



Project 3: Run a Facebook Campaign

Part Two

CHAMOK BISWAS

Campaign Approach

- The project challenge I have selected is the DMND, or the free social media marketing ebook that includes content from the Digital Marketing Nanodegree program at Udacity.
- Using my target person from the first project, I will be targeting mens and womans from age between 18+ to 35 mostly living in United States
- My marketing objective for this ad campaign is simple: convert 200 people from those who view the ads and have downloaded the free ebook during a five day period in late May of 2020.
- My Lifetime budget is \$100 for this ad campaign. My KPI for the ad campaign is the number of people who downloaded the free ebook.



Target Persona

Background and Demographics

Age: 26s

Gender: Male

Education: Bachelor's Degree

Location: Bangladesh

Chamok Biswas



Needs

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

Free Time Activities

1. Watches Television
2. Sailing
3. Thinks About Working As A Digital Marketer
4. Life Itself As A Digital Marketer

Goals

1. A More Fulfilling Job
2. See The Kids More Often
3. Work As A Digital Marketer
4. Learn The Skills To Become A Digital Marketer

Barriers

1. Lack of Time
2. Too Many Responsibilities
3. Work Over 40 Hours Weekly
4. Cost of Udacity Digital Marketing Nanodegree
5. Is This Nanodegree Right For Me?

Marketing Objective

- Convert 200 people from those who view the ads and have downloaded the free ebook during a five day period in late May of 2020.

KPI

- The number of people who have downloaded the free ebook during the ad campaign.





Campaign Summary

Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?

Ans: I targetted men and women who are in the age of 18+ to 30 years , Located Mostly in United Sates, having an interests in Social Media Marketing.I also targetted in details where people having job titles “ Social Media Marketing”.

2.What Ad Copy and Ad Creatives did you use?

Ans: For the Ad creatives, I used Udacity's Social Media Advertizing Ebook images with the Ad Copy which was like: "Learn more about digital marketing and how to properly place your content on the Social Media Network”.

3.If you made any changes, please describe them.

Ans: I haven't made any changes during the campaign.



Ad Images

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Key Results

Campaign	Results (Ebook New Lead)	Reach	Cost per result	Amount Spent
Ad One	5	1602	\$3.31	\$16.56
Ad Two	-	4	-	-
Ad Three	19	3259	\$1.67	\$31.71
Overall	24	4865	4.98	48.27

Campaign Evaluation

1. Which ad performed best?

Ans: *Ad #3 performed the best since it had the highest results and a low cost per result.*

2. Was your campaign ROI positive?

Ans: *The ROI is: $(\$15 * 24) / \$48.60 = 7.40$ which is a positive ROI campaign.*



Campaign Evaluation: Recommendations

Here are some ideas that I would like implement:

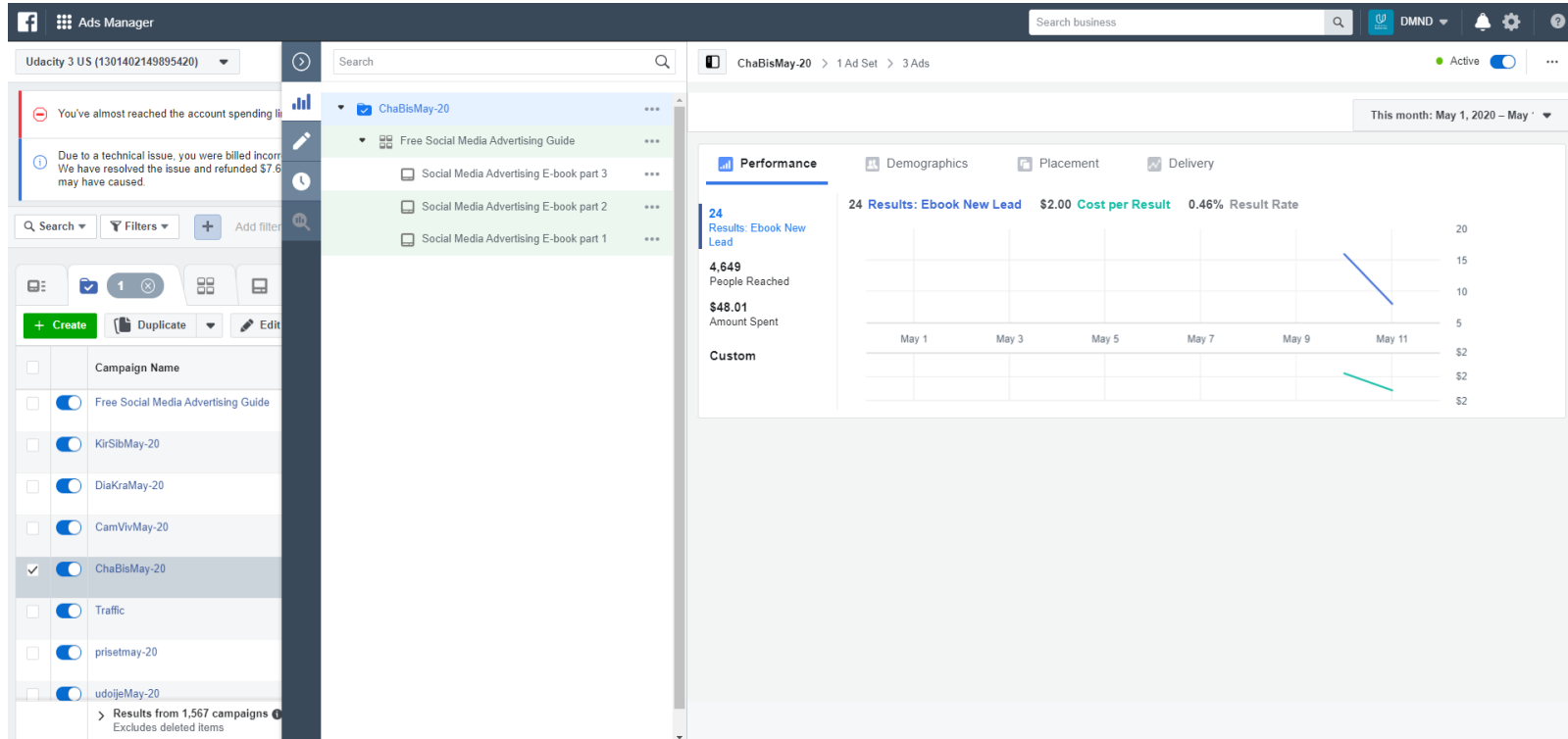
- I will do a more segmented targeting by using separate ad creatives and copies for different segments for single ad campaign.
- Because my campaign shows a greater percentage Womens in the demographics were converted sections
- I will try to create different copies for men and women that would resonate better for each group
- I will choose more interests in the Detailed Targeting section
- I will expand my locations so I can increase my reach (I used onlu USA for this project).
- I would refine the Ad creatives so that some are matching the high performing creative from this campaign. I will use a combination of those, and new images



