

A professional photograph of two people, a woman on the left and a man on the right, looking up and to the right towards a screen or document they are holding. The woman has short blonde hair and wears glasses, a yellow vest over a blue top, and patterned pants. The man is balding and wears a grey suit. The background is blurred.

Project 8: DMND Portfolio

Building a Marketing Strategy

Prepared By Chamok Biswas

1.Customer Journey Based Marketing Plan

What: your offer

Who: your customers

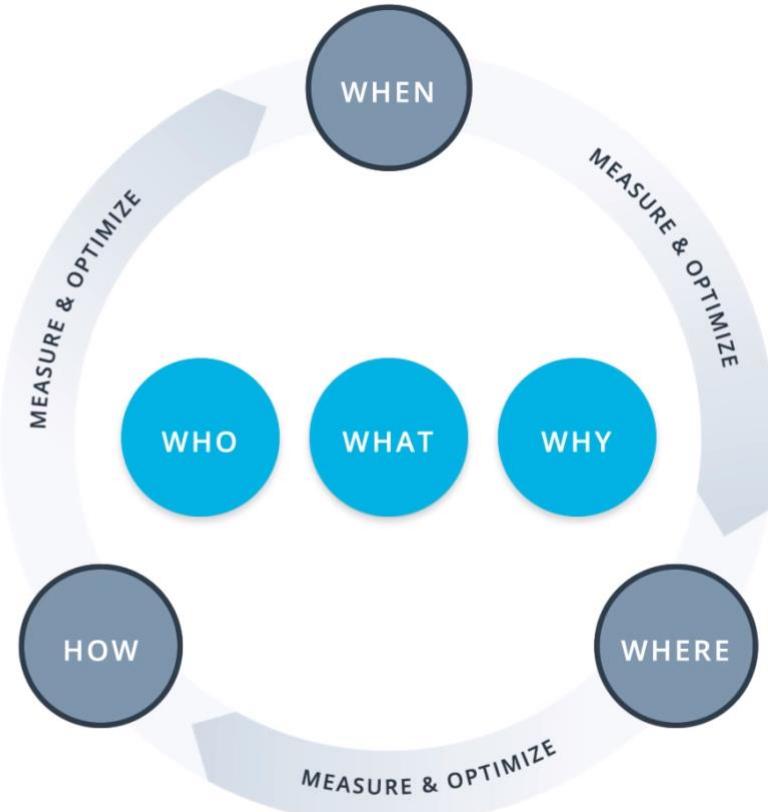
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



What: your offer

Digital Marketing Nanodegree

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:

To Enroll 300 students for Digital Marketing Nanodegree program in the span of 3 months leveraging a budget of \$50,000

Who Are Our Customers

What: your offer

Who: your customers

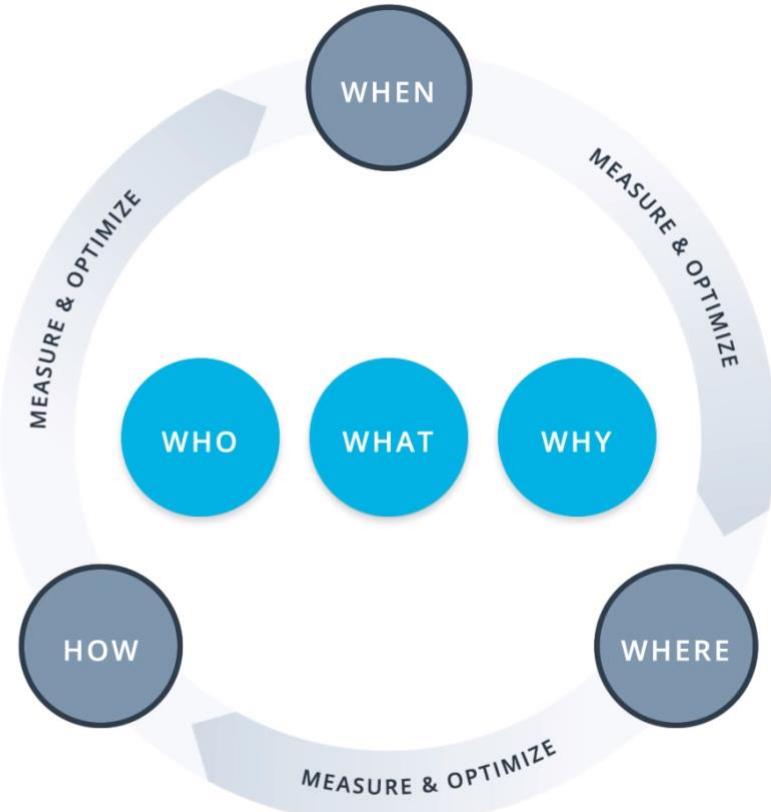
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



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. Lives 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?

What: your offer

Who: your customers

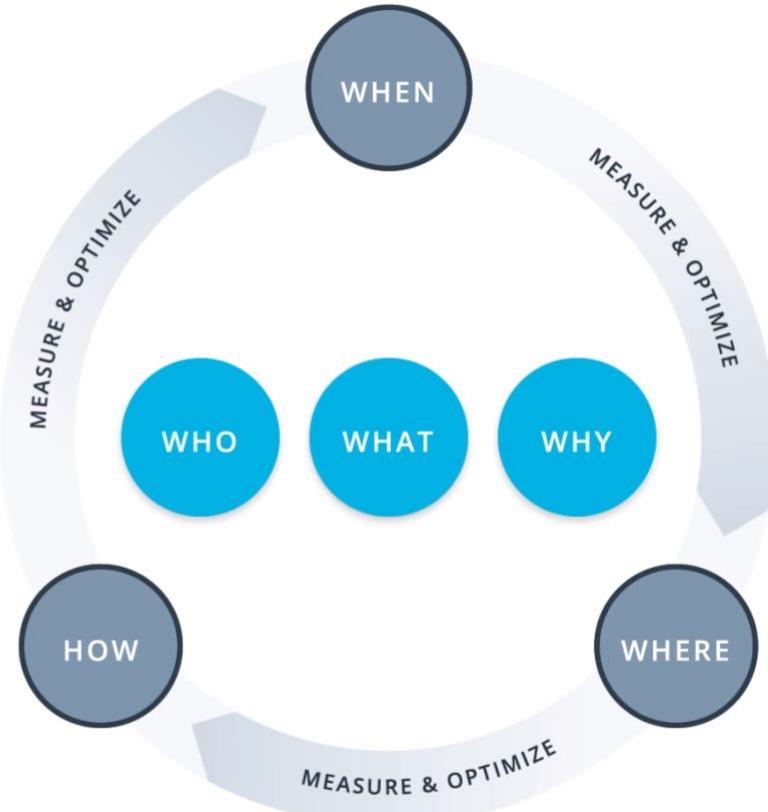
When: your customer's journey

Why: your marketing objective

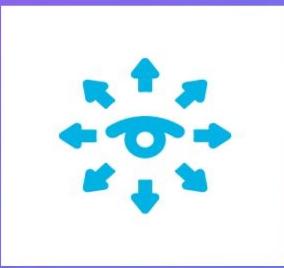
How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



