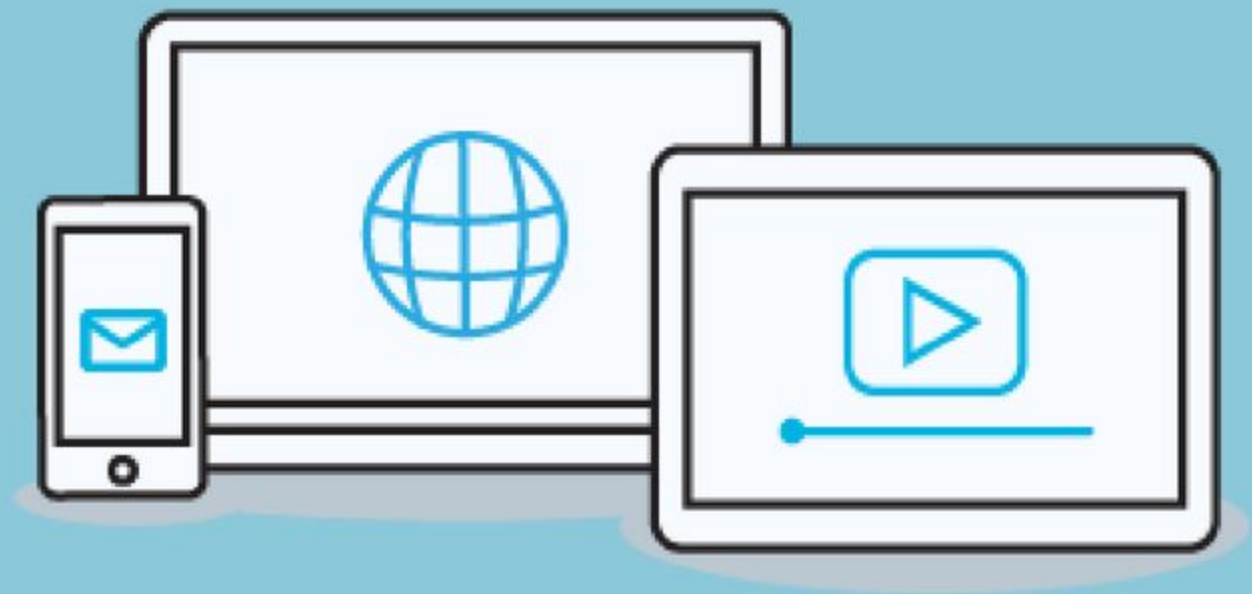# Project 8
Portfolio

1. Customer Journey Based Marketing Plan
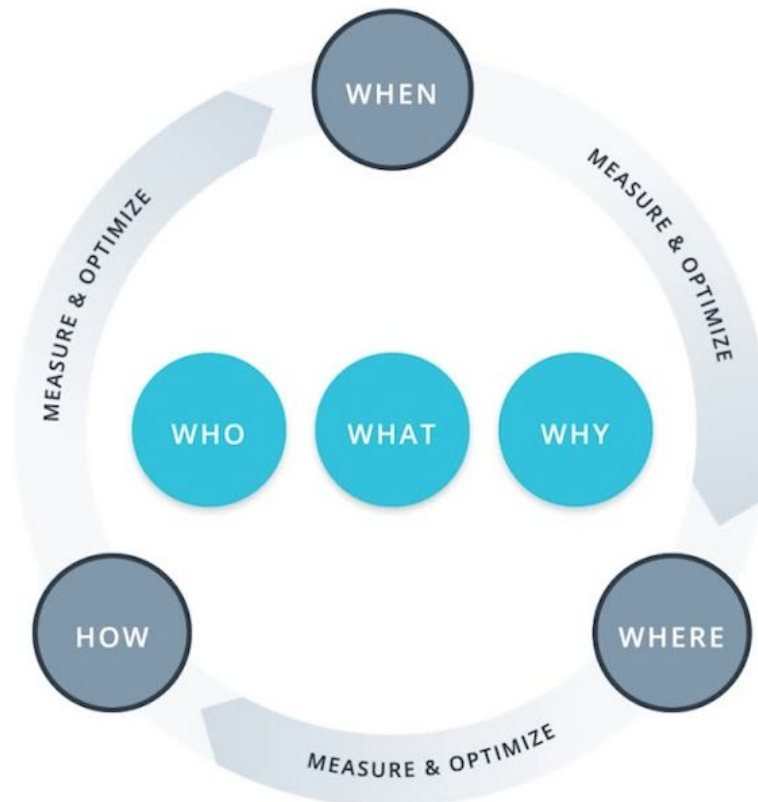
What: your offer

Who: your customers

When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO

WHAT

WHY

HOW

WHERE

MEASURE & OPTIMIZE

DIGITAL MARKETING
NANODEGREE PROGRAM

What: Your Offer

Option 1:
Digital Marketing Nanodegree Program

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

Budget: $50,000

Profit: For the purpose of this assignment, the cost of the Nanodegree is $999, assume a profit margin of 30%, meaning that Udacity makes $299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money.

Marketing Objective:
Your Company's Product/Service

What is the marketing objective for your marketing efforts?

Signing up 500 new customers to The DMND Program in one quarter. With Budget : 50000$

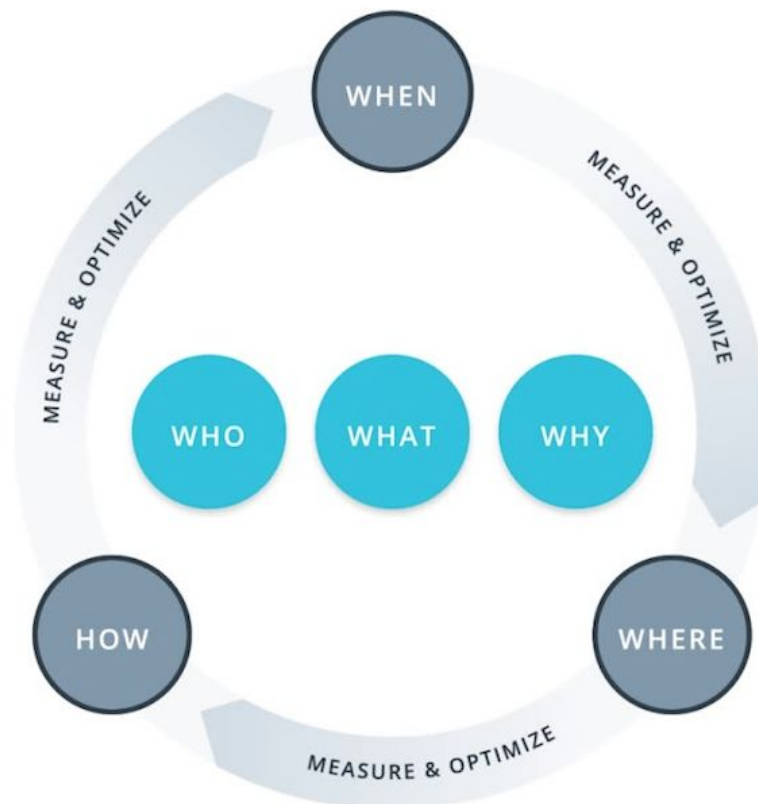# Who Are Our Customers?

