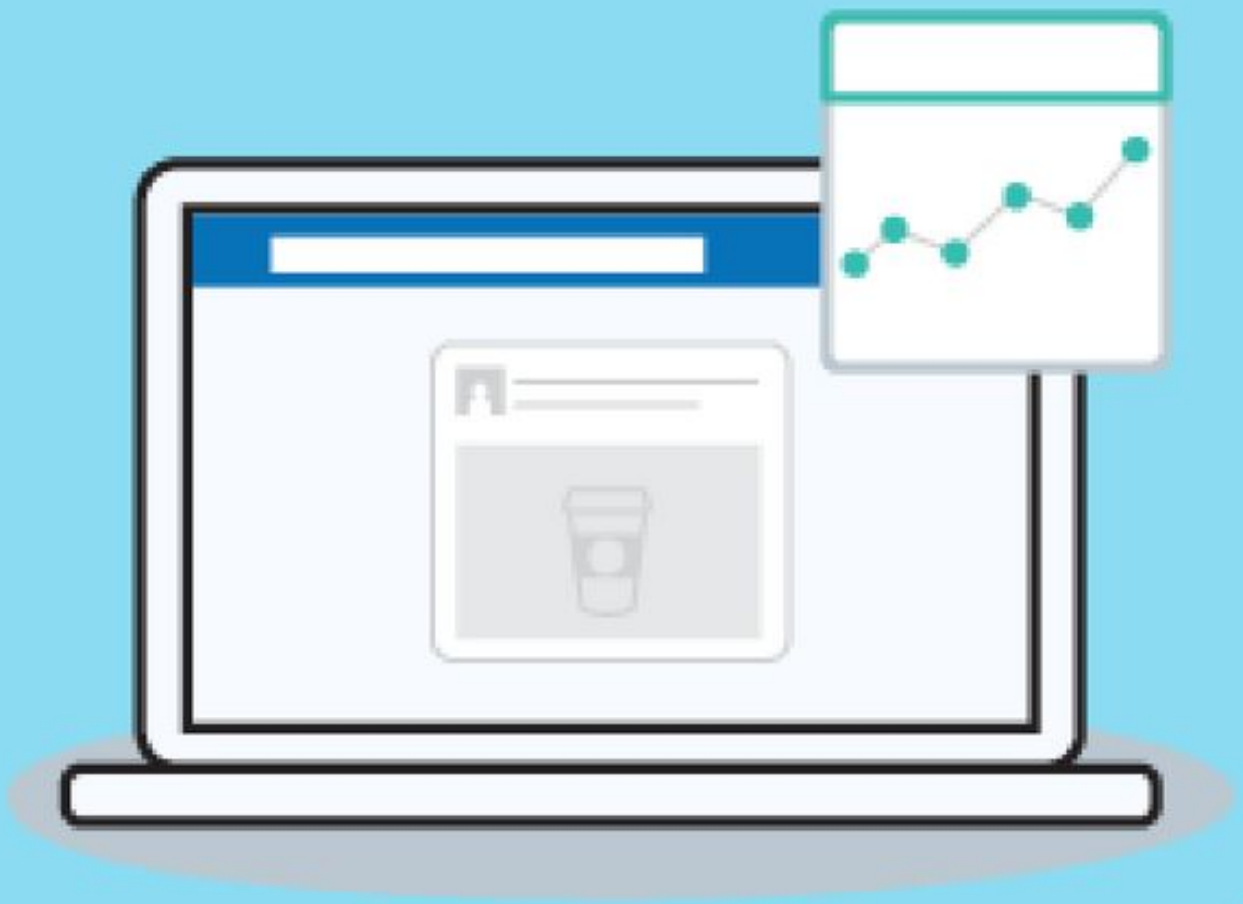
Project 3 - Part 2
Run a Facebook Campaign



Campaign Approach

The Digital Marketing Nanodegree Program is the product that I am marketing.

The location for my Campaign is the state of Florida in the United States. The age group I have selected is between 20 - 35 and the gender is male and their relationship status is single, as per my Target Persona.

The interests I've selected include Digital Marketing, Social Media, Entrepreneurship, Freelancing, and the Digital Nomad lifestyle. These options align with my Target Audience and Persona.