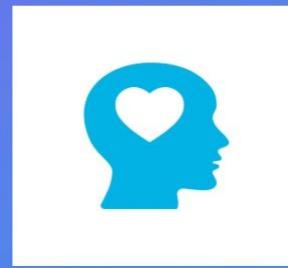
Phases of the Customer Journey



Awareness



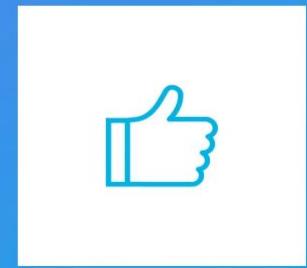
Interest



Desire



Action



Post action



When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> Describe the importance and growth demand of digital marketing skills Describe how the digital marketing nanodegree can help prepare individuals to grow their career to the highest level. 	<ul style="list-style-type: none"> How this stands out from others programs. Offer free ebook on social media marketing to generate new leads Showcase the syllabus of the DMND 	<ul style="list-style-type: none"> Create informational sessions so potential students can get an inside look Offer incentives like discount codes for pre-enrollment 	<ul style="list-style-type: none"> Ensure the enrollment process is efficient Showcase about course benefits 	<ul style="list-style-type: none"> Inform students on changes to specific modules Generate new career development materials
Channel	<ol style="list-style-type: none"> Search Engine Link Building Social media Display and Video Ads content marketing Informative landing page 	<ol style="list-style-type: none"> Search Engine Social media Social Media Advertising Display and Video Ads 	<ol style="list-style-type: none"> Email Organic Searches Video and Display Ads 	<ol style="list-style-type: none"> Search Engine Social media Email 	<ol style="list-style-type: none"> Search Engine Social media Email

2. Budget Allocation

Digital Marketing Nanodegree

Budget Allocation for Media

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$6000	\$1.25	6000	0.05%	10
AdWords Search	\$2000	\$1.40	2697	0.05%	2
Display	\$2000	\$5.00	700	0.05%	1
Video	\$2000	\$3.50	886	0.05%	0
Total Spend	\$12000	Total # Visitors	10,283	Number of new Students	13



Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$6000	\$0.50	11000	0.1%	11
AdWords Search	\$4000	\$1.50	3000	0.1%	3
Display	\$2000	\$3.00	1000	0.1%	1
Video	\$1000	\$2.75	364	0.1%	0
Total Spend	\$13000	Total # Visitors	15364	Number of new Students	15



Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	13000	\$0.30	43333	0.3%	130
AdWords Search	10000	\$1.50	6667	0.3%	20
Display	2000	\$3.00	667	0.3%	2
Video		\$2.75		0.3%	
Total Spend	25,000	Total # Visitors	50667	Number of new Students	152



ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	12,000	10,283	13	\$299	897	-11,103
Interest	13,000	15364	15	\$299	4485	-8,515
Desire	25,000	50667	152	\$299	45448	20,448
Total	50,000	76,314	180	\$299	59,202	9,292



Additional Channels/Recommendations:

- To consider full scale operations.
- Smart goals for each channel will increase ROI for a long term marketing plan.
- Adding more engaging content.
- Making testimonilas and short stories of successful students.
- Brainstorming effective KPIS, conducting A/B testing and leveraging email mark
- eting tools will assist us

A photograph of two people in an office setting. On the left, a woman with short blonde hair wearing round glasses and a grey cable-knit sweater vest looks down at her smartphone. On the right, a man with dark hair and a beard, wearing a dark suit jacket, looks upwards and to his right with a thoughtful expression. The background is blurred office equipment.

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3. Showcase Work

Market Your Content

DMND Program

- **Marketing Objective:** To Acquire 100 blog followers in May 2020
- **Primary KPI:** To Acquire Number Of blog followers

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

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THEME Of My Blog Post

Why I Chose Udacity's Digital Marketing Nanodegree Program

FRAMEWORK

SCQA framework

SITUATION

He wants to enhance her digital marketing skills so he is looking for an online course due to time restrictions and personal commitments.

COMPLICATION

It was quiet difficult to decide the right online course because there are so many online courses available on the market.

QUESTION

How will He will find the right course for her?

ANSWER

Finally he found the right course which is udacity digital markrtng nanodegree which provides an opportunity to run live campaigns

Why I Chose Udacity's Digital Marketing Nanodegree Program

- Learn from the most experienced instructors.
- Running live campaigns gives real world working experience.
- Partnership with Google, Facebook, Hootsuite, MOZ etc.
- Teaches from beginners to an expert level.

Blog Post On Medium.com

This blog post is about Why I Chose Udacity's Digital Marketing Nanodegree Program. It is about my personal struggle to find a direction in my life and the path I took that led me to pursuing digital marketing and enrolling in the DMND.

Here Is The Link Of My Blog Post On Medium
[shorturl.at/hKT14](https://medium.com/@chamokbiswas/why-i-chose-udacities-digital-marketing-nanodegree-program-33a2a2a2a2a)

Why I Chose Udacity's Digital Marketing Nanodegree Program



Chamok Biswas
May 4 · 3 min read



A Story Of A Frustrated Boy

This is a story about a boy and his desire to find the work he loves.



Summary

I chose Facebook, Twitter and LinkedIn. The first two, because they are good places to share blog-articles and the most heavily used social networks, resulting in the highest probability of views and possible followers. LinkedIn because, as a networking site, it's a good place for career-related posts.

Anyone wanting to up his career game is there, which is what a Nanodegree is all about.

Platform 1: Facebook

Note: The blog-post is on Medium, so when sharing it, the title pic is shown on social media. That's why I don't post it here again.

Chamok Biswas is at Udacity.
3 hrs · Palo Alto, CA, United States · ⓘ

Writing this article for Udacity Digital Marketing Nanodegree Program



LINK.MEDIUM.COM
Why I Chose Udacity's Digital Marketing Nanodegree Program
A place where words matter

>You, Singing Bird Bonna and 130 others

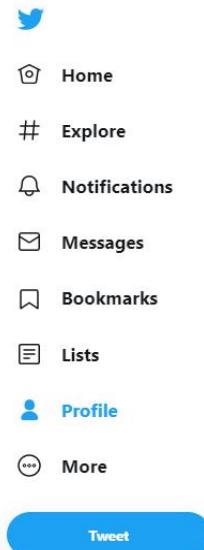
 Love  Comment  Share

 Write a comment...    



Platform 2: Twitter

Note: The blog-post is on Medium, so when sharing it, the title pic is shown on social media. That's why I don't post it here again.



The screenshot shows a Twitter profile for a user named Chamok Biswas (@BiswasChamok). The profile picture is a green circular image of a man with a beard. The header features the word "ACADEMY" in large, stylized letters. The bio reads: "Google Certified Digital Content Marketer, SEO Optimizer and Instructor, Web Designer, and Developer". It includes links to Bangladesh, a website (trickscooters.com), and birth information (Born October 30, 1996). The profile also notes the user joined in June 2019. Below the bio, it shows 160 Following and 120 Followers. There are four tabs at the top of the profile page: Tweets, Tweets & replies, Media, and Likes. A recent tweet from Chamok Biswas is displayed, writing about publishing an article on Udacity's Digital Marketing Nanodegree Program. The tweet includes a photo of a man with his hand to his forehead. Below the tweet is a link to the Medium post.

Chamok Biswas
@BiswasChamok

Google Certified Digital Content Marketer, SEO Optimizer and Instructor, Web Designer, and Developer

Bangladesh trickscooters.com Born October 30, 1996

Joined June 2019

160 Following 120 Followers

Tweets Tweets & replies Media Likes

Chamok Biswas @BiswasChamok · 2h

Writing this article for Udacity Digital Marketing Nanodegree Program I just published Why I Chose Udacity's Digital Marketing Nanodegree Program



Why I Chose Udacity's Digital Marketing Nanodegree Program
A place where words matter
link.medium.com

Comment Retweet Like Share

Platform 3: LinkedIn

Note: The blog-post is on Medium, so when sharing it, the title pic is shown on social media. That's why I don't post it here again.