What: your offer

Who: your customers

When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO   WHAT   WHY

HOW   WHERE

MEASURE & OPTIMIZE

DIGITAL MARKETING
NANODEGREE PROGRAM

Target Persona

| Background and Demographics	Target Persona Name	Needs
Age: 20s Education: Bachelor's Degree Location: Gulf countries Collage degree in Digital Market	Name : Mohammed Bassam	1. Better Work/Life Balance 2. What's Best For His Family 3. Projects To Practice Digital Marketing Skills 4. Videos To Learn Digital Marketing
Hobbies	**Goals**	**Barriers**
1. Watches Television 2. Playing football 3. Thinks About Working As A Digital Marketer	1. Get a new better paid job 2. Gain new skills 3. Get a certificate as a proof 4. Increase HH income	1. Doesn't have time for offline courses 2. Most available offline courses are poor quality 3.English is not their native

What: your offer

Who: your customers

When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics
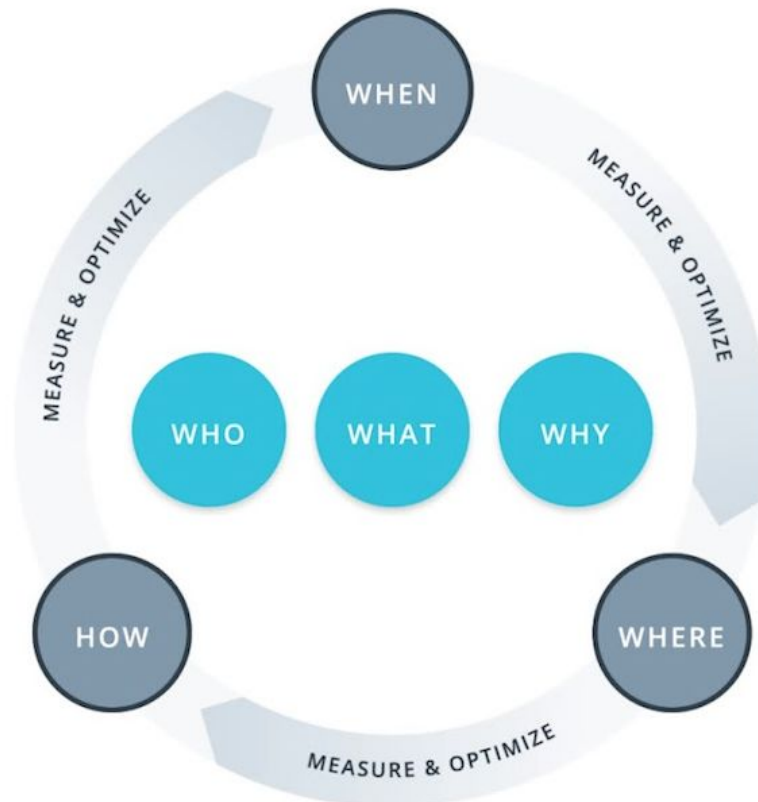
Phases of the Customer Journey

| Awareness | Interest | Desire | Action | Post action |

When+How+Where = Marke Tactics

Customer Journey	Awareness	Intent	Desire	Action
Message	Explain about the program (360 degree approach with live projects, Created by industry leaders) • Offer free ebook on social media marketing to generate new leads	• Explain about the program (360 degree approach with live projects, Created by industry leaders) • Offer free ebook on social media marketing to generate new leads	Explain program key benefit through online webinar with experts • Reason to enroll now (Enroll now and get to run live campaigns on major marketing platforms)	Reinforcement of program benefits • Thank you
Channel	Informative landing page • Social media • Display &	• Search • Social Media (FB, Instagram etc) • Social Media	• Email marketing • Search •	Email •

2. Budget Allocation

Formulas:

Conversion Assumption:
Each phase of the customer journey has a different conversion rate

Calculating the # of Visitors:
Planned Spend /Cost Per Click = Number of Visitors

Calculating #of Sign Ups:
Number of Visitors * Average Conversion Rate = Total Sales *(Note: Please round to the nearest whole number)*

ROI:
[$299 Profit * Number of Sales] - Spend = ROI *(Note: Please round to the nearest cent)*

DMND

Budget Allocation

Budget Assumption

- You have been given a budget of $50,000 to spend on media (note that you can assume that you don't have to pay for creative or for the resources managing your campaign)

- In what follows, you will provide detail on how you would advise to use the $50,000 across the first three phases of the customer journey.

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$1000	$1.25	800	0.05%	0
AdWords Search	$500	$1.40	357	0.05%	0
Display	$250	$5.00	50	0.05%	0
Video	$250	$3.50	71	0.05%	0
Total Spend	$2000	**Total # Visitors**	**1278**	**Number of new Students**	0

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$1000	$0.50	2000	0.1%	2
AdWords Search	$500	$1.50	333	0.1%	0
Display	$250	$3.00	83	0.1%	0
Video	$250	$2.75	90	0.1%	0
Total Spend	$2000	**Total # Visitors**	**2506**	**Number of new Students**	2

DIGITAL MARKETING
NANODEGREE PROGRAM

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$40000	$0.30	133333	0.3%	400
AdWords Search	$3000	$1.50	2000	0.3%	6
Display	$1500	$3.00	500	0.3%	2
Video	$1500	$2.75	545	0.3%	2
Total Spend	$46000	**Total # Visitors**	**136378**	**Number of new Students**	410

DIGITAL MARKETING
NANODEGREE PROGRAM

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Aware-ness	50000	1278	0	$299	0	-$2000
Interest	2000	2506	2	$299	$598	-$1402
Desire	46000	136378	410	$299	$122.6	$76590
Total	50000	**140162**	**412**		$124	+$73188

Additional Channels or Recommendations:

