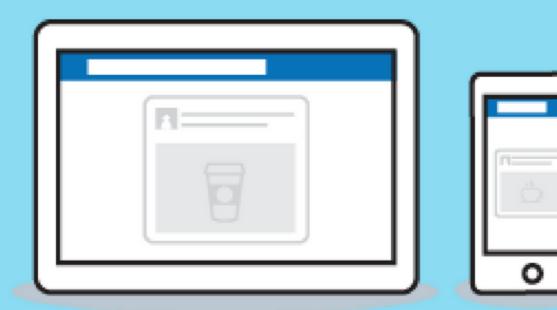
# Project 3 - Part 1 Create a Facebook Campaign





# **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
<ul> <li>Female.</li> <li>age between 26-30.</li> <li>Not married.</li> <li>English language.</li> </ul>	Employee in sales management	<ul> <li>Continues learning.</li> <li>Manage Time and source.</li> <li>To Move on career path.</li> </ul>
Hobbies	Goals	Barriers
<ul><li>Watch movies.</li><li>Read.</li><li>Socializing.</li></ul>	<ul> <li>Buy a plane- travel the world-</li> <li>have a business of my own.</li> <li>Improve my skills.</li> </ul>	<ul> <li>Time management.</li> <li>Patience</li> <li>Keep my passion</li> </ul>
		DIGITAL MARKETING  NANODEGREE PROGRAM

## **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



# Ad Summary: Sample

What Ad Copy and Ad Creatives did you use?



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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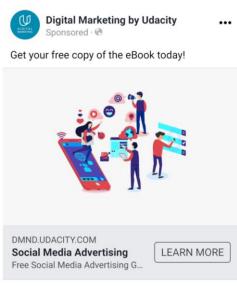


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**IARKETING** 

# Ad Images: Sample







**Digital Marketing by Udacity**