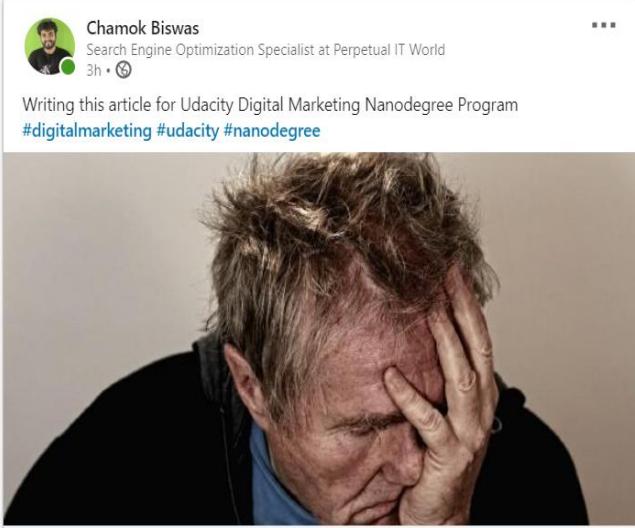


PREMIUM



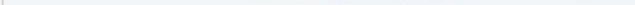
Chamok Biswas
Search Engine Optimization Specialist at Perpetual IT World

Followers 500
Drafts 10



Chamok Biswas
Search Engine Optimization Specialist at Perpetual IT World
3h • 0

Writing this article for Udacity Digital Marketing Nanodegree Program
#digitalmarketing #udacity #nanodegree



Why I Chose Udacity's Digital Marketing Nanodegree Program
<link.medium.com>

33

Love Comment Share

90 views of your post in the feed

Tell them what you loved... 



Extra Credit: Post Online & Share Your Results

Platform	Traffic	Likes	Shares	Comments	Notes
Blog	Medium	2	0	0	This is a new account and I have only very few friends. I will increase the amount of friends in few days.
Social Platform	Facebook	130	0	0	
Social Platform	Twitter	56	1	0	
Social Platform	LinkedIn	33	0	0	

Extra Credit: Analysis

What would you do differently based on your results?

I have to expand my social network among all the channels to reach more

What other topics might you feature on your blog and in social?

“My learning experience with UDACITY”

Run a Facebook Campaign

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
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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 Advertising 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

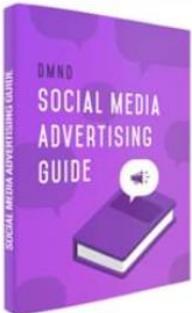


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Learn more about digital marketing and how to properly place your content on the Social Media Network.



Get your *free* copy of the eBook today!

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DMND.UDACITY.COM
Free Social Media Advertising E-book

DOWNLOAD



DIGITAL MARKETING
NANO DEGREE PROGRAM

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

Screenshot of Facebook Ads Manager showing campaign performance for 'ChaBisMay-20'.

Left Sidebar: Shows a list of campaigns. 'ChaBisMay-20' is selected (indicated by a checkmark). Other visible campaigns include 'Free Social Media Advertising Guide', 'KirSibMay-20', 'DiaKraMay-20', 'CamVivMay-20', 'Traffic', 'prisetmay-20', and 'udojjeMay-20'. A note at the bottom states: 'Results from 1,567 campaigns Excludes deleted items'.

Top Header: Includes a search bar ('Search business'), a dropdown for 'DMND', and a toggle for 'Active' status.

Central Area: Displays the 'Performance' tab for the selected campaign. Key metrics shown are:

- 24 Results: Ebook New Lead
- \$2.00 Cost per Result
- 0.46% Result Rate
- 4,649 People Reached
- \$48.01 Amount Spent

A line chart tracks results over time from May 1 to May 11. The Y-axis represents the number of leads (0 to 20) and the X-axis represents dates. The chart shows a sharp increase in leads starting around May 9.

Campaign Results: Demographics

Udacity 3 US (1301402149895420) ▾

You've almost reached the account spending limit.

Due to a technical issue, you were billed incorrectly. We have resolved the issue and refunded \$7.65 which may have caused.

Search ...

ChaBisMay-20

- 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

Active ...

This month: May 1, 2020 – May 31, 2020

Performance Demographics Placement Delivery

24 Results: Ebook New Lead 4,649 Reach

Age

All Women
58% (14)
56% (2,597)

All Men
42% (10)
42% (1,973)

\$1.98 Cost per Result

\$1.96 Cost per Result

Campaign Name

- Free Social Media Advertising Guide
- KirSibMay-20
- DiaKraMay-20
- CamVivMay-20
- ChaBisMay-20
- Traffic
- priSetMay-20
- udojjeMay-20

> Results from 1,567 campaigns Excludes deleted items

Campaign Results: Placement

Screenshot of Facebook Ads Manager showing campaign placement results for May 2020.

Left Sidebar: Displays a list of campaigns. **ChaBisMay-20** is selected and highlighted in grey. Other campaigns listed include Free Social Media Advertising Guide, KirSibMay-20, DiaKraMay-20, CamVivMay-20, Traffic, prisetmay-20, and udoijeMay-20.

Top Bar: Shows the account name "Udacity 3 US (1301402149895420)", search bar, and navigation icons.

Central Area: Shows the campaign structure: ChaBisMay-20 > 1 Ad Set > 3 Ads. The "Placement" tab is selected under the Performance section. Key metrics displayed: 4,649 Reach, 24 Results: Ebook New Lead, \$48.01 Amount Spent.

Placement Chart: A bar chart comparing ad delivery across different platforms. Facebook shows approximately 2,200 reach, while Instagram shows approximately 2,500 reach. Messenger and Audience Network show negligible reach.

Platform	Reach
Facebook	~2,200
Instagram	~2,500
Messenger	~10
Audience Network	~10

About Placement Results: A note states: "Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount." A "Learn More" link is provided.

Bottom Section: A "See Where Your Ads Appeared" section with a "Download Reports" button.

Ad Set Data: Summary

The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with icons for Home, Business, Ads Manager, and a search bar labeled "Search business". Below the navigation is a message about account spending limits and a note about a technical issue with billings. The main area has tabs for Account Overview, Campaigns, Ad Sets, and Ads for 1 Ad Set. The "Ad Sets" tab is selected, showing 1 selected ad set. The "Ads for 1 Ad Set" tab is also visible. The interface includes filters, search, and date range selection ("This month: May 1, 2020 – May"). A toolbar at the top right includes icons for search, filters, review, publish, and settings. The main content area displays a table for the "Free Social Media Advertising Guide" ad set. The table columns include Ad Set Name, Delivery, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, and Schedule. The data shows a delivery type of "Learning Limited" (Lowest cost Conversions), a budget of "Using camp...", a last significant edit of "May 10, 2020, 25 Yesterday", results of 24, reach of 4,649, impressions of 5,221, cost per result of \$2.00 (Per Ebook N...), amount spent of \$48.01, ends on "May 13, 2020", and a schedule from "May 10, 2020 – May 13, 2020" for "3 days". Below the table, it says "Results from 1 ad set".

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, 25 Yesterday	24	4,649	5,221	\$2.00 Per Ebook N...	\$48.01	May 13, 2020	May 10, 2020 – May 13, 2020 3 days	
Results from 1 ad set											



Ad Set Data: Performance

Screenshot of Facebook Ads Manager interface showing Ad Set Data: Performance.