• I would recommend growing organic reach through search and social media using an SEO driven content plan. This will include stories of DMND graduates, blogs written by influencers, graduates of the program, expert's advice on career change etc. • Another channel I will include is LinkedIn; I will run the same targeting on both LinkedIn and Facebook to later calculate which of the channels performed better in terms of ROI. The email ids I collect from both channels will be later used for remarketing. I would use my target persona and add several others like: o Marketing professionals with little to no knowledge of digital marketing. o Small to medium business owners o Entrepreneurs o Front end web developers o Copywriters • I will optimize the landing page in terms of SEO to drive traffic and increase brand awareness.
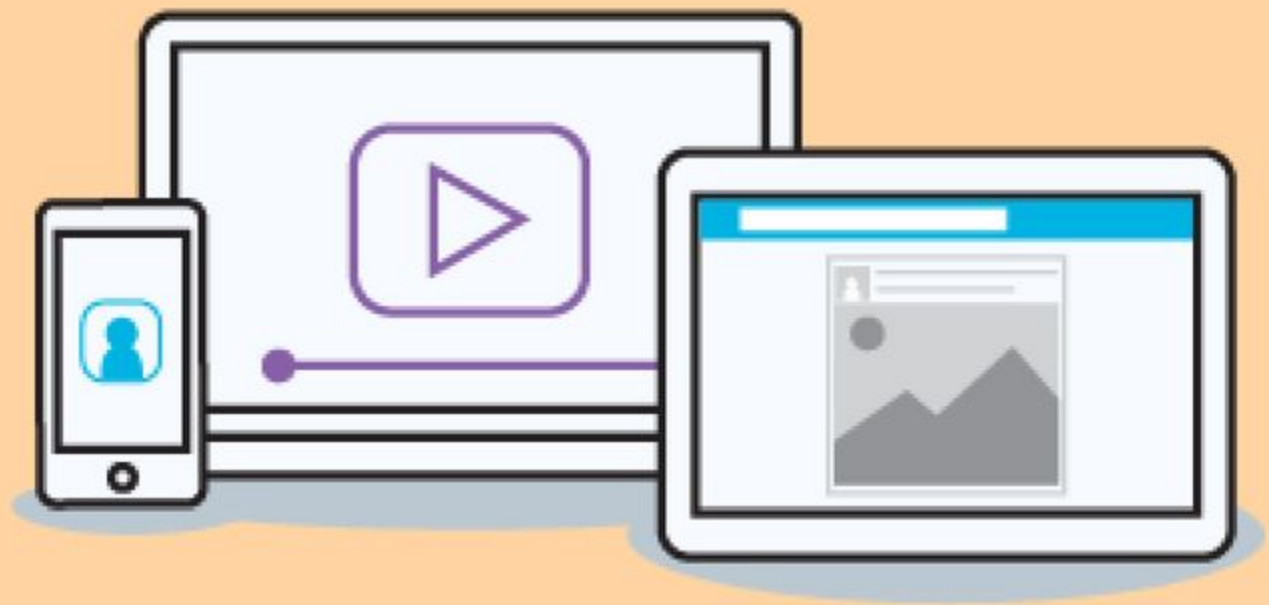
3. Showcase Work

Showcasing your Work

- **Social:** include your blog and social posts
- **Facebook Ads:** Facebook Ad Images and Results
- **SEO Audit:** Audit and Recommendations
- **SEM:** Ads, Keywords, Recommendations
- **Display:** Campaign Results, Recommendations
- **Email:** Email Plan, Test Message, Recommendations

Project 2
Market your Content

Market your Content

Why I signed up for Udacity's Digital Marketing Nanodegree, and you should too
The IT industry seems to be at another major inflection
point. Every other article talks about how jobs are changing,
how mid-senior managers are going to be an extinct
species soon, what new skills will need to be picked up to
be employable and how specialists are being sought after. I
found myself suddenly confused, and slightly nervous
about what was to be done to negotiate this turn that the
industry was taking. What was I to do? Read on:
https://bit.ly/3cKMpGT

https://pixabay.com/illustrations/analytics-information-innovation-3088958/

Market your Content

Choose three social media platforms you will use to promote your blog.Write a short explanation about why you chose those platforms.

I will promote my blog on the following three social media platforms because these are the main social networks
where the target persona hangs out primarily.

Linkedin: Since this is a professional network, professionals use this to exchange information, ideas related to
various industries. Since my blog post is about jobs, skills, trends and personal experience it would be of interest
to Linkedin members, particularly the section I am targeting. I have used a very sober, professional tone for my
Linkedin post.

 Twitter: This is another platform cited as being used by my interviewees. Twitter is a great platform for fast
information exchange, and is used by most professionals and brands around the world. I have used a short note
for Twitter in keeping with the character limit constraints

-Facebook: This is another platform used by my target persona, and a place to exchange news and information –
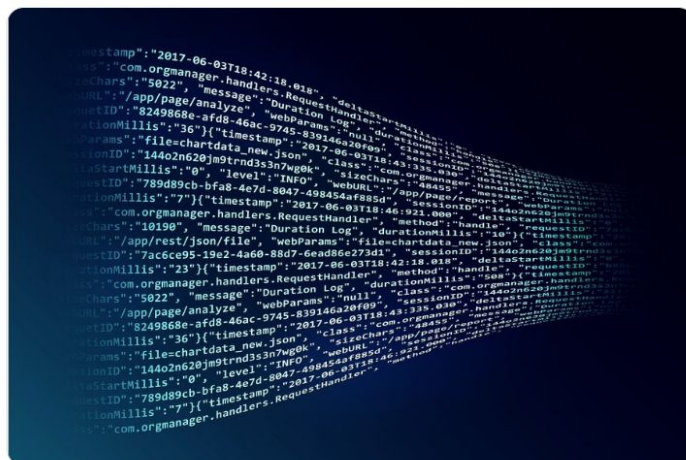both personal and professional. I have used a semi-personal tone for my Facebook

Market your Content

Want to know how @Udacity is helping a mid-senior IT manager
like me thrive in these challenging times? Presenting my new blog
post! #DigitalMarketing #Nanodegree #IminDMND
bit.ly/3cKMpGT

ترجمة التغريدة

Sulaiman Akram Aldeen
طالب في جامعة الملك عبد العزيز
الآن ·

How can mid–senior managers (like you and me) thrive in an industry that suddenly demands a new set of skills? Here's my new blog post on how I am negotiating this challenge with help from @Udacity. Please read and comment. #DigitalMarketing #Nanodegree #IminDMND Why I signed up for Udacity's Digital Marketing Nano Degree, and you should too

عرض المزيد … 3cKMpGT


Sulaiman Akram Aldeen
١٢ دقيقة ·

The IT industry seems to be at another major inflection point. Every other article talks about how jobs are changing, how mid-senior managers are going to be an extinct species soon, what new skills will need to be picked
up to be employable and how specialists are being sought after.
I found myself suddenly confused, and slightly nervous about what was to be done to negotiate this turn that the industry was taking. Enter @Udacity. And suddenly everything fell in place. Read on.
#DigitalMarketing #Nanodegree #IminDMND
Why I signed up for Udacity's Digital Marketing Nano Degree, and you should too
https://bit.ly/3cKMpGT

