Project 3: Run a Facebook Campaig

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 targeted 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

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

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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.**

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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
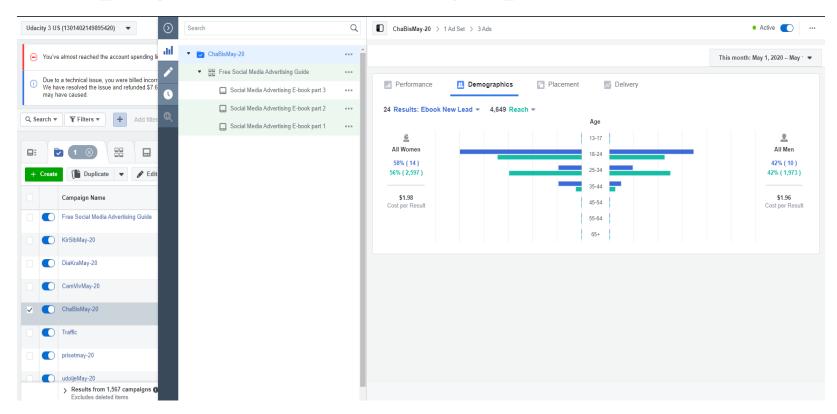
  combination of those, and new images

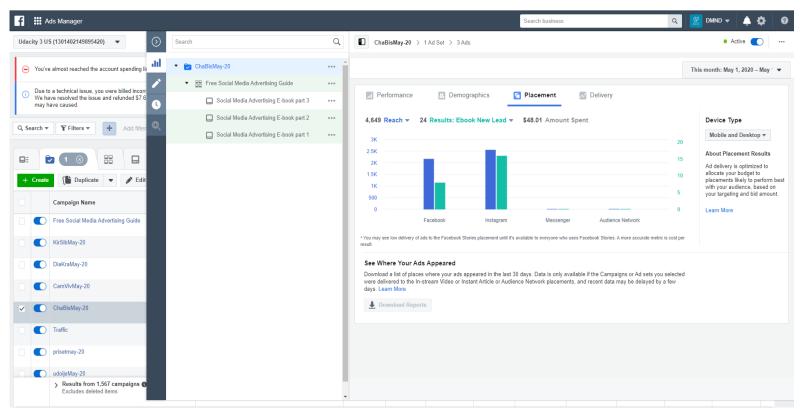# Appendix

Campaign Results: Performance

Campaign Results: Demographics

Campaign Results: Placement

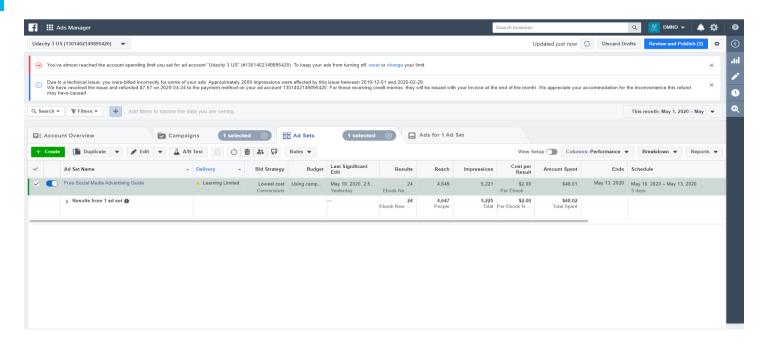# Ad Set Data: Summary

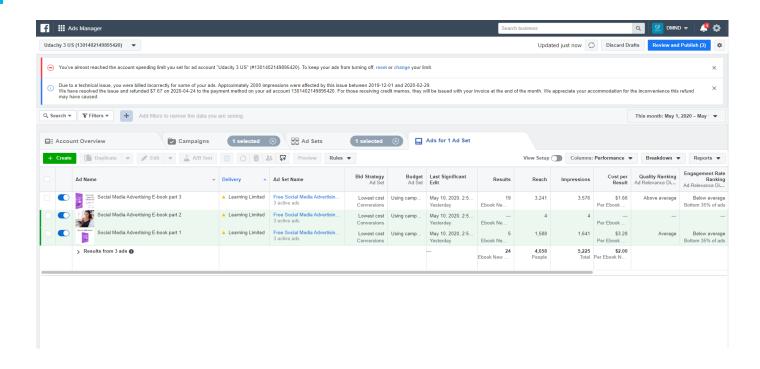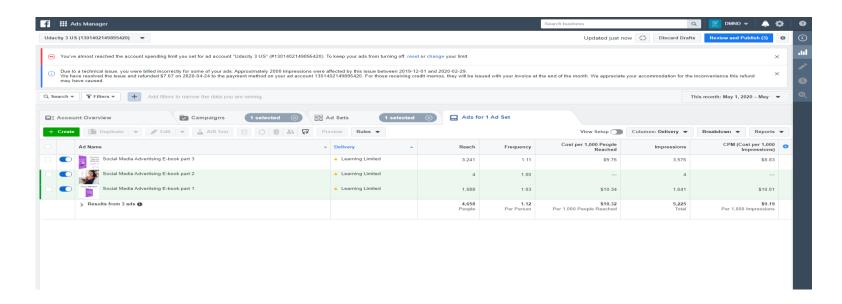# Ad Set Data: Performance

Ad Set Data: Delivery

Ad Set Data: Engagement