Header:

- Facebook icon
- Ads Manager
- Search bar: Search business
- DMND dropdown
- Notification icon
- Updated just now
- Discard Drafts
- Review and Publish (3)
- Settings gear icon

Alerts:

- 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.

Filters:

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

Navigation:

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

Tools:

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

Table:

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



Ad Set Data: Delivery

The screenshot shows the Facebook Ads Manager interface for the account "Udacity 3 US". The main view is titled "Ads for 1 Ad Set" and displays data for three ads under the "Delivery" column. The columns shown are Delivery, Reach, Frequency, Cost per 1,000 People Reached, Impressions, and CPM (Cost per 1,000 Impressions).

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

Screenshot of the Facebook Ads Manager interface showing Ad Set Data for Engagement.

Key UI Elements:

- Header:** Ads Manager, Search business, Updated just now, Discard Drafts, Review and Publish (3), Notifications, Help.
- Alerts:** 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.
- Notes:** 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.
- Filters:** Search, Filters, Add filters to narrow the data you are seeing, This month: May 1, 2020 – May.
- Navigation:** Account Overview, Campaigns, Ad Sets, Ads for 1 Ad Set.
- Actions:** Create, Duplicate, Edit, A/B Test, Preview, Rules.
- Columns:** View Setup, Columns: Engagement, Breakdown, Reports.

Table Data (Ad Sets Overview):

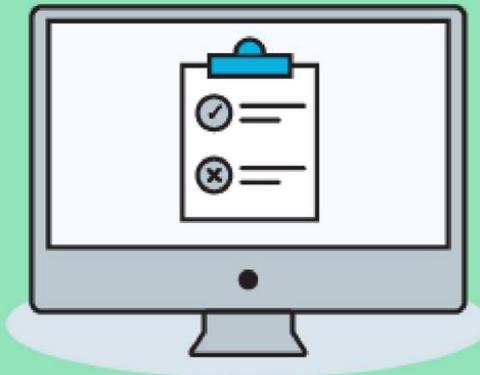
Ad Name	Delivery	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
Social Media Advertising E-book part 3	Learning Limited	8	—	14	2	27	—	\$1.17
Social Media Advertising E-book part 2	Learning Limited	—	—	—	—	—	—	—
Social Media Advertising E-book part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



Search Engine Optimization (SEO) Audit

Project 4

Conduct an SEO Audit



Part 1

Plan your Audit

DMND

- **Program Marketing Objective:**

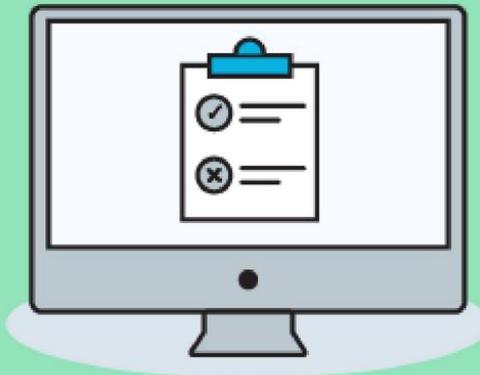
To Increase Monthly Organic Search Traffic by 10% Within The Next Year

- **Primary KPI:**

Number Of Monthly Website Visitors (Through SERP)

Project 4

Conduct an SEO Audit



Part 2

On Site SEO Audit



Keywords

	Head Keywords	Tail Keywords
1	digital marketing course	digital marketing job description
2	digital marketing certificate (/certification)	how to get digital marketing experience
3	online marketing courses	how to learn digital marketing
4	learn digital marketing	how to get a job in digital marketing
5	digital marketing skills	udacity digital marketing nanodegree worth it

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

- "digital marketing course" With Potential Score of 63 from Moz's Keyword Explorer

Which Tail Keyword has the greatest potential?

- “digital marketing job description” With Potential Score of 57 from Moz's Keyword Explorer

Technical Audit: Metadata

URL: <https://dmnd.udacity.com/>

Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	Null
Alt-Tags	Null
Revision	
Title Tag	Digital Marketing Nanodegree Home Udacity
Meta-Description	Kick-start your career as a Digital Marketer. Gain real-world experience by running live campaigns and learn from some of the best in the field! [149 characters]
Alt-Tags	Become a Digital Marketer; Company logos of Facebook, Google, Hootsuite, HubSpot, Mailchimp, Moz; Laptop with course UI, Instructor during lesson, Laptop with course UI

Suggested Blog Topics

Topic 1:

Digital Marketing job description ? – Targeted at people at the very early research stage, those who might be interested in getting into Digital Marketing and are researching whether it would be for them. Here, an interview with a working professional could be a good way to show what a digital marketer does in real life and how it is an awesome job, to create a desire to learn digital marketing while positioning the brand as a provider of content to do so.

Topic 2:

How to get a job in Digital Marketing ? – A blog post about the skills employers look for, for an entry-level position (and how they are taught in the DMND). People searching for this are already interested in becoming a Digital Marketer, so this post would connect the dots between what the customer wants and how he can get there, through the service offered.

Topic 3:

Is the DMND worth it? – The keyword “udacity digital marketing nanodegree worth it” has a very low search volume. However, people searching so specifically already know about the product and are probably near purchase, but want to be sure they are spending their money wisely. Here, a student success story would be great to show how a real person got a great job, because of taking the DMND, to nudge the potential customer into becoming an actual one.

Project 4

Conduct an SEO Audit



Part 3

Off Site SEO Audit



Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	blogs.msdn.microsoft.com/arsen/2018/05/17/certified-kubernetes-administrator-cka-cncf-exam-preparation-resources-that-i-found-useful/	99
2	docs.microsoft.com/en-us/contribute/additional-resources	99
3	blogs.msdn.microsoft.com/arsen/2018/05/17/certified-kubernetes-administrator-cka-cncf-exam-preparation-resources-that-i-found-useful/	99

Link-Building

Site Name	Backlinko
Site URL	https://backlinko.com/
Organic Search Traffic	264K
Site Name	Udemy
Site URL	https://www.udemy.com/
Organic Search Traffic	1.63M
Site Name	Search Engine Journal
Site URL	https://www.searchenginejournal.com/
Organic Search Traffic	568k

Page Index

There are no indexed pages found

The screenshot shows a web-based SEO tool interface. On the left, there's a sidebar titled 'Categories' with links to various tools: Link Tools, Keyword Tools, Search Engine Tools, Header/Tag Tools, IP Tools, Miscellaneous Tools, and Source Code Tools. The main content area has a header 'SEO Tools » Google Indexed Pages Checker'. Below the header, the title 'Google Indexed Pages Checker' is displayed. A sub-instruction 'Check how many pages Google has indexed for one website.' is present. A link 'How do I use this tool? [+]' is available. A form field 'Enter Your URL' contains the value 'https://dmnd.udacity.com/'. A 'Continue >>' button is located below the URL input. At the bottom, a table titled 'Google Indexed Pages' is shown with one row, where the URL 'https://dmnd.udacity.com/' is listed and the 'Google Indexed Pages' column shows 'n/a'. The entire screenshot is framed by a red border.

URL	Google Indexed Pages
https://dmnd.udacity.com/	n/a

The number of indexed pages is important, because in order to appear in the search results, and thus drive traffic to it, it has to be indexed by Google. This number can help gauge the state and health of the site. If it is lower than it should be, Google might have penalized certain pages or deemed them not relevant.