Project 3 - Part 2 Run a Facebook Campaign
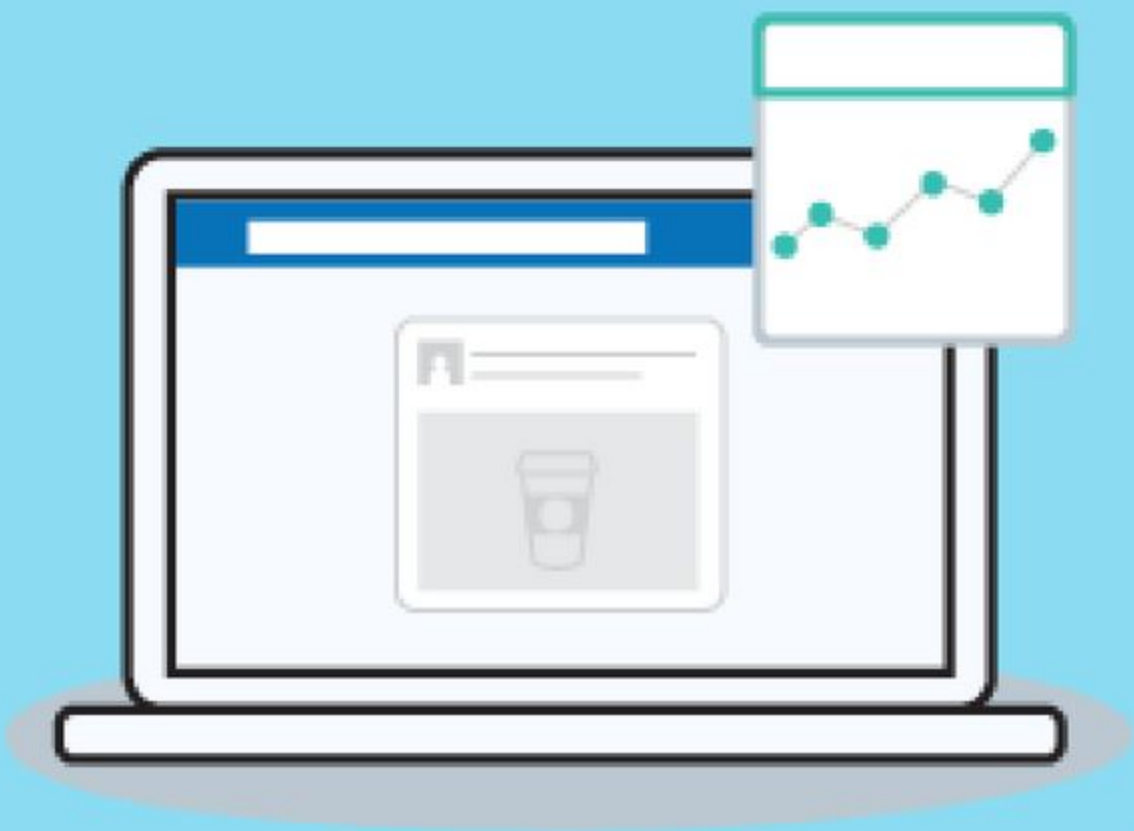
Run a Facebook Campaign

Digital Marketing by Udacity
مُموَّل · 🌐

Learn to advertise like a pro! topics hand picked from Udacity digital marketing Nanodegree program

E-MAIL
DIGITAL MARKETING
E-COMMERCE
ANALYSIS
SE

تعرف على المزيد

DMND.UDACITY.COM
Free Social Media Advertising Guide

👍 أعجبني   💬 تعليق   ↪ مشاركة

Digital Marketing by Udacity
مُموَّل · 🌐

Learn to advertise like a pro! topics hand picked from Udacity digital marketing Nanodegree program

DMND
SOCIAL MEDIA ADVERTISING GUIDE

تعرف على المزيد

DMND.UDACITY.COM
Free Social Media Advertising Guide

👍❤️ Md Sadikur Rahman و١٦ من الأشخاص الآخ...

👍 أعجبني   💬 تعليق   ↪ مشاركة

Run a Facebook Campaign

Run a Facebook Campaign

Run a Facebook Campaign

Run a Facebook Campaign

Project 4
Conduct an SE0 Audit

Search Engine Optimization (SEO) Audit

Tail Keywords	Head Keywords
interactive digital marketing online	Udacity-Misk
digital marketing nanodegree in Saudi Arabia	DMND
digital marketing self-study	Nanodegree
digital marketing online course	online certification
social media marketing	Google ads

Search Engine Optimization (SEO) Audit

URL:https://dmnd.udacity.com/	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	Blank
Title Tag	Udacity Digital Marketing Nanodegree Program
Meta-Description	A nanodegree program that gives a 360-degree understanding of digital marketing by providing real-world experience running live campaigns. Course developed in association with Google, HubSpot and other leaders in this space.

Search Engine Optimization (SEO) Audit

URL:https://dmnd.udacity.com/	
Background	Blank
collaborators	Blank
Laptop	Blank
Background	Background the main influence of the page shows two people discussion the contact of the DMND the program
collaborators	Collaborative electronic platforms IN DMND
Laptop	A view of a laptop shows a lesson on the platform

Search Engine Optimization (SEO) Audit

URL:https://dmnd.udacity.com/	
[A 360 Degree approach](#)	Blank
[Real world project](#)	Blank
[Logo](#)	Blank
[A 360 Degree approach](#)	Picture taking from one lesson videos that student see on DMND program of Udacity
[Real world project](#)	Laptops shows on the screen a picture of the tutorials provide on DMND program of Udacity
[Logo](#)	Udacity logo

Search Engine Optimization (SEO) Audit

●The first recommendation for Udacity's webpage for the Digital Marketing Nanodegree program is extremely important to adopt.

When I ran a page speed test for the webpage, for mobile the score was 39 out of 100. This score, according to Google's Page speed,

was considered poor. I feel the best way to increase this score is to compress images shown on the webpage. Images are saturated with data and failing to compress them when possible is essential for increasing page loading speeds dramatically. If there was only one way to improve the page and nothing else, this would be it. Users don't want to spend unnecessary time waiting for a page to load.

●The second recommendation for the Digital Marketing Nanodegree program webpage is to install a weblink that leads back to

Udacity's main page. Personally, when I click on a webpage, I sometimes like to see what else a website has to offer. This link could

potentially offer a greater outreach to potential consumers. For example, maybe someone isn't specifically interested in digital

marketing despite being targeted on sites like Facebook through ad campaigns. Maybe this person is interested in learning how to code websites or app. This link, even if not exactly obvious to the user immediately, could serve a purpose for helping direct those not

interested in digital marketing to Udacity's main webpage to something meant for them.