I want to tap into the frustration of my Target Persona's work and life situation. Unhappy in his job and wanting to learn a new skill set or wanting to see the world, the Digital Market skills he will learn with Udacity are the answer.

The ad copy describes being able to work anywhere in the world if you learn Digital Marketing skills and to start by downloading the free eBook. The ad Creatives are photos of working outdoors and in remote locations to further support the desirability of working remotely in a place of their choosing.

Target Persona

Background and Demographics	Michael Collins	Needs
• MALE, 30 YEARS OLD • SINGLE, NO CHILDREN • BACHELOR DEGREE IN BUSINESS MANAGEMENT • LIVES IN FLORIDA • HAS GOOD WORK LIFE BALANCE • HH INCOME $60K		• RECOGNISED AND VALID SKILLS • TO BE KEPT UPDATED ON INDUSTRY CHANGES • GET PRACTICAL EXPERIENCE • BUDGET FRIENDLY COURSE HE CAN FIT IN SCHEDULE • CAREER ASSISTANCE
Hobbies	**Goals**	**Barriers**
• READING • NETFLIX • CROSSFIT • GAMING • SELF IMPROVEMENT	• TO START CAREER IN MARKETING • ENJOY CAREER • OWN HIS OWN BUSINESS • WORK REMOTELY • FREEDOM TO LIVE WHERE HE CHOOSES	• LACKS DM EXPERIENCE • PRICE AND TIME A CONCERN • INFORMATION OVERLOAD ONLINE • NOT SURE WHERE TO START • WANTS PRACTICAL EXPERIENCE

DIGITAL MARKETING
NANODEGREE PROGRAM

Marketing Objective

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

My Marketing Challenge is to attract prospective candidates to enroll in the Digital Marketing Nanodegree Program.

To achieve the above my Marketing Objective is to funnel traffic from my Facebook adds to the Free Social Media Advertising Guide landing page and generate 100 email leads.

My timeframe is five days, (9th November 2018 to 13th November 2018) and the budget for the lifetime of my campaign is $100.

KPI

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

As the overall main goal of my Marketing Objective is to generate 100 email leads, my primary KPI is the number of email leads generated from the eBook downloads that were a direct result of my Facebook Campaign.

Campaign Summary

Campaign Summary

Target Audience

- Demographics: Men, Single, Age 20 - 35
- Location: Florida USA
- Interests: Digital Marketing, Social marketing, Entrepreneurship, Freelancer

Ad Copy

Headline: “Digital Marketing By Udacity”

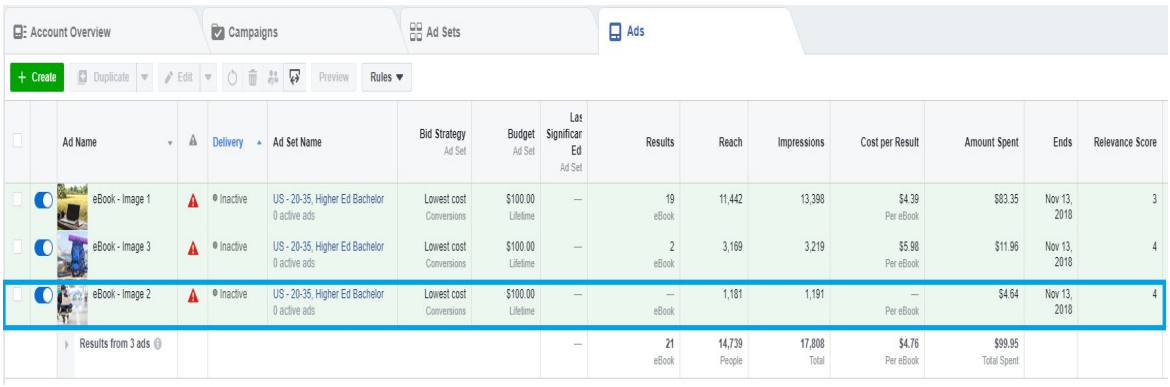
Ad Copy: “Learn the Digital Marketing skills required to work anywhere in the world! Download this FREE Social Media Guide.

