



# Project 3: Run a Facebook Campaign

Part One

**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 Screenshots

# Campaign & Ad Set

Udacity 3 US (130140214...)

Create New Campaign

Campaign

Special Ad Category

Objective

Ad Set

Conversion

Dynamic Creative

Offer

Audience

Placements

Budget & Schedule

Ad

Identity

Format

Media

Text & Links

Languages

Tracking

Close

Brand awareness

Reach

Traffic

Engagement

App installs

Video views

Lead generation

Messages

Conversions

Catalog sales

Store traffic

Conversions

Get people to take valuable actions on your website, app or in Messenger, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

Campaign Name

Create Name Template

ChaBisMay-20

Create A/B Test

A/B test your creative, placement, audience and delivery optimization strategies. [Learn More](#)

OFF

Campaign Budget Optimization

Optimize your budget across your ad sets. [Learn More](#)

ON

Campaign Budget

Lifetime Budget

\$100.00

Show More Options

Continue

Switch to Quick Creation

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# Campaign & Ad Set

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Ad Set Name

Name template

Switch to Quick Creation

Free Social Media Advertising Guide

Conversion

Select what you want people to do after seeing your ad and where you want the ad to take them. You can also control how Facebook bids in each auction.

Destination

Website

App

Messenger ⓘ

WhatsApp ⓘ

Optimization for Ad Delivery ⓘ

Conversions

Cost Control ⓘ

The lowest cost bid strategy doesn't have a cost control. Facebook will aim to spend your entire budget and get the most leads using the lowest cost bid strategy.

Audience Size

Specific

Broad

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Your criteria is currently set to allow detailed targeting expansion. ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach ⓘ

258 - 747

Conversions ⓘ

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and

DIGITAL MARKETING  
NANO DEGREE PROGRAM

# Campaign & Ad Set

## Audience

Define who you want to see your ads. [Learn More](#)

### Create New Audience

Use Saved Audience ▼

#### Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

[Exclude](#) | [Create New](#) ▼

#### Locations ⓘ

Location:

- United States

#### Age ⓘ

18 ▼

- 35 ▼

#### Gender ⓘ

All genders

#### Detailed Targeting ⓘ

Include people who match ⓘ

[Demographics](#) > [Work](#) > [Job Titles](#)

**Social media marketing**

[Add demographics, interests or behaviors](#) | [Suggestions](#) | [Browse](#)



Your audience selection is fairly broad.

Potential Reach: 100,000,000 people ⓘ

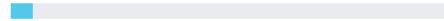
Your criteria is currently set to allow detailed targeting expansion. ⓘ

### Estimated Daily Results

Based on 7-day click and 1-day view conversion window

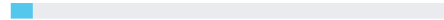
#### Reach ⓘ

4.0K - 12K



#### Conversions ⓘ

10 - 28



The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of





# Campaign & Ad Set

Ads Manager

Search business

Q

DMND

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Switch to Quick Creation

Campaign

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### Placements

Show your ads to the right people in the right places.

☒ Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

☐ Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

### Optimization & Spending Controls

Define how much you'd like to spend, and when you'd like your ads to appear.

Schedule

Start

May 17, 2020

12:33 AM

End

May 20, 2020

12:26 AM

(Pacific Time)

Show More Options

Ad Set Spend Limits

None added

### Audience Size

Your audience selection is fairly broad.

Potential Reach: 100,000,000 people

Your criteria is currently set to allow detailed targeting expansion.

### Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach

2.8K - 8.2K

Conversions

6 - 18

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close

Back

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Search business

🔍

DMND

🔔

⚙️

?

Ad Name

Name template ☒

Switch to Quick Creation

Free Social Media Advertising E-book

Identity

Choose how you want your business to be represented in your ad.

Facebook Page

Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

Digital Marketing by Udacity

▼

Instagram Account ⓘ

Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. To manage available Instagram accounts, contact your Business Manager admin.

Use selected Page

▼

Create Ad

Use Existing Post

Use Mockup

Format

Choose how you'd like to structure your ad.

Carousel

2 or more scrollable images or videos

✓


Single Image or Video

One image or video, or a slideshow with multiple images

Collection

Group of items that opens into a fullscreen mobile experience

✓ Add an Instant Experience

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# Campaign & Ad Set

Search

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Free Social Media Advertising Guide

Social Media Advertising E-book part 3

Social Media Advertising E-book part 2

Social Media Advertising E-book part 1

ChaBisMay-20 > Free Social Media Advertising Guide > Social Media Advertising E-book part 3

In Draft

Edit Review

Fullscreen Mobile Experience

Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.  
[Learn More](#)


☐ Add an Instant Experience

Media

Choose an image or video, or create a new video or slideshow using a template. View recommended [image specs](#) and [video specs](#).

Clear All

12 placements are using this image



udacity campaign img#1.png  
589 x 410

Edit Image

Turn into Video

Customize Placement

Select a placement to customize

Primary Text

Learn more about digital marketing and how to properly place your content on the Social Media Network.


Facebook icon

udacity

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Learn more about digital marketing and how to properly place your content on the Social Media Network.



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Free Social Media Advertising E-book

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Discard Draft Publish

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

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# Ad Summary: Sample

3 ADS

Ad Name

Free social media marketing ebook

- Image #



Headline

Free Social Media Marketing eBook

Text

Download your free ebook and learn how to target an audience of your choosing

Images



Each image will create a different ad.

Close

Confirm

# Ad Images

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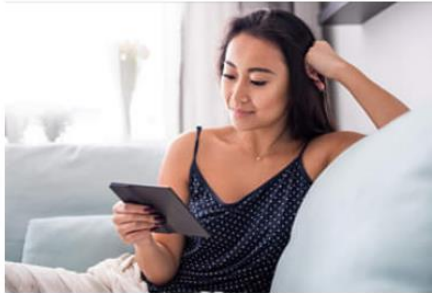


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