●The third recommendation for the Digital Marketing Nanodegree program webpage is to reach out to media and allow journalists to

write articles about the program. This will allow for backlinks to be created to the webpage not to mention the main page for Udacity.

In return, this will allow for increased awareness for Udacity and all the Nanodegree programs the online school offer

Project 5 - Part 2 Run an AdWords Campaign

Run an Adwords Campaign

Edit text ad

Final URL
https://www.udacity.com/course/intro-to-machine-learning--ud120

Headline 1
Udacity
7 / 30

Headline 2
ML Courses
10 / 30

Headline 3
0 / 30

Display path
www.udacity.com / freecourses / ML
11 / 15   2 / 15

Description 1
Machine Learning is a first-class ticket to the most exciting careers in data analysis
86 / 90

Description 2
0 / 90

---

1 of 3 previews   < >

Mobile

Udacity | ML Courses
[Ad] www.udacity.com/freecourses/ML
Machine Learning is a first-class ticket to the most exciting careers in data analysis

Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad. Learn more

---

Edit text ad

Final URL
https://www.udacity.com/course/intro-to-machine-learning--ud120

Headline 1
Udacity
7 / 30

Headline 2
Machine Learning
16 / 30

Headline 3
0 / 30

Display path
udacity.com / freecourses / MachineLearning
11 / 15   15 / 15
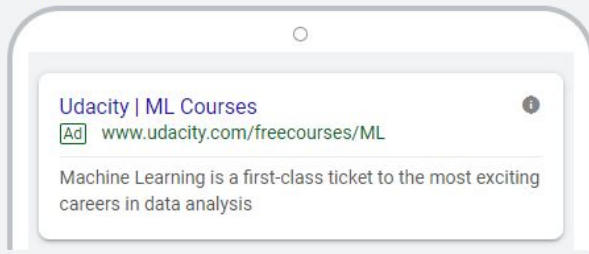
Description 1
Learn from experts for Free in machine learning professionally from Udacity
75 / 90

---

1 of 3 previews   < >

Mobile

Udacity | Machine Learning
[Ad] udacity.com/freecourses/MachineLearning
Learn from experts for Free in machine learning professionally from Udacity

Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad. Learn more

Run an Adwords Campaign

Ad Group #1: Keyword List

top 10 ML courses
top 10 AI courses
learn machine learning with Udacity
learn ML for free
learn AI for free
best online courses to learn ML
best online courses to learn AI
Udacity UK
ML video
ML lessons
ways to learn machine learning
machine learning methods overview
AI online courses
AI lessons
AI video
free course Udacity
machine learning online courses
machine learning course
machine learning video

Run an Adwords Campaign

Edit text ad

Final URL
https://www.udacity.com/course/intro-to-machine-learning--ud120

Headline 1
Udacity
7 / 30

Headline 2
Machine Learning Course
23 / 30

Headline 3
0 / 30

Display path ⓘ
www.udacity.com / FreeCourses   / ML
11 / 15   2 / 15

Description 1
Professional ways to learn machine learning step by step
56 / 90

1 of 3 previews < >

Mobile

Udacity | Machine Learning Course
[Ad] www.udacity.com/FreeCourses/ML

Professional ways to learn machine learning step by step

Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad. Learn more

---

Edit text ad

Final URL
https://www.udacity.com/course/intro-to-machine-learning--ud120

Headline 1
Udacity
7 / 30

Headline 2
Free Courses In ML
18 / 30

Headline 3
0 / 30

Display path ⓘ
www.udacity.com / FreeCourses   / ML
11 / 15   2 / 15

Description 1
Get the best lessons with expert guidance at ML for free with udacity

1 of 3 previews < >

Mobile

Udacity | Free Courses In ML
[Ad] www.udacity.com/FreeCourses/ML

Get the best lessons with expert guidance at ML for free with udacity

Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad. Learn more

Run an Adwords Campaign

Ad Group #2 : Keyword List

Machine Learning (ML) Algorithms
Learn what Machine Learning is and meet Sebastian Thrun
Code your own decision tree in python
Use a min mx scaler in sklearn
Best practices in machine learning
Code a Linear Regression in Python with scikit learn
Learn the simple intuition behind Support Vector Machines
best way to make progress towards human-level AI
Understand the theory behind Artificial Intelligence
How do machines actually learn and what are their limits
How can we use Machine Learning to recognize written digits
Introduction to Machine Learning Course from Udacity
Introduction to Machine Learning Course
Beginners course to Learn ML
Beginners course to Learn Machine Learning
Best Beginners course to Learn AI
Best Beginners course to Learn Artificial intelligence
Step by step to learn Artificial intelligence
Step by step to learn ML
Step by step to learn Machine Learning

Run an Adwords Campaign

		Ad	Ad group	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
☐	●	Udacity | ML Courses www.udacity.com/freecourses/ML Machine Learning is a first-class ticket to the most exciting careers in data analysis	ML 1	Campaign paused	Expanded text ad	16	732	2.19%	US$2.58	US$41.20
☐	●	Udacity | Machine Learning udacity.com/freecourses/MachineLearning Learn from experts for Free in machine learning professionally from Udacity	ML 1	Campaign paused	Expanded text ad	4	166	2.41%	US$2.94	US$11.77
☐	●	Udacity | Machine Learning Course www.udacity.com/FreeCourses/ML Professional ways to learn machine learning step by step	ML 2	Campaign paused	Expanded text ad	0	24	0.00%	—	US$0.00
☐	●	Udacity | Free Courses In ML www.udacity.com/FreeCourses/ML Get the best lessons with expert guidance at ML for free with udacity	ML 2	Campaign paused	Expanded text ad	2	23	8.70%	US$0.55	US$1.09

Ad group status: All but removed   ADD FILTER   SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

		Ad group	Status	Default max. CPC	Ad group type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●	ML 1	Campaign paused	US$3.00 (enhanced)	Standard	20	898	2.23%	US$2.65	US$52.97	0.00	US$0.00	0.00%
☐	●	ML 2	Campaign paused	US$3.00 (enhanced)	Standard	2	47	4.26%	US$0.55	US$1.09	0.00	US$0.00	0.00%
		Total: ... ⑦				22	945	2.33%	US$2.46	US$54.06	0.00	US$0.00	0.00%
	⌄	Total: ... ⑦				22	945	2.33%	US$2.46	US$54.06	0.00	US$0.00	0.00%

1 - 2 of 2

Keyword status: All enabled   ADD FILTER   SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

