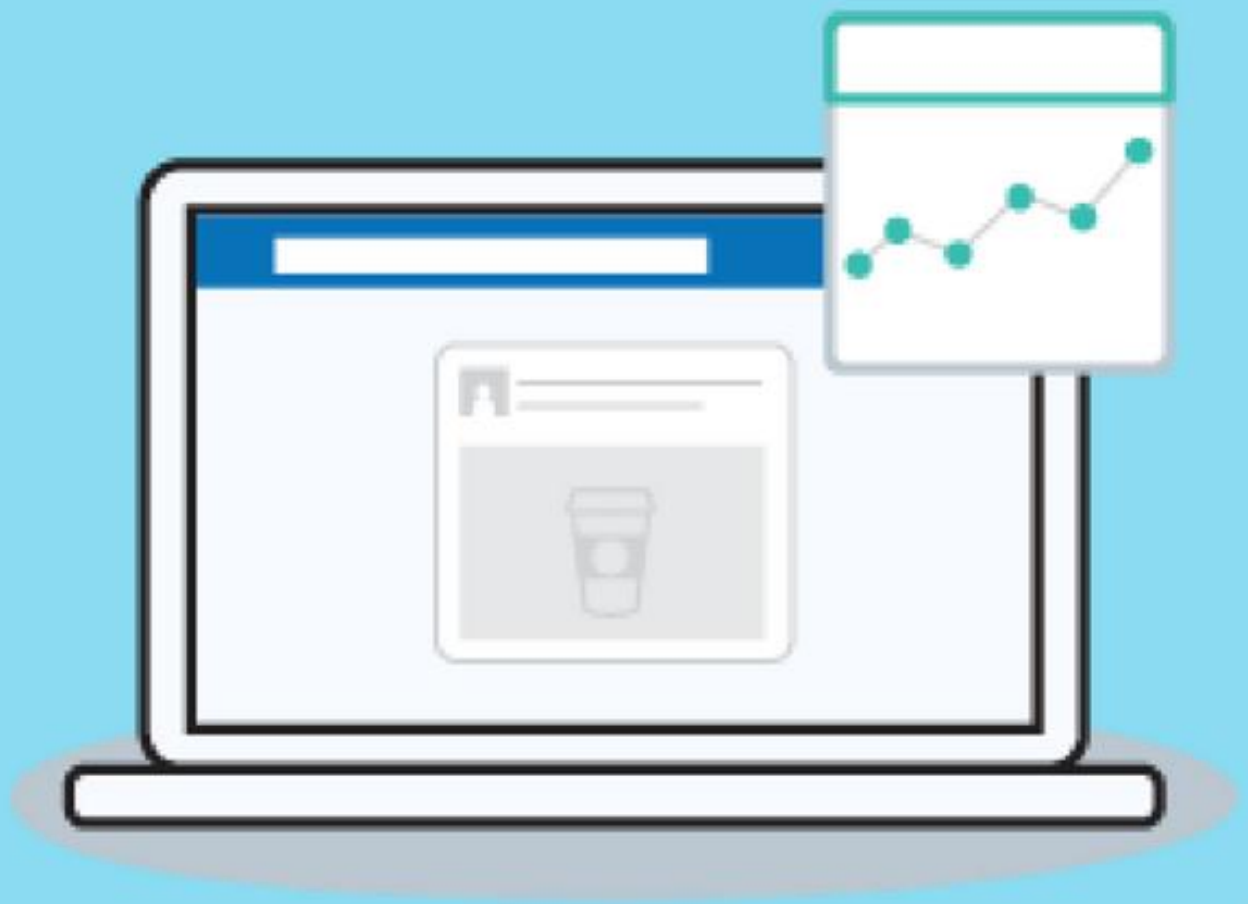


Project 3 - Part 2

Run 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 who 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 chosen 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 fills in email and contact name goes to the landing page to get the Ebook.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• <i>Female.</i>• <i>age between 26-30.</i>• <i>Not married.</i>• <i>English language.</i>	<i>Employee in sales management</i>	<ul style="list-style-type: none">• <i>Continues learning.</i>• <i>Manage Time and source.</i>• <i>To Move on career path.</i>
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• <i>Watch movies.</i>• <i>Read.</i>• <i>Socializing.</i>	<ul style="list-style-type: none">• <i>Buy a plane- travel the world-</i>• <i>have a business of my own.</i>• <i>Improve my skills.</i>	<ul style="list-style-type: none">• <i>Time management.</i>• <i>Patience</i>• <i>Keep my passion</i>

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 & 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