Ad Creatives

The overall theme for all of my ad creatives was about working outside of an office setting in various desirable locations around the world.

Changes Made

At the end of the second day of my campaign I made my second ad set (image below) inactive. Ad 2 set had produced no results, were as the other ad sets did, so I redirected campaign budget to the better performing ads.



Ad Images

Digital Marketing by Udacity
Sponsored ·
Learn the Digital Marketing skills required to work anywhere in the world! Download this FREE Social Media guide.
dmnd.udacity.com
Free Social Media Advertising eBook
DOWNLOAD
Like
Comment
Share

Digital Marketing by Udacity
Sponsored ·
Learn the Digital Marketing skills required to work anywhere in the world! Download this FREE Social Media guide.
dmnd.udacity.com
Free Social Media Advertising eBook
DOWNLOAD
Like
Comment
Share

Digital Marketing by Udacity
Sponsored ·
Learn the Digital Marketing skills required to work anywhere in the world! Download this FREE Social Media guide.
dmnd.udacity.com
Free Social Media Advertising eBook
DOWNLOAD
Like
Comment
Share

Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
Ad One	19 eBooks	11,442	$4.39	$83.35
Ad Two	2 eBooks	3,169	$5.98	$11.96
Ad Three	0 eBooks	1,181	Nil	$4.64
Overall	21 eBook	14,739	$4.76	$99.95

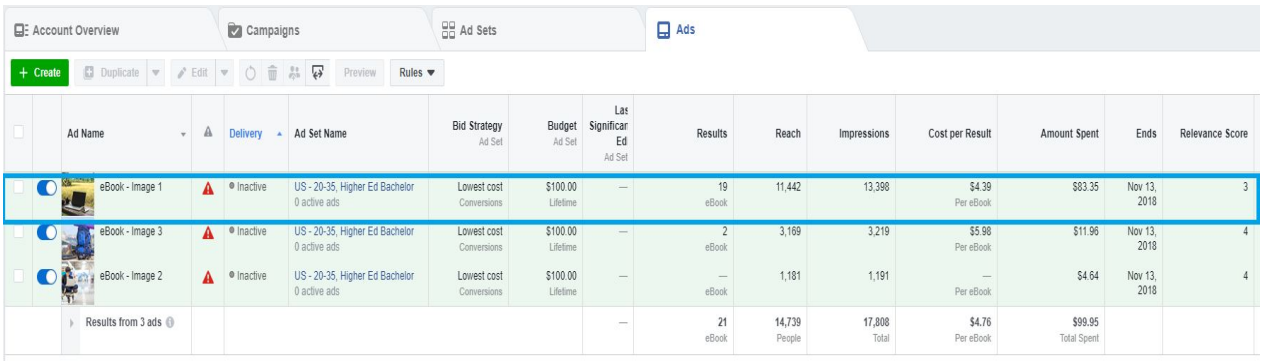
Campaign Evaluation

My campaign objective was to generate 100 email leads through eBook downloads. As I was only able to obtain 21 email addresses, on this occasion, I was not able to meet my campaign objective.

In retrospect, I may have been a little too ambitious with the number of emails I had hoped to obtain with the budget and timeframe allocated, and a more realistic goal may have been preferable.

I stayed very close to my target person when defining my target audience, using the information from his goals and needs, interests and his specific demographics. Broadening my demographics slightly, i.e. including females may have yielded better results.

The ad that performed the best during my campaign was ad 1.



I believe that the ad creative of working in a luxury tropical location best matched up with the ad copy.

Campaign Evaluation Cont'd

Of my other two ads, ad 3 featured an image of a backpack in a mountain setting. The photo could be seen as undesirable by some individuals.

Ad 2 which achieved no results, featured a male working with his laptop on a luggage trolly in an airport. I intended to convey a jet-set lifestyle, but the image could be confused with a flight delay or other undesirable experiences at the airport.

Campaign Evaluation Cont'd

Fiscally my campaign was a success. I was able to generate 21 email addresses from people who downloaded the free eBook. Each email has an estimated lifetime value of $15.