		Keyword	Max. CPC	Match type	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conversion	Cost / conv.	Conv. rate
		Total: All enabled keywords ⑦					20	927	2.16%	US$2.65	US$52.97	0.00	US$0.00	0.00%
☐	●	free courses	US$3.00 (enhance	Broad match	Eligible	—	18	851	2.12%	US$2.62	US$47.13	0.00	US$0.00	0.00%
☐	●	machine learning course	US$3.00 (enhance	Broad match	Eligible	—	2	18	11.11%	US$2.92	US$5.84	0.00	US$0.00	0.00%
☐	●	Machine Learning	US$3.00 (enhance	Broad match	Eligible	—	0	3	0.00%	—	US$0.00	0.00	US$0.00	0.00%

Run an Adwords Campaign

Campaign Evaluation

It was not bad but didn't reach the exact wanted number in and the objectives it it might be need more time and more budget it's also might need to increase the efficient keyword since we had zero conversion there are or I will be the negative amount of our total ad spend
○ Though I had data to calculate the CTR, I didn't have the exact data to calculate the conversion rate (since I had chosen Lead generation as the target, I did not have the data for how many students who clicked the ad and landed on the landing page finally enrolled. The impressions were less than expected though.
○ I had to spend in the range of $1 - $3 per click, which came close to the manual CPC bid of $3 that I had set
○ Keywords that are more exact for the audience and use of branded keywords are probably the reasons for some keywords performing better than others

Run an Adwords Campaign

Recommendations for future campaigns

Imagine you had additional budget, how would you use it, given your campaign evaluation?
● I would focus more on high performing ad group (higher CTR and conversion), and optimize its maximum CPC bid value to increase its ad rank.
● I will pause poor performing keywords and ads. I would add more keywords and ads to my interest stage. I will also add a few more long tail keywords with broad and specific keywords
● I will perform a A/B test for my text ads on two elements: Headline and description, which will help me devise better performing ads
● I may add a short video that gives a sneak peek into the course, and probably a video of testimonials from past graduates which will convince more people to enroll

Project 6
Evaluate a Display Campaign

Evaluate a Display Advertising Campaign

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

		Default max.								
☐ ●	Ad group ↑	Status	CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
☐ ⊗	Affinity Audience	Campaign ended	$3.00 (enhanced)	–	1,243	200,957	0.62%	$0.36	$448.95	Display	None

Avg CPC	CTR	Impressions	Clicks	Creative
0.36	0.62%	200.957	1243	Campaign Results
-/+ ROI	**CPA**	**New # Students**	**Conversion Rate**	**Cost**
149.05	224.475	2	0.02%	448.95$

Evaluate a Display Advertising Campaign

- Suggestion 1: Pause keywords with high CPC (Eg. marketing careers), so we may be

- able to generate clicks with cheaper keywords.

- Suggestion 2: I will pause the ad that is not performing (Creative – B), and keep the

- better ad. I will then try to create a better ad than the one that's performing well.

- Suggestion 3: Expand the list of keywords with keywords similar to the best performing keywords .

Evaluate a Display Advertising Campaign

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages
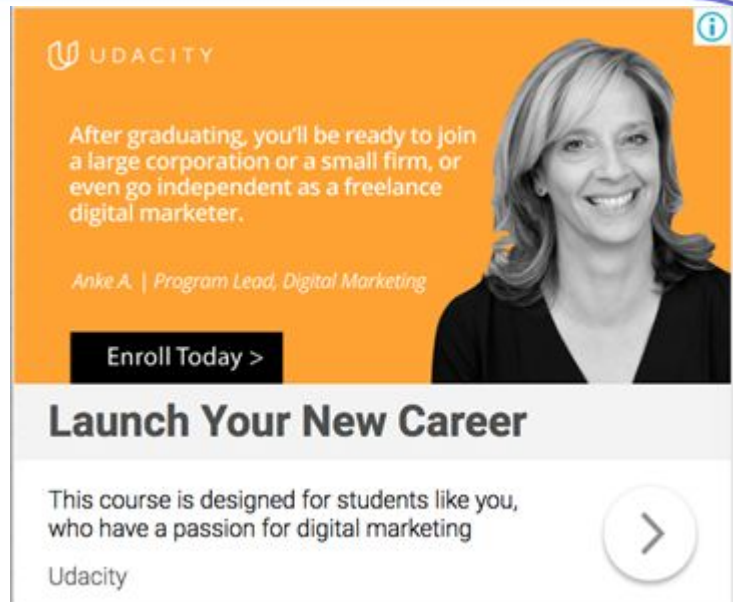
Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
Site Targeting	Campaign ended	$5.00 (enhanced)	–	407	67,833	.6%	$0.57	$231.99	Display	None

Avg CPC	CTR	Impressions	Clicks	Creative
0.57	0.6%	67.833	407	Campaign Results
-/+ ROI	**CPA**	**New # Students**	**Conversion Rate**	**Cost**
67.009	231.991	1	0.02%	231.991

Evaluate a Display Advertising Campaign

- Suggestion 1: Pause keywords with high CPC (Eg. marketing careers), so we may be
- able to generate clicks with cheaper keywords.
- Suggestion 2: I will pause the ad that is not performing (Creative – B), and keep the
- better ad. I will then try to create a better ad than the one that's performing well.
- Suggestion 3: Expand the list of keywords with keywords similar to the best performing keywords .

Evaluate a Display Advertising Campaign

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page
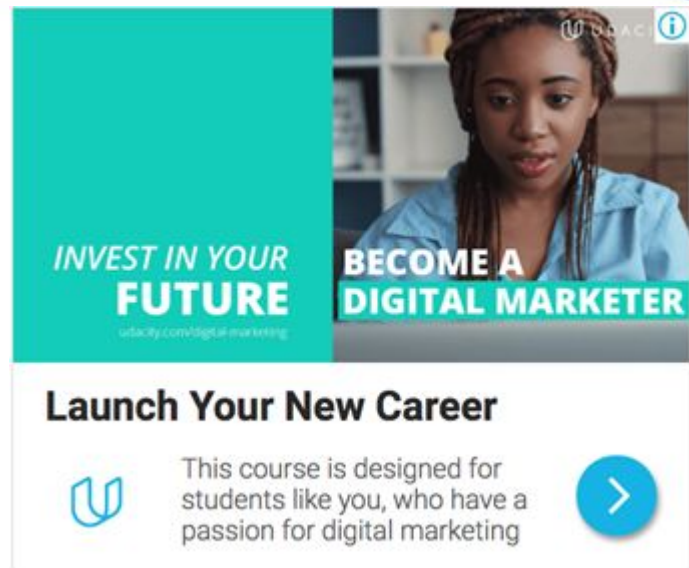
		Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
☐	⊙	Remarketing	Campaign ended	$3.00 (enhanced)	–	670	109,994	.61%	$0.35	$234.50	Display

Avg CPC	CTR	Impressions	Clicks	Creative
0.35	0.61%	100.994	670	Campaign Results
-/+ ROI	**CPA**	**New # Students**	**Conversion Rate**	**Cost**
64.5	234.50	1	0.02%	234.50$

Evaluate a Display Advertising Campaign

- I will push the keywords with high CPC value so that we can dynamically prevent the consumption of our budget .