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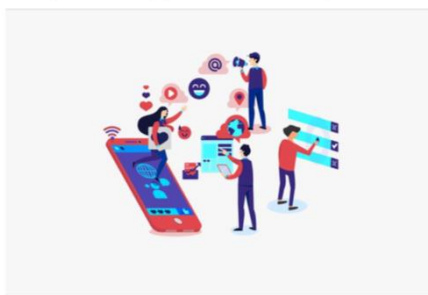
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Ad Images: Sample

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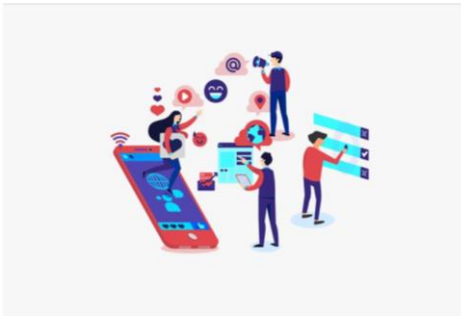
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Key Results

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 Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.
 - a. Which ad performed best? **Based on Results DMND 3 is the best.**
 - b. Was your campaign ROI positive? Please use this equation to calculate ROI:
 - i. $(\$15 * \# \text{ of leads}) / \text{cost} = \text{ROI for DMND}$

$$\text{RIO} = (15 * 49) / 100 = 7.35$$

Campaign Evaluation: Recommendations

If you had additional budget, how would approach your next campaign?

- I would test different ad creatives and copies. The creative could include a picture of the eBook, so customer will get better capture what is being offered, which could lead to higher conversion rates, because the customer might be better able to gauge whether they might be interested in downloading from the start.
- The ad copy could have variations of the wording and or more information in it.
- The ad copy could have variations of the wording and or more information to get customers' attentions .
- The demographic should be targeted more heavily, with potentially even more appealing ad variations.

Campaign Results: Performance



AlShaimaa_-Misk-Tues-Hussain



1 Ad set > 3 Ads

Completed



This month: 1 Dec 2020-15 Dec 2020



Performance



Demographics



Placement



Delivery

49

Results: E-BOOK
THANK YOU PAGE

18,204

People Reached

\$100.00

Amount spent

Custom

Results: E-BOOK THANK YOU PAGE 49 Cost per result \$2.04 Result Rate 0.20%



DIGITAL MARKETING
NANO DEGREE PROGRAM

Campaign Results: Demographics

AlShaimaa_-Misk-Tues-Hussain > 1 Ad set > 3 Ads

Completed

This month: 1 Dec 2020-15 Dec 2020

Performance **Demographics** Placement Delivery

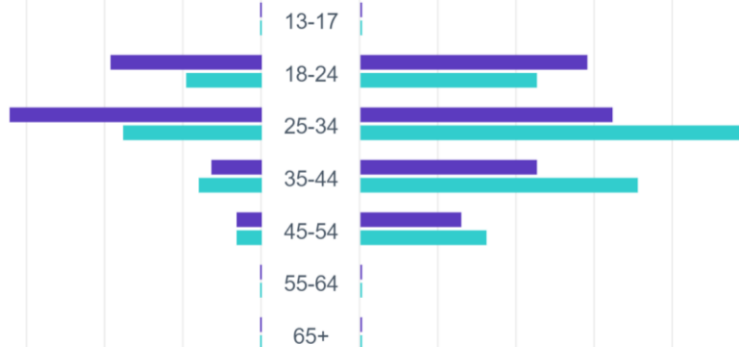
Results: E-BOOK THANK YOU PAGE 49 Reach 18,204

All Women

39% (19)
23% (4,272)