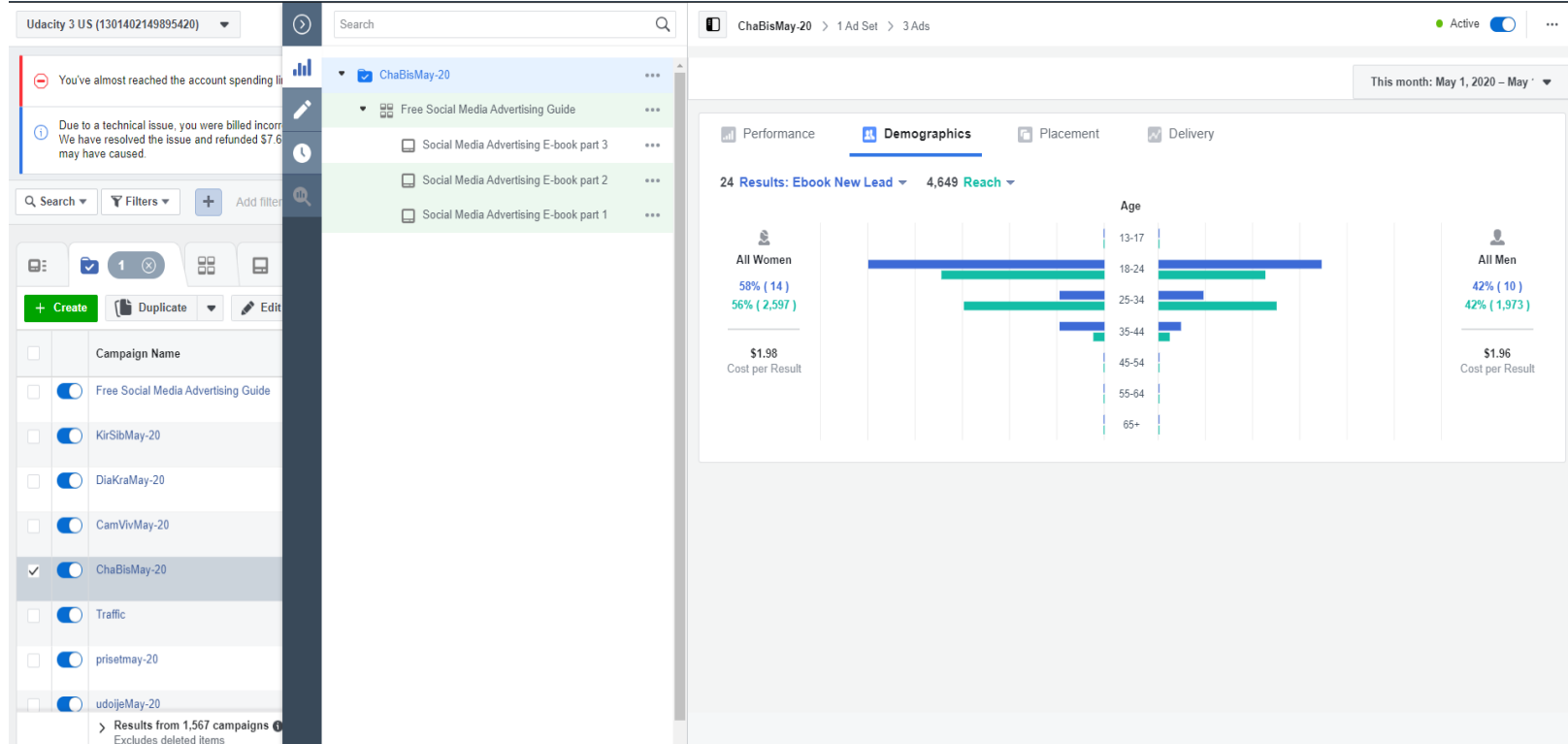


Appendix

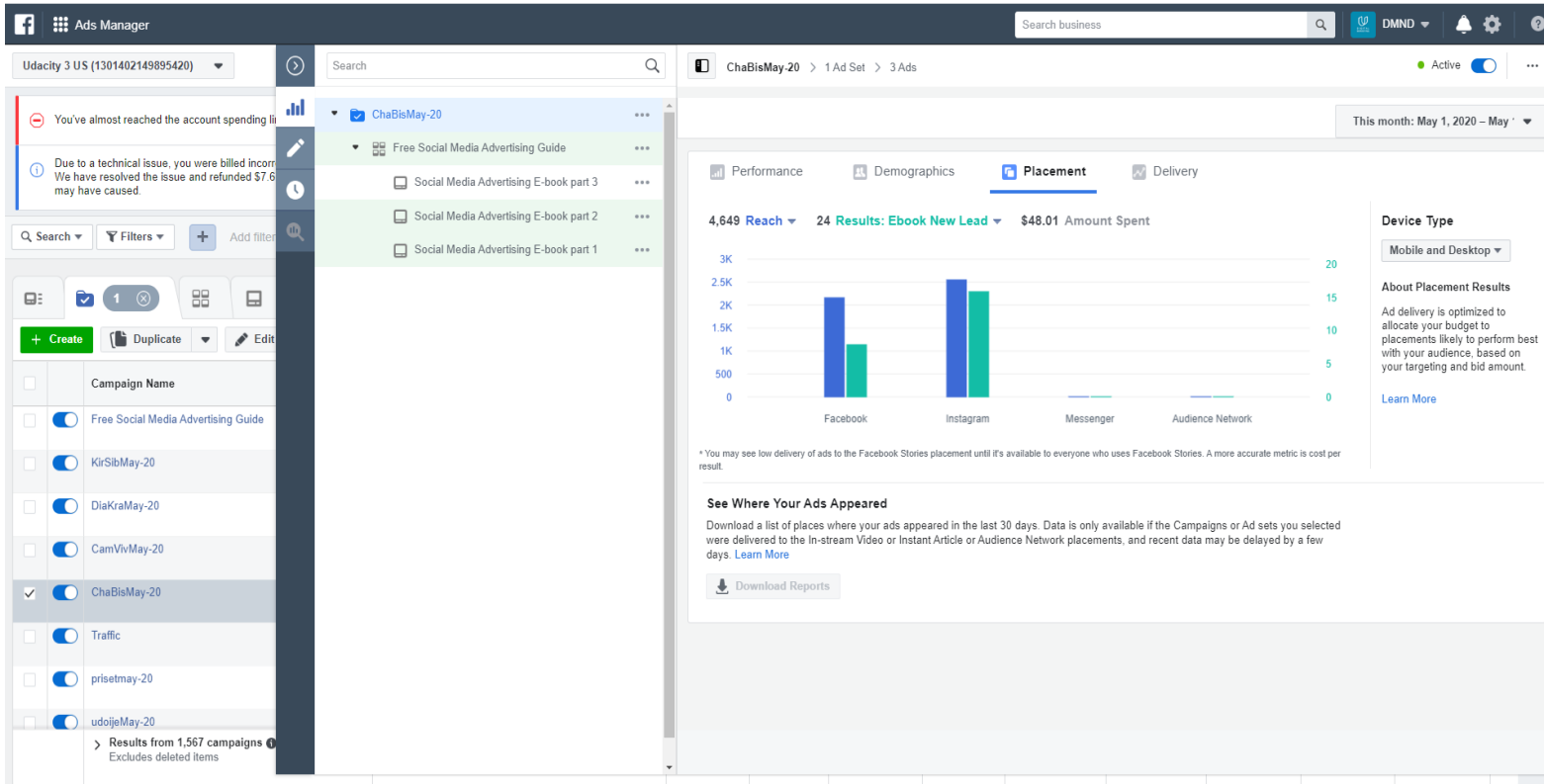
Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Summary

Ads Manager

Search business

Udacity 3 US (1301402149895420)

Updated just now

Discard Drafts

Review and Publish (3)

You've almost reached the account spending limit you set for ad account "Udacity 3 US" (#1301402149895420). To keep your ads from turning off, [reset](#) or [change](#) your limit.

Due to a technical issue, you were billed incorrectly for some of your ads. Approximately 2000 impressions were affected by this issue between 2019-12-01 and 2020-02-29. We have resolved the issue and refunded \$7.67 on 2020-04-24 to the payment method on your ad account 1301402149895420. For those receiving credit memos, they will be issued with your invoice at the end of the month. We appreciate your accommodation for the inconvenience this refund may have caused.

Search

Filters

Add filters to narrow the data you are seeing.