- I will add a few more keywords which are similar to paste performing keywords using AdWords display planner tool .

- I will Conduct A slash P testing on keywords and targeting location so that I could examine the best performing keywords on target location for any feature campaign

Evaluate a Display Advertising Campaign

Recommendations for future campaigns

I will focus only on the Ad groups that have high ROI. In this case, I will continue with Display campaign A and campaign B.
● I will adjust the keywords to remove low performing keywords, assess it a bit further by pausing high CPC
keywords and try to arrive at a list of better performing keywords. I will also ensure adding keywords that include brand, competitor and long tail keywords
● I will further improve the ads by changing the creatives, doing A/B testing to ensure the new creatives are performing better than the existing ones
● Currently we have assumed a conversion of 0.2%. Looking at the landing page of DMND, it follows the best practices including matching the ad messaging, clearly explaining what DMND is and its benefits, setting clear expectations, has a call for action, and has messaging that creates an urgency for conversion (the timer for course signup enrollment). I wouldn't change anything on the landing page

Project 7
Market with Email
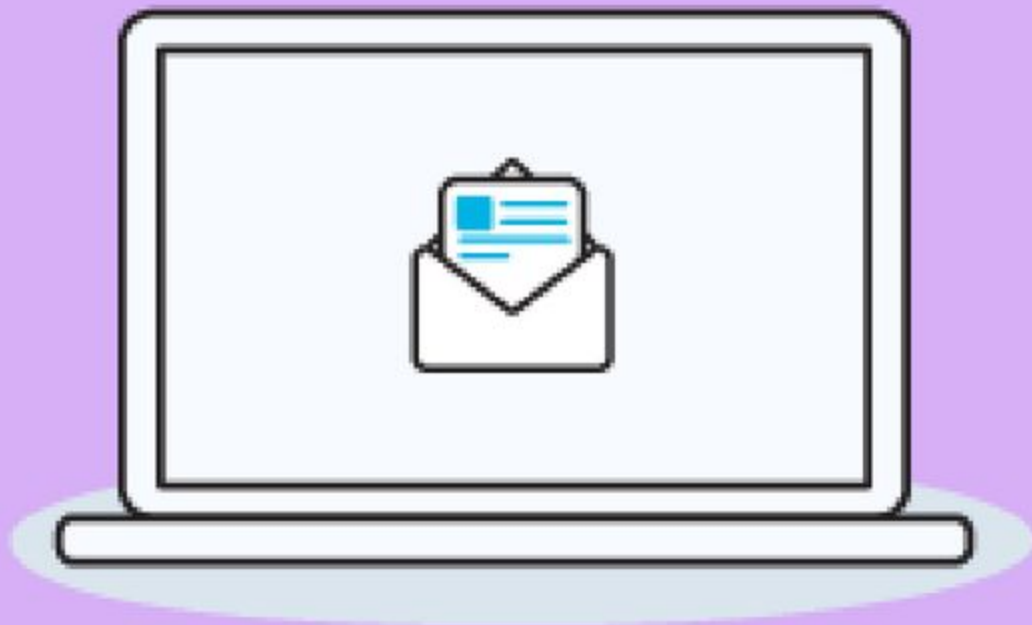
Market with Email

Email Series

Email 1 : Master the skills for a successful Digital Marketing Career!

Email 2 : Study with experts in digital marketing in our Nanodegree program!

Email 3 : Get ready to work as a digital marketer !

Market with Email

Email #1:

General	The first email serves as a general introduction into the DMND after for example downloading the social media advertising guide prospective students are acquainted with the program and some of its benefits
Subject Line 1	Are you interested in becoming a digital marketer
Subject Line 2	You Make great Ads with powerful tools like Facebook ads
Preview Text	lunch your career in digital marketing with our Expert-led
Body	Launch your career in digital marketing with our expert lead nanodegree program learn some of the most in demand skills and gain real-world experience though hands on projects
Outro CTA	Learn more

Market with Email

Email #2:

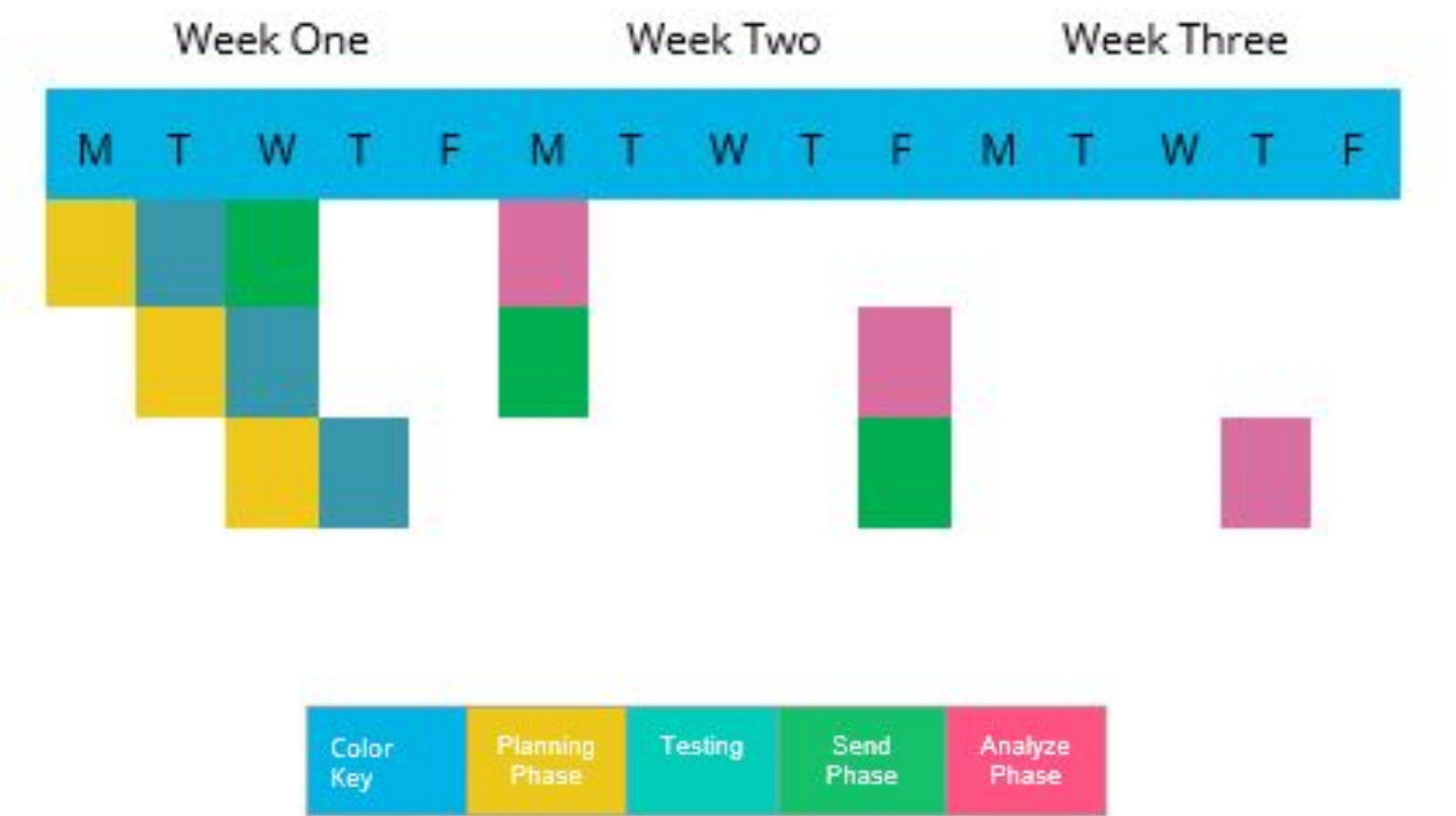| General	In the second email prosecretive student learn about the DMND Preview course which several as a free short and easy way to get a taste of what you can export to learn in DMND ,as well as of their you Udacity learning experience
Subject Line 1	Preview the digital marketing nanodegree program
Subject Line 2	Google planner , Moz , Google Ads and More powerful site you can use it in this course !
Preview Text	In case you are wondering what and how you can learn with us now you can find out
Body	In case you are wondering what and how you can learn with us now you can find out With our preview of the digital marketing nanodegree program you can get to peek inside the content for all the topics covered including social media search engine optimize Google Analytics and more ! you can also get a taste of our cutting-edge classroom experience design it to maximum learning Anne fun and easy way
Outro CTA	Start a free preview