Page Speed

Page speed is very good on Desktop (95/100), but not on mobile (49/100).



<https://dmnd.udacity.com/>

0-49 50-89 90-100 ⓘ



<https://dmnd.udacity.com/>

0-49 50-89 90-100 ⓘ

Page speed is a major ranking factor in search engine results. It also improves the User Experience, which leads to higher conversion rates. It is especially important for mobile as, according to Google, nearly half of all visitors will abandon a site if it doesn't load within 3 seconds.



Mobile-Friendly Test Evaluation

The page is mobile friendly and easy to use with page loading issues

← Mobile-Friendly Test

https://dmnd.udacity.com/

Test results

⚠️ Page loading issues [VIEW DETAILS](#)

Tested on: May 6, 2020 at 2:14 AM

Page is mobile friendly

This page is easy to use on a mobile device



Additional resources

- Open site-wide mobile usability report
- Learn more about mobile-friendly pages
- Post comments or questions to our discussion group

Mobile-friendliness is important because, according to Google, users are five times more likely to leave a site if it isn't mobile-friendly.



Recommendations

To improve the DMND site from an SEO perspective, there are a number of recommendations to follow:

Blogging

In order to rank for a number of related search queries and for different stages of the Customer Journey, I would recommend active blogging about different topics that are of interest to prospective students. The above suggested topics could be a start.

Link-Building

The written blog posts should be used to reach out to appropriate publications for active link-building.

Improve Metadata

From a technical perspective, the pages html – title tag, meta description and image alt tags – could be improved as shown above, to enhance crawler-friendliness as well as accessibility.

Improve Mobile Speed

Finally, and very importantly, the page should be optimized for mobile speed. This could be done, first and foremost, through newer picture formats that have superior compression compared to JPEG and PNG. Further speed enhancing changes in the CSS – as per the Google Lighthouse report – should be considered.



Run an Adwords Campaign

Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

- I have chosen option 1 where i was assigned for the following criteria:
- Course: Differential Equations in Action
- (<https://www.udacity.com/course/differential-equations-in-action--cs222>).
- I will run the ads for 5 days. The total campaign budget will be \$75 with a daily budget of \$15. I intent to get at least 25 enrollments to the course.
- I will target people who are in the Interest and Desire state of their customer journeys.
- I will 2 Ad groups, 1 each for the potential candidates in the Interest and the Desire stages. For each of the ad groups, I will create 2 ads matching the stage of the customer journey.
- I will use the appropriate keywords including a mix of Generic terms, Brand terms, Related terms and Competitor terms.

2. Marketing Objective & KPI

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

Ans: The objective is to help Udacity to spread free education worldwide.

Specifically, through my campaign, I intent to collect at least 25 enrollments from interested students from United States and Canada to Udacity's landing page for Free courses. By running the campaign for 5 days with a total budget of \$75, and a daily budget of \$15.

What primary KPI are you going to track in your campaign?

Ans: The primary KPI is I will be tracking the leads conversions, i.e: the number of enrollments for the Differential Equations in Action courses.

Ad Groups

Ads and Keywords

Ad Group #1: Ad #1

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Review

New text ad

Final URL
<https://www.udacity.com/course/differential-equations-in-action--cs222>

Headline 1
Learn Differential Equations

Headline 2
Free Python Training

Headline 3
Udacity

Display path
www.udacity.com / Path 1 / Path 2

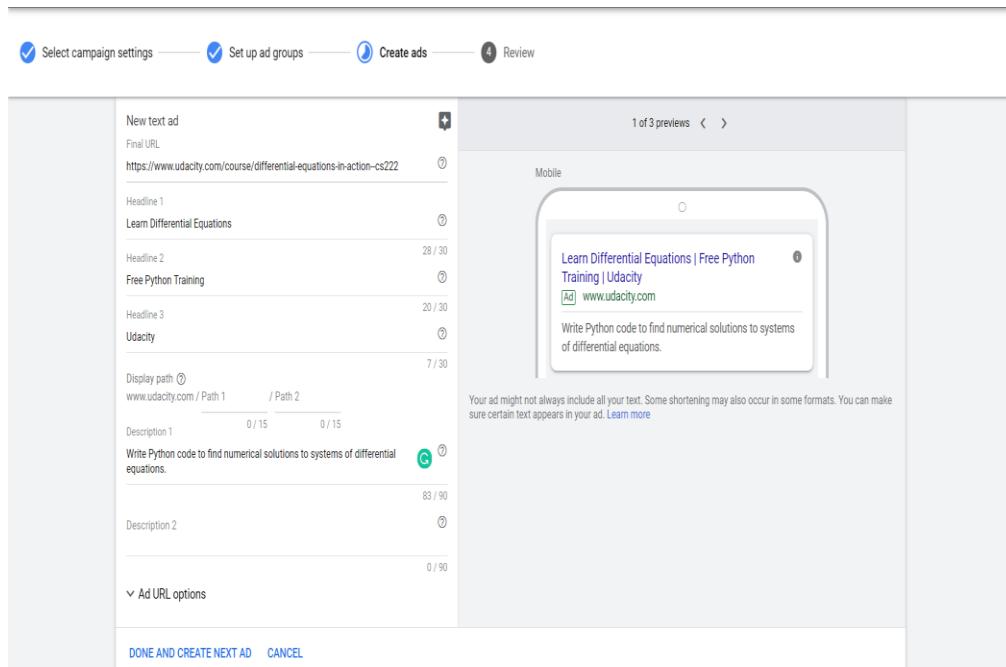
Description 1
Write Python code to find numerical solutions to systems of differential equations.

Description 2

Ad URL options

1 of 3 previews < >

Mobile



Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

DONE AND CREATE NEXT AD CANCEL

Ad Group #1: Ad #2

x Google Ads | New ad

SEARCH REPORTS TOOLS & SETTINGS ? ! 873-789-3111 DMND Udacity arjunbiswas070@gmail.com

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Review

New text ad

Final URL
<https://www.udacity.com/course/differential-equations-in-action-cs222>

Headline 1
Python Online Course

Headline 2
Learn Differential Equations

Headline 3
Udacity

Display path: www.udacity.com / Path 1 / Path 2

Description 1
Write Python code to find numerical solutions to systems of differential equations.