This month: May 1, 2020 – May

Account Overview

Campaigns 1 selected

Ad Sets 1 selected

Ads for 1 Ad Set

Create

Duplicate

Edit

A/B Test

Rules

View Setup

Columns: Performance

Breakdown

Reports

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
Free Social Media Advertising Guide	Learning Limited	Lowest cost Conversions	Using camp...	May 10, 2020, 2:5... Yesterday	24 Ebook Ne...	4,649	5,221	\$2.00 Per Ebook ...	\$48.01	May 13, 2020	May 10, 2020 – May 13, 2020 3 days
> Results from 1 ad set					24 Ebook New ...	4,647 People	5,225 Total	\$2.00 Per Ebook N...	\$48.02 Total Spent		

f Ads Manager

Udacity 3 US (#1301402149895420)

Search business DMND

Updated just now Discard Drafts Review and Publish (3)

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Search Filters Add filters to narrow the data you are seeing This month: May 1, 2020 - May

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads for 1 Ad Set

Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Performance Breakdown Reports

	Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate
	Social Media Advertising E-book part 3	Learning Limited	Free Social Media Advertisin... 3 active ads	Lowest cost Conversions	Using camp...	May 10, 2020, 2:5... Yesterday	Ebook Ne... 19	3,241	3,576	\$1.66 Per Ebook ...	Above average	Below average Bottom 35% of ads
	Social Media Advertising E-book part 2	Learning Limited	Free Social Media Advertisin... 3 active ads	Lowest cost Conversions	Using camp...	May 10, 2020, 2:5... Yesterday	Ebook Ne... —	4	4	— Per Ebook ...	—	—
	Social Media Advertising E-book part 1	Learning Limited	Free Social Media Advertisin... 3 active ads	Lowest cost Conversions	Using camp...	May 10, 2020, 2:5... Yesterday	Ebook Ne... 5	1,588	1,641	\$3.28 Per Ebook ...	Average	Below average Bottom 35% of ads
>	Results from 3 ads						24 Ebook New ...	4,658 People	5,225 Total	\$2.00 Per Ebook N...		

Ad Set Data: Delivery

Facebook Ads Manager interface showing Ad Set Data for Delivery.

Account: Udacity 3 US (1301402149895420)

Updated just now | Discard Drafts | Review and Publish (3)

Notifications:

- You've almost reached the account spending limit you set for ad account "Udacity 3 US" (#1301402149895420). To keep your ads from turning off, [reset](#) or [change](#) your limit.
- Due to a technical issue, you were billed incorrectly for some of your ads. Approximately 2000 impressions were affected by this issue between 2019-12-01 and 2020-02-29. We have resolved the issue and refunded \$7.67 on 2020-04-24 to the payment method on your ad account 1301402149895420. For those receiving credit memos, they will be issued with your invoice at the end of the month. We appreciate your accommodation for the inconvenience this refund may have caused.

Search: [Search] | Filters: [Add filters to narrow the data you are seeing.] | This month: May 1, 2020 – May

Account Overview | Campaigns (1 selected) | Ad Sets (1 selected) | Ads for 1 Ad Set

View Setup | Columns: Delivery | Breakdown | Reports

Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
Social Media Advertising E-book part 3	Learning Limited	3,241	1.11	\$9.76	3,576	\$8.83
Social Media Advertising E-book part 2	Learning Limited	4	1.00	—	4	—
Social Media Advertising E-book part 1	Learning Limited	1,588	1.03	\$10.34	1,641	\$10.01
Results from 3 ads		4,658 People	1.12 Per Person	\$10.32 Per 1,000 People Reached	5,225 Total	\$9.19 Per 1,000 Impressions

Ad Set Data: Engagement

Facebook

Ads Manager

Search business

DMND

Udacity 3 US (1301402149895420)

Updated just now

Discard Drafts

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Ad Sets 1 selected

Ads for 1 Ad Set

+ Create

Duplicate

Edit

A/B Test

Preview




Rules


View Setup

Columns: Engagement

Breakdown

Reports

	Ad Name	Delivery	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
	 Social Media Advertising E-book part 3	▲ Learning Limited	8	—	14	2	27	—	\$1.17
	 Social Media Advertising E-book part 2	▲ Learning Limited	—	—	—	—	—	—	—
	 Social Media Advertising E-book part 1	▲ Learning Limited	9	—	4	—	7	—	\$2.36
	> Results from 3 ads		17 Total	— Total	18 Total	2 Total	34 Total	— Total	\$1.42 Per Action

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NANO DEGREE PROGRAM