Market with Email

Email #3

General	This third and the last email of the series serve to increase the desire to finally enroll by creating a sense of urgency
Subject Line 1	Master the skills for a successful Digital Marketing Career!
Subject Line 2	learn Digital marketing from the masters!
Preview Text	Hey here is a quick reminder that our role meant for our next round of the digital marketing land degree is closing
Body	Built in partnership with industry pioneers like Google, Hubspot, Moz and others, Udacity's Digital Marketing Nanodegree program allows you to explore the full range of digital marketing specialties building a broad foundation for digital marketing expertise. • Get a unique, 360-degree understanding of digital marketing • Develop and run live, real-world campaigns as you master the skills and tools you'll need to launch a successful digital marketing career. • Build an extensive digital media portfolio with 6 projects and be industry ready in 3 months Over 5000 professionals have enrolled and benefited from the course globally. Would you like to join this amazing group and supercharge your career?
Outro CTA	Enroll now

Market with Email

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	June 18	June 19	June 20	June 24
Email 2	June 19	June 20	June 24	June 30
Email 3	June 20	June 21	June 30	July 4

Week One	Week Two	Week Three

| M | T | W | T | F | M | T | W | T | F | M | T | W | T | F |

Color Key — Planning Phase — Testing — Send Phase — Analyze Phase

Market with Email

Email Draft

Subject Line: Master the skills for a successful Digital Marketing Career!

Pre-header: *|Fname *|, learn Digital marketing from the masters!

Body:

Built in partnership with industry pioneers like Google, Hubspot, Moz and others, Udacity's Digital Marketing

Nanodegree program allows you to explore the full range of digital marketing specialties building a broad

foundation for digital marketing expertise.

• Get a unique, 360-degree understanding of digital marketing

• Develop and run live, real-world campaigns as you master the skills and tools you'll need to launch a

successful digital marketing career.

• Build an extensive digital media portfolio with 6 projects and be industry ready in 3 months

Over 5000 professionals have enrolled and benefited from the course globally. Would you like to join this amazing

group and supercharge your career?

CTA: Learn more

Link for CTA: http://dmnd.udacity.com/

Market with Email

Welcome to Udacity !

Built in partnership with industry
pioneers like Google, Hubspot, Moz and
others, Udacity's Digital Marketing
Nanodegree program allows you to
explore the full range of digital marketing
specialties building a broad foundation for
digital marketing expertise.
• Get a unique, 360-degree understanding
of digital marketing

• Develop and run live, real-world
campaigns as you master the skills and
tools you'll need to launch a successful
digital marketing career.

• Build an extensive digital media
portfolio with 6 projects and be industry
ready in 3 months Over 5000
professionals have enrolled and benefited
from the course globally. Would you like
to join this amazing group and
supercharge your career?

Input caption text here. Use the block's
Settings tab to change the caption
position and set other styles.

Learn More !

Market with Email

Finial Email:

Market with Email

Results Email #1

Bounced	Opened Rate	Opened	Delivered	Sent
225	22%	495	2250	2500
Unsub	**Conversion**	**Take Action**	**CTR**	**Clicked**
30	3%	75	8%	180

It is important to provide our subscribers a means to unsubscribe, which we have done.
• Now, we must keep an eye on the Unsubscribe rate – this should be kept at a minimum (ideally, <1%).
• If our unsubscribe rate is too high, we need to consider analyzing how the content could be made more relevant and
engaging to subscribers or reducing frequency.
• If we do not do this, subscribers may consider our mails as Spam. If we have many users marking our emails as
spam, we may get flagged as a spammer. This will negatively impact our reputation and in turn, our business.

Market with Email

Final Recommendations

 will analyze the results of previous email campaigns, specifically:
• Track the reach (for email #1 and 2)
• Track Clicks and Open rates – this will help me understand how the subscribers are engaging with the campaign, so I can use it to refine the messaging
• Track unsubscribe rate – to ensure there's nothing alarming there
• Track bounces – this will help me prune my subscriber list; to remove any invalid email ids
• For emails #2 and #3, I will refine the messaging, imagery and CTA based on the findings from email #1. I will
also send out emails #2 and #3 to the pruned subscriber list
• For email #2, I plan to send it out in a story format recounting a story relatable to the audience. This should
increase engagement and translate to better CTR and action.
• For email #2, I will also include an additional takeaway – a booklet on a specific area of Digital Marketing that
will be useful, or a sneak peek into the DMND course. This will improve CTR
• I will definitely continue with A/B testing for both #2 and #3.
• For email #3, I will include copy that creates a sense or urgency (Eg: 'Last day to enroll'), which could result in
higher conversion
• For emails #2 and #3, I will continue to align with the brand and theme guidelines, so there's consistency