Description 2

Ad URL options

DONE AND CREATE NEXT AD CANCEL

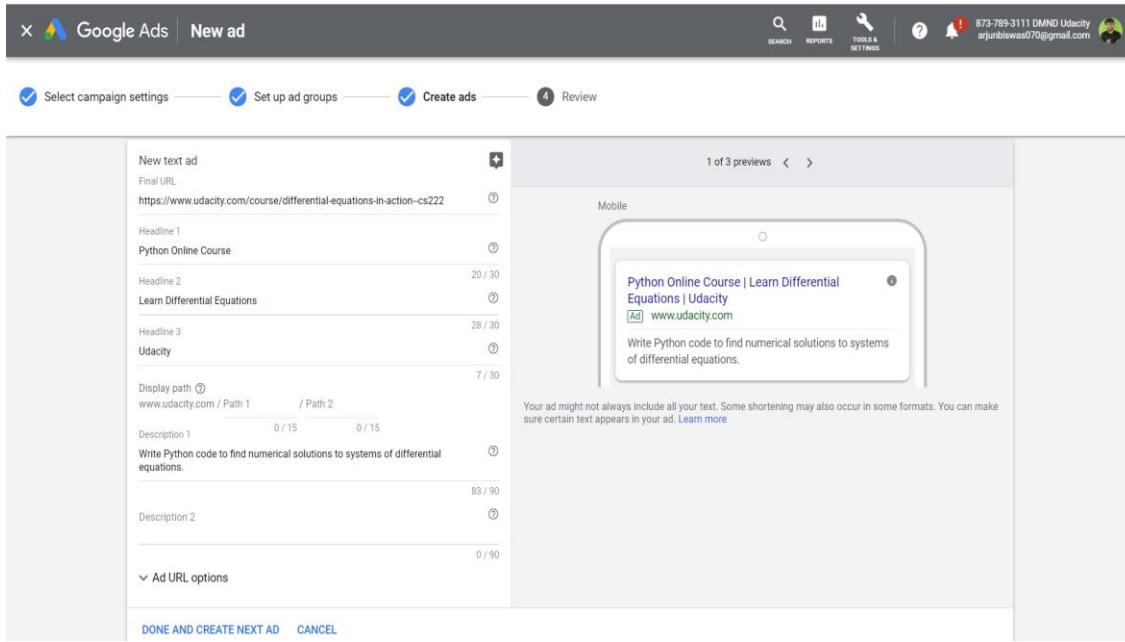
1 of 3 previews < >

Mobile

Python Online Course | Learn Differential Equations | Udacity
www.udacity.com [Ad]

Write Python code to find numerical solutions to systems of differential equations.

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



Ad Group #1: Keyword List

Keyword List:

online classes free

python training

learn python

python tutorial

differential equations online course

online programming courses

programming courses

udacity nanodegree

python programming tutorial

online training courses

online studies

learn python online

python course

python online course

python programming for beginners

ordinary differential equations online course

online certificate courses

online learning courses

differential equations online course credit

best python course



Ad Group #2: Ad #1

The screenshot shows the Google Ads interface for creating a new text ad. The top navigation bar includes 'Google Ads', 'Dashboard', 'New ad group', and user information. Below the navigation, there are two buttons: 'Set up ad group' (checked) and 'Create ads'. A table at the top indicates the status of three ads: 'IN PROGRESS' (highlighted), 'PENDING', and another 'PENDING' entry.

New text ad

Final URL: <https://www.udacity.com/course/differential-equations-in-action-ca222>

Headline 1: Free Online Python Course

Headline 2: Udacity Free Course

Headline 3:

Display path: www.udacity.com / Path 1 / Path 2

Description 1: Write Python code to find numerical solutions to systems of differential equations.

Description 2:

Mobile Preview:

1 of 3 previews

Mobile device screen showing the ad content: "Free Online Python Course | Udacity Free Course" and "Write Python code to find numerical solutions to systems of differential equations."

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

Ad Group #2: Ad #2

Google Ads | Edit text ad

Ad group: Chamok Biswas Ad group #2 (Interest) Keywords: best online courses, free online learning courses, python training courses, python programming certification, free online python course, free online computer courses with certificate, learn python free + 3 more Show more

Final URL: <https://www.udacity.com/course/differential-equations-in-action-cs222>

Headline 1: Free Python Training

Headline 2: Udacity Free Courses

Headline 3: Write Python code to find numerical solutions to systems of differential equations.

Display path: www.udacity.com / Path 1 / Path 2

Description 1: Write Python code to find numerical solutions to systems of differential equations.

Description 2:

Ad URL options

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

1 of 3 previews

Mobile



Ad Group #2: Keyword List

Keyword List: python certification online

differential equations online course
free online python course
python training courses
free distance learning courses
free university courses
python lessons
free online degree courses with certificates
python programming certification
free online learning courses
differential equations online course credit
free online computer courses with certificate
free online python course
best online python course
udacity free courses
online differential equations class
learn python free
best online courses
udacity python
python language tutorial



Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Chamok Biswas Ad group #1 (Interest)	\$3.00	420	10	2.38%	\$2.51	0	0.00%	\$0.00	\$25.10
Chamok Biswas Ad group #2 (Awareness)	\$3.00	468	13	2.78%	\$2.21	0	8.00%	\$0.00	\$28.73
Total		888	23	2.59%	\$2.34	0	4.65%	\$0.00	\$53.83



Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Chamok Biswas Ad group #1 Ad #1 (Awareness)	9	2.54%	\$2.49	0.00	0.00%	\$0.00
Chamok Biswas Ad group #1 Ad #2 (Awareness)	1	1.52%	\$2.71	0.00	0.00%	\$0.00
Chamok Biswas Ad group #2 Ad #1 (Interest)	8	2.35%	\$1.77	0.00	0.00%	\$0.00
Chamok Biswas Ad group #2 Ad #2 (Interest)	5	3.91%	\$2.92	0.00	0.00%	\$0.00

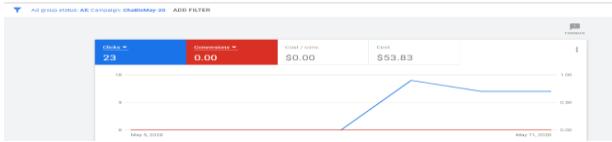
(Key Campaign Results (Keywords))

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
online learning courses	3	2.44%	\$2.54	0	0.00%	\$0.00
free online learning courses	3	1.79%	\$2.10	0	0.00%	\$0.00
python language tutorial	2	8.70%	\$2.96	0	0.00%	0.00%

Campaign Evaluation

Did your campaign result in a positive ROI?

Ans: I was given a life time budget for this project was \$75 and the total campaign cost went up to \$53.83.I should have choosen more less competitive keyword.So that it will help me to achieve a big ROI. Here there are 23 clicks but no conversion.



Was the conversion rate higher or lower than expected?

Ans: The converssion rate was lower than i expected due to selecting high competition keyword at lowest \$3 bid.

How much did you have to spend per click? How close did you get to your max. CPC bid?

Ans: I have spent \$3 for CPC and got maximum cpc bid of of \$3

Which ad group, ads and keywords led to the highest click through and conversion rates and why might that have been the case?

Ans: For my project I found awareness ad group ads led to the highest clicks.

Looking at the cost per click and the average position of your ad groups, can you infer which kind of keywords are subject to higher competition in AdWords?

Ans: Considering the CPC and the average position, I found that the long tail key words are performing higher level in Adwords campaign.

Which keywords performed best for you and why might that have been the case?

Ans: For my project the Best performed keyword “**free online learning courses**” performed well and have positive impacts on the targeted audience, this keyword is a long tail keyword so it works better than head keywords.



Recommendations for future campaigns

Would you focus on certain Ad Groups, ads or keywords?

Ans: First i will make a list of keywords and then will focus on Ads because to run a successful campaign and also I have to make my headlines and descriptions attractive. I will also make sure the content I'm creating for my campaign appropriate my targeted audience.

Would you change any of your existing ads or keywords or add any new ones?

Ans: Definitely I will make changes on my list of keywords because when my campaign is running with short tail keyword list and high CPC, I have to pause the campaign to add more effective long tail keywords with a low CPC so that i can get a good conversion rate.

Would you set up an A/B test, and if so, how would you go about it?

Ans: I will most probably choose two ad group with different headline and set of keywords during A/B testing. It will make it easier to evaluate the results in the future.

Would you make changes to the landing page, and if so, what kind of changes and why?

Ans: The most important part on the campaign is the landing page. It should be clear to the audience otherwise audience will bounce back to other pages.Landing page should be relevant to the ad camapaign. So I will prefer to add images or videos to the landing page which will define what we are offering and also content of the landing page. It should not confuse the audience so I will try to make it short and clear.