21 x $15 = $315

$315 minus the total campaign ad spend of $99.95
= a positive ROI of $215.05.

21 eBook	14,739 People	17,808 Total	$4.76 Per eBook	$99.95 Total Spent

Campaign Evaluation: Recommendations

If I had an additional budget with more to spend there are a few different approaches I would take with my next campaign.

First of all, I would like to run a more extended campaign, around ten days, thus allowing me more time to fine-tune and optimize the ads.

I would also like to do a/b split testing with not just the ad creative but also testing different ad copy variations so I can pinpoint what is resonating the most effectively with my target audience.

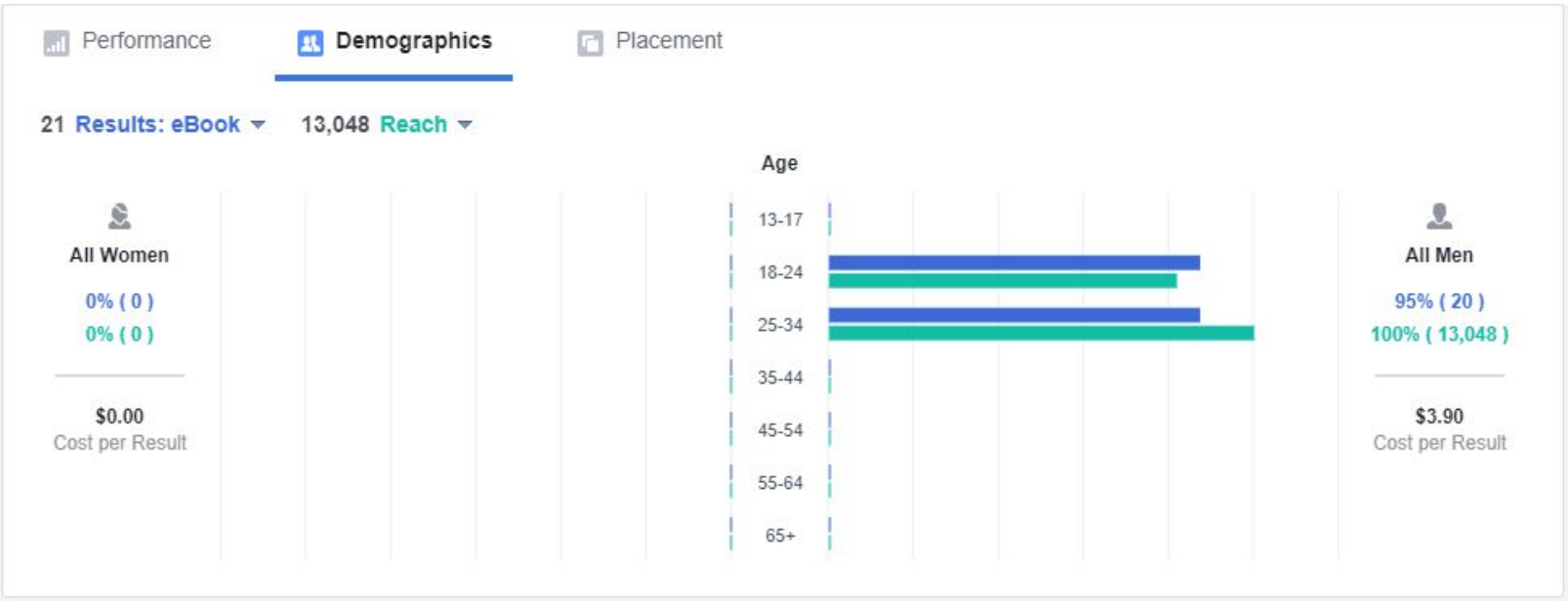
An additional budget would also allow to widen my geographical reach to other potential countries and widen my demographics to include not just males but also females.