Cost per Result
\$1.52

Age

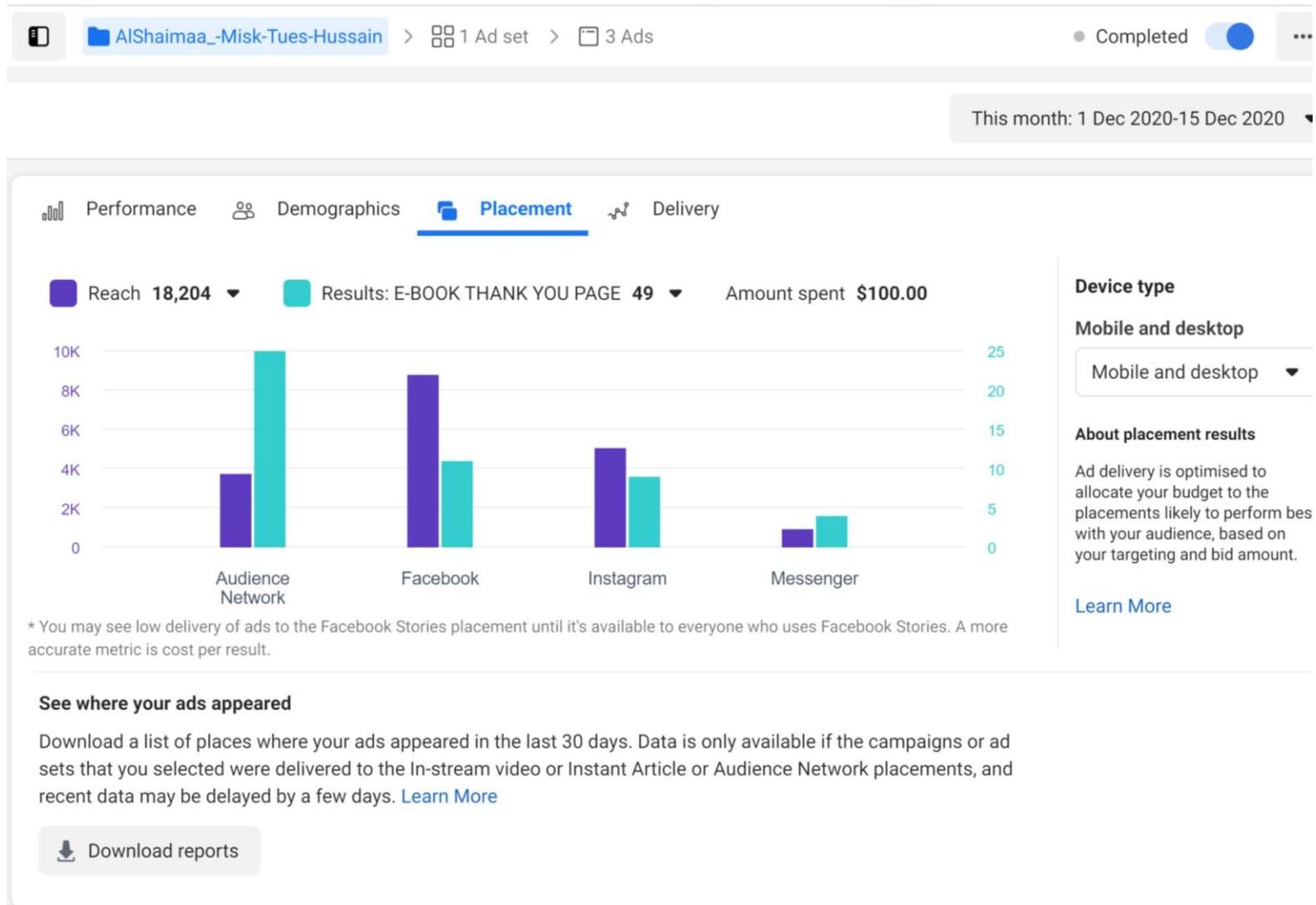


All Men

61% (30)
76% (13,828)

Cost per Result
\$2.34

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

Campaigns									
1 selected		Ad sets for 1 Campaign				Ads for 1 Campaign		Columns: Delivery	
+ Create	Duplicate	Edit						Preview	Rules
View Setup									
		Ad name	Delivery	Reach	Frequency	Cost per 1,000 people reached	Impressions	CPM (cost per 1,000 impressions)	
		DMND 1	Completed	1,217	1.14	\$3.63	1,389	\$3.18	
		DMND 2	Completed	5,282	1.25	\$6.40	6,621	\$5.11	
		DMND 3	Completed	13,008	1.24	\$4.75	16,108	\$3.83	
Results from 3 ads				18,204 People	1.32 Per Person	\$5.49 Per 1,000 People Reach...	24,118 Total	\$4.15 Per 1,000 Impressions	

Ad Set Data: Engagement

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

Columns: Engagement

+ Create

Duplicate




Edit

Preview

Rules

View Setup

Reports

		Ad name	Delivery	Post reactions	Post comments	Post saves	Post shares	Link clicks	Page likes or followers	CPC (cost per link click)	
		 DMND 1	Completed	4	—	—	—	17	—	\$0.26	
		 DMND 2	Completed	6	—	—	—	218	—	\$0.16	
		 DMND 3	Completed	17	—	4	1	150	1	\$0.41	
> Results from 3 ads				27	—	4	1	385	1	\$0.26	
				Total	Total	Total	Total	Total	Total	Per Action	