Ad Groups

The screenshot shows the Google Ads interface for a campaign named "ChallBisMay20". The left sidebar lists various campaign types and IDs. The main area is titled "Ad groups" and displays a table of ads. The table includes columns for Ad group, Status, Default max CPC (enhanced), Ad group type, Clicks, Imps, CTR, Avg. CPC, Cost, Conversions, Cost / conv., and Cost / click. There are four ads listed:

Ad group	Status	Default max CPC (enhanced)	Ad group type	Clicks	Imps	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Cost / click
ChallBis Ad #1 (Awareness)	Campaign paused	\$3.00 (enhanced)	Standard	13	468	2.76%	\$2.21	\$28.73	0.00	\$0.00	0.00%
ChallBis Ad #2 (Awareness)	Campaign paused	\$3.00 (enhanced)	Standard	10	420	2.38%	\$2.51	\$25.16	0.00	\$0.00	0.00%
Ad group #3	Campaign paused	\$3.00 (enhanced)	Standard	0	0	—	—	—	0.00	0.00	0.00%
Total Ad gr...				23	888	2.59%	\$2.34	\$33.83	0.00	\$0.00	0.00%
Total Cam...				23	888	2.59%	\$2.34	\$33.83	0.00	\$0.00	0.00%

Ads

The screenshot shows the Google Ads interface for the same campaign "ChallBisMay20". The left sidebar lists various campaign types and IDs. The main area is titled "Ads" and displays a table of ads. The table includes columns for Ad, Ad group, Status, Ad type, Clicks, Imps, CTR, Avg. CPC, Cost, Conversions, and Cost / conv. There are five ads listed:

Ad	Ad group	Status	Ad type	Clicks	Imps	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Python Online Course Learn Differential Equations	ChallBis Ad group #1 (Awareness)	Campaign paused	Expanded text ad	9	354	2.54%	\$2.49	\$22.39	0.00	\$0.00
Free Online Python Course Udacity Free Course	ChallBis Ad group #2 (Interest)	Campaign paused	Expanded text ad	8	340	2.35%	\$1.77	\$14.14	0.00	\$0.00
Free Python Training Udacity Free Courses	ChallBis Ad group #2 (Interest)	Campaign paused	Expanded text ad	5	128	3.91%	\$2.92	\$14.59	0.00	\$0.00
Learn Differential Equations Free Python Course	ChallBis Ad group #1 (Awareness)	Campaign paused	Expanded text ad	1	66	1.52%	\$2.71	\$2.71	0.00	\$0.00

Keywords

The screenshot shows the Google Ads interface with the following details:

- Header:** All campaigns, Ad campaigns, ChatliftMay-20, Paused, Type: Search, Budget: \$15.00/day, More details.
- Left sidebar:** All campaigns, Search campaigns, Display campaigns, Video campaigns, App campaigns, Failed, Paused, and Removed, Search Keywords (selected), Negative Keywords, Search terms, Auction insights, Audiences, Demographics, Placements, Settings, Less, Locations, Ad schedule, Advanced bid adj., Change history, Drafts & experiments.
- Top navigation:** Keyword status: All, ADD FILTER, Status, Bidding, Columns, Reports, Download, Share, More.
- Report title:** Search Keywords, All time: Sep 20, 2016 – May 12, 2020.
- Table headers:** Keyword, Ad group, Status, Max CPC, Match type, Policy details, Final URL, Clicks, Impressions, CTR, Avg CPC, + Cost, Conversions, Cost / conv, Click rate.
- Table data:** A grid of keyword entries, each with a green dot icon, showing metrics like Clicks, Impressions, CTR, Avg CPC, and Cost.



Landing Page

Landing Page links to corresponding Nanodegree

The screenshot shows the Udacity website. At the top, there's a navigation bar with links for Programs, Careers, For Enterprise, and Blog, along with a 'MY CLASSROOM' button. Below the navigation is a breadcrumb trail: Home > Catalog > Differential Equations in Action. The main content area features a large banner for a 'FREE COURSE' titled 'Differential Equations in Action'. The course is described as 'Making Math Matter' and has a 'START FREE COURSE' button. To the right of the course banner is another section for a 'RELATED NANODEGREE PROGRAM' titled 'Introduction to Programming', which features a person working on a laptop. A call-to-action at the bottom of this section says 'Get a Nanodegree certificate that accelerates your career... >>>'.

This screenshot shows a similar layout to the previous one, but for a different program. It features a 'FREE COURSE' section for 'Differential Equations in Action' with a 'START FREE COURSE' button and a progress bar with six dots. To the right is a 'NANODEGREE PROGRAM' section for 'Introduction to Programming'. This section includes a brief description: 'Udacity's Intro to Programming is your first step towards careers in Web and App Development, Machine Learning, Data Science, AI, and more! This program is perfect for beginners.', and a 'LEARN MORE' button. The overall design is clean and modern, using a white background with blue and grey accents.



Evaluate a Display Advertising Campaign

Assumptions

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

Cost: The cost of the degree is \$999

Profit: For the purpose of this assignment, 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. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page

*0.002 = # of Student Sign Ups

Note: Please round to the nearest whole number **CPA:** Cost of Campaign/#

sign ups = CPA *Note: Please round to the nearest cent*

ROI: [(299 Profit) - CPA] * # of Student Sign Ups = ROI

Display Image Campaign:Overall Results

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

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



Launch Your New Career



This course is designed for students like you, who have a passion for digital marketing



Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	2	\$224.478	33.2%/ \$149.05

How would you optimize this campaign?

I think this is already a solid campaign. The following suggestions are always a good idea to test and see if they could further optimize the campaign.

Suggestion 1: A/B test different colors

Suggestion 2: A/B test different creatives

Suggestion 3: A/B test different Ad copy, e.g. s.th. more value-proposition-like.

Display Image Campaign: Site Targeting

	Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
1	Site Targeting	Campaign ended (enhanced)	\$5.00	-	407	67,833	6%	\$0.57	\$231.99	Display	None

The advertisement features a woman with blonde hair smiling, identified as Anke A., Program Lead, Digital Marketing. The text on the ad reads: "After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer." Below her photo is a button labeled "Enroll Today >". At the bottom, it says "Launch Your New Career" and "This course is designed for students like you, who have a passion for digital marketing". There is also a "Udacity" logo and a circular arrow icon.

Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	\$231.99	28.88%/ \$67.01

How would you optimize this campaign?

Suggestion 1: A/B if a less text performs better (regarding the upmost quote)

Suggestion 2: A/B test different creatives

Suggestion 3: A/B test different Ad copy, e.g. s.th. more value-proposition-like.

Suggestion 4: Pause keywords with high CPC

Display Image Campaign: Overall Results

		Ad group	↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
<input type="checkbox"/>		Remarketing		Campaign ended	\$3.00 (enhanced)	-	670	109,994	.61%	\$0.35	\$234.50	Display

**INVEST IN YOUR
FUTURE**
udacity.com/digital-marketing

**BECOME A
DIGITAL MARKETER**

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	\$234.50	27.1%/ \$64.50

How would you optimize this campaign?

I think this is also already a solid campaign. The following suggestions are always a good idea to test and see if they could further optimize the campaign.

Suggestion 1: A/B test different colors

Suggestion 2: A/B test different creatives

Suggestion 3: A/B test different Ad copy, e.g. s.th. more value-proposition-like.

Which campaign performed the best? Why?

Campaign 1 (Affinity Audience) performed best, with 2 conversions and a 33.20% ROI, given the assumed Conversion Rate of .2%.