Appendix

Screenshots for Reference

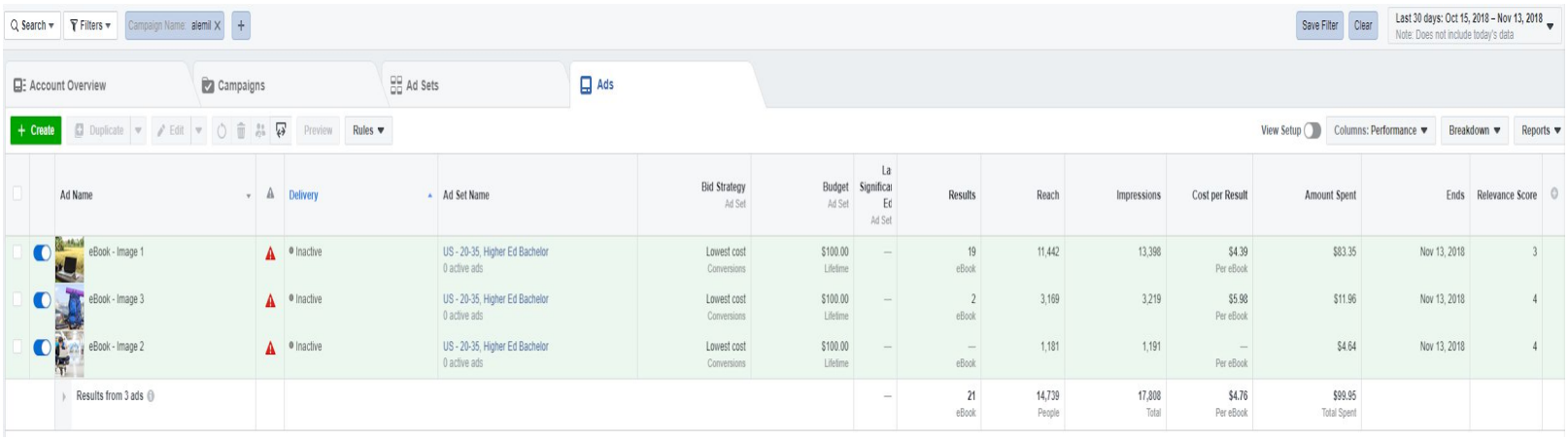
Campaign Results: Performance

Campaign Results: Demographics

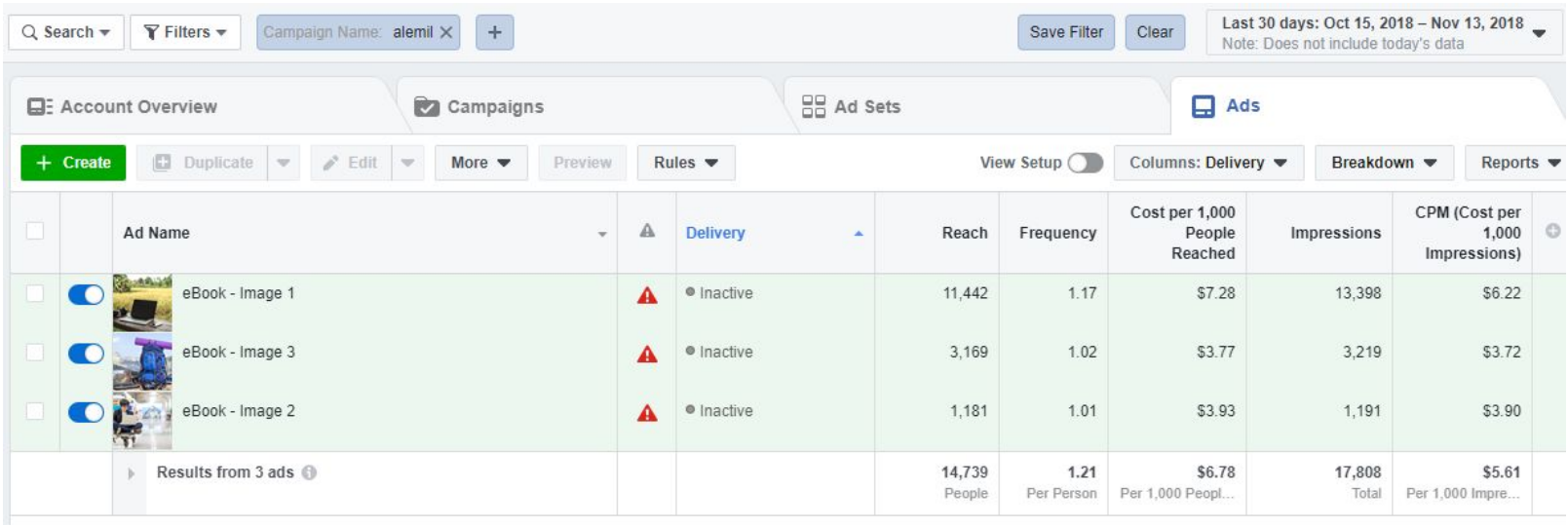


Campaign Results: Placement

Ad Set Data: Performance

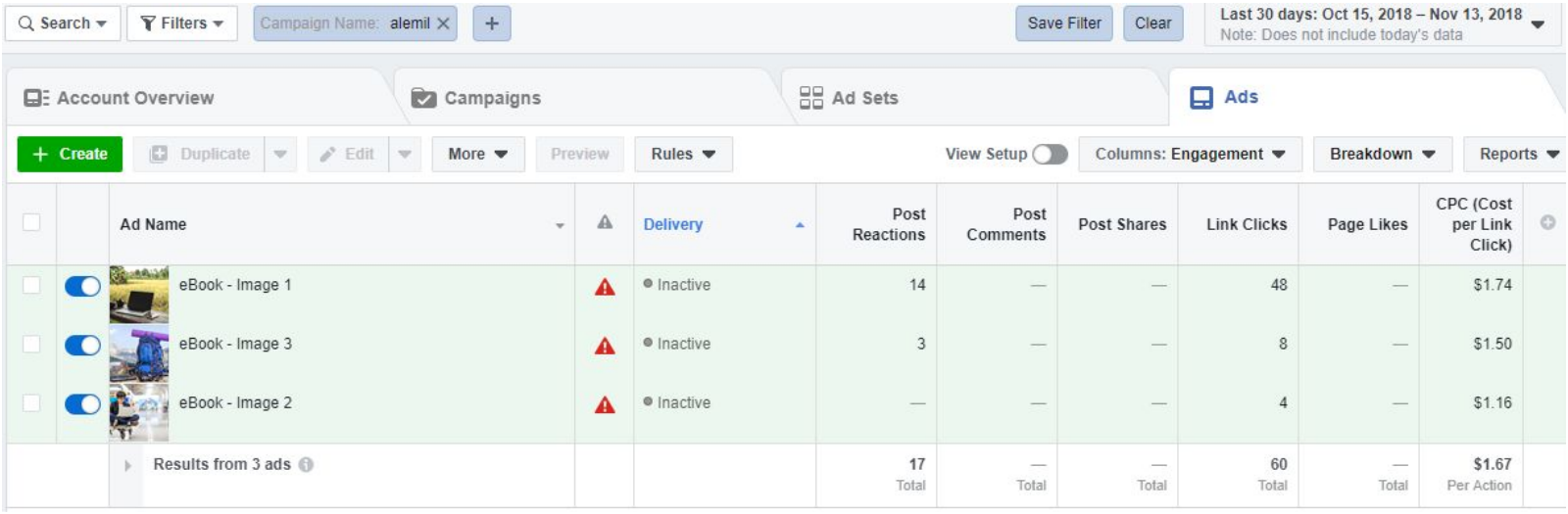


Ad Set Data: Delivery



Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
eBook - Image 1	Inactive	11,442	1.17	$7.28	13,398	$6.22
eBook - Image 3	Inactive	3,169	1.02	$3.77	3,219	$3.72
eBook - Image 2	Inactive	1,181	1.01	$3.93	1,191	$3.90
Results from 3 ads		14,739 People	1.21 Per Person	$6.78 Per 1,000 Peopl...	17,808 Total	$5.61 Per 1,000 Impre...

Ad Set Data: Engagement



Ad Name	Delivery	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
eBook - Image 1	Inactive	14	—	—	48	—	$1.74
eBook - Image 3	Inactive	3	—	—	8	—	$1.50
eBook - Image 2	Inactive	—	—	—	4	—	$1.16
Results from 3 ads		17 Total	— Total	— Total	60 Total	— Total	$1.67 Per Action