When looking at CTRs, we see that all 3 campaigns are about the same – 0.62%, 0.60% and 0.61% - so they attracted viewers at about the same rate, which means the difference in performance is largely due to the difference in number of Impressions, of which the first campaign has by far the most (being the reason for top rank in performance/conversions).

This, in turn, is probably due to the type of targeting, i.e. the size of the target audience, or the reach; which would be greatest for all business professionals/social media enthusiasts (campaign 1), followed by visitors of the DMND (campaign 3) and apparently the DMND's partners' Landing Pages (campaign 2).

Which campaign performed the best? Why?

There are two further things to note

1. While campaign 1 performed best, it did so because of the breadth of reach. The actual conversion rate might be highest for campaign 3 though, where users probably have a much higher intent to enroll, since they were already on the Landing Page and expressed interest.
2. Campaign two performed slightly better than campaign three (ROI: 28.88% vs. 27.51%). This is because of rounding to the nearest integer for the number of new students. Not rounded, those numbers would be .81 and 1.34 new students, respectively, which would lead to only 6.39% ROI for campaign two and 53.45% for campaign three (See Appendix). This is important to note, when we apply a more long-term strategy for the Ads.

Recommendations for future campaigns

Given additional time and budget, first, I would perform the above mentioned tests for campaign 1 and 3, to see if performance can still be enhanced.

Campaign two performed much less than the other two (when looking at expected, not rounded values), but still ROI positive. Because of the high CPC, there might be keywords that can be paused, that have a high CPC. Also the other mentioned tests should be run. If performance doesn't improve drastically, this campaign should be paused to free budget for other, potentially more promising campaigns.

Appendix Screenshot for Reference Campaign Results

Rounded and not rounded values

Campaign	target	Clicks	Impressions	CTR	Avg. CPC	Cost	Conv. Rate (assumed)	rounded values			not rounded values			
								#new students rounded	CPA rounded	ROI rounded	ROI \$	# students n/r	CPA n/r	ROI n/r
1	Affinity	1,243	200,975	0.62%	\$0.36	\$448.95	0.20%	2	\$224.48	33.20%	149.05	2.49	\$180.59	26.93%
2	Site (DM partners)	407	67,833	0.60%	\$0.57	\$231.99	0.20%	1	\$231.99	28.88%	67.01	0.81	\$285.00	6.39%
3	Remarketing	670	109,994	0.61%	\$0.35	\$234.50	0.20%	1	\$234.50	27.51%	64.50	1.34	\$175.00	53.45%

A photograph of two professionals in an office environment. A woman with short blonde hair and glasses, wearing a yellow sleeveless top, is looking down at a notebook. A man with a shaved head, wearing a grey suit jacket over a white shirt, is gesturing with his hands while speaking. They appear to be engaged in a collaborative discussion. The background shows office cubicles and equipment.

Email Marketing

Email Part 1

Plan Your Email Content

DMND Program

Marketing Objective:

Convert 100 leads into Nanodegree purchasers, within the 3-week campaign duration

Primary KPI:

Number of Conversions/Nanodegree purchases

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. Lives 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?

Email Content:

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	<i>Free Webinar Invitation</i>	Engagement	<i>Number of opens</i>
Email #2	Social Page Follow	Engagement	<i>Number of clicks</i>
Email #3	Discount Remainder	Conversion	<i>Number of enrollments</i>

Email #1

Email Content Plan

Subject Line	Body Summary	Visual	CTA	Link
<p><i>Join Our Exclusive Digital Marketing Webinar on May 3rd With Top Experts in the Field</i></p>	<ul style="list-style-type: none">• <i>Udacity/Logo</i>• <i>Snippet of Text about Digital Marketing</i>• <i>Webinar details</i>• <i>About Guest</i>• <i>Time and details</i>	<ul style="list-style-type: none">• <i>Descriptive Banner Image with Short details of webinar and Quick CTA</i>	<p><i>Count Me IN!</i></p>	<p><i>To Udacity's DMND page with a short pop up “ You have been Successfully registered for our Webinar on May 3rd 8pm Central</i></p>

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	<i>Stay Connected With Us on Social and Explore more about Digital Marketing</i>	<i>Follow Us</i>

Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	<p><i>You are invited: Udacity's Discovery Week (April 20-27) and Save Up to 60% on Nano-Degree Programs</i></p>	<p><i>Enroll Now</i></p>

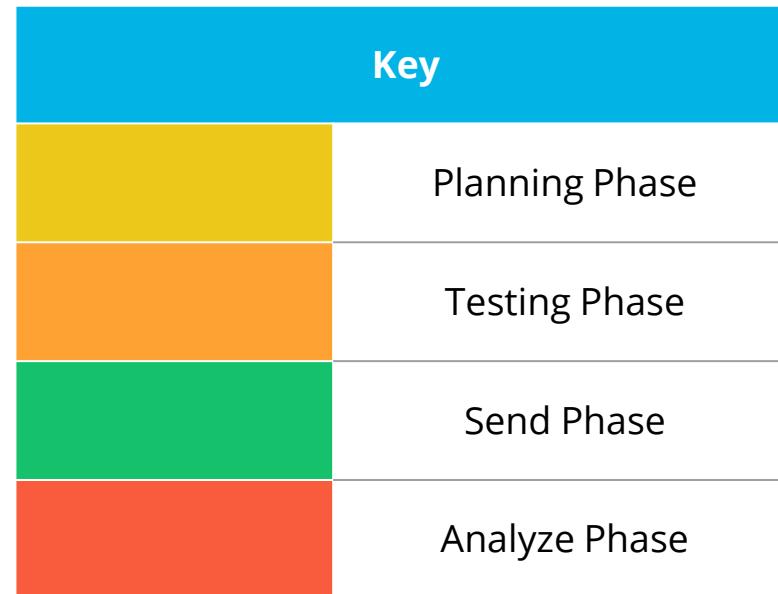
Email Part 2

Calendar

Email Campaign Calendar Key

Use the following colors to represent the stages in your email campaign calendar.

- a. Yellow - Planning Phase
- b. Orange - Testing Phase
- c. Green - Send Phase
- d. Red - Analyze Phase



Email Campaign Calendar

	Week 1					Week 2					Week 3				
	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F
Email #1															
Email #2															
Email #3															

KEY PHASES

Planning

Tests

Send

Analyze

Email Part 2

Craft Your Email

Email #1

Subject Line:

Kumar, Join Our Exclusive Digital Marketing Webinar on May 3rd With Top Experts.

Body:

Kumar, join our Exclusive webinar on Digital Marketing to learn how to Boost your Career through Digital Marketing.

Digital Marketing has been a booming field with drastic growth in last five years. Rather than conventional marketing tactics, they Follow, attract and satisfy your customers remarkably in no time. More than one billion \$ is spent on Digital Marketing every year in Bangladesh. To explore more about this diverse field join us for a free exclusive webminar by Chamok Biswas, Founder of Digital Marketing University on May 3rd 8pm Central time.

Chamok Biswas is an expert in Digital Marketing and worked with thousands of clients. He will share his experience on the webinar. You will also get an idea of how to become successful in Digital Marketing.

CTA : Count Me In

Link for CTA : <http://dmnd.udacity.com/> (with a pop-up header Message: “ You have been Successfully registered for The webinar for Digital Marketing on May 3rd 8pm Central.

Email Screenshot: Email #1

Join Our Exclusive Digital Marketing Webinar on May 3rd With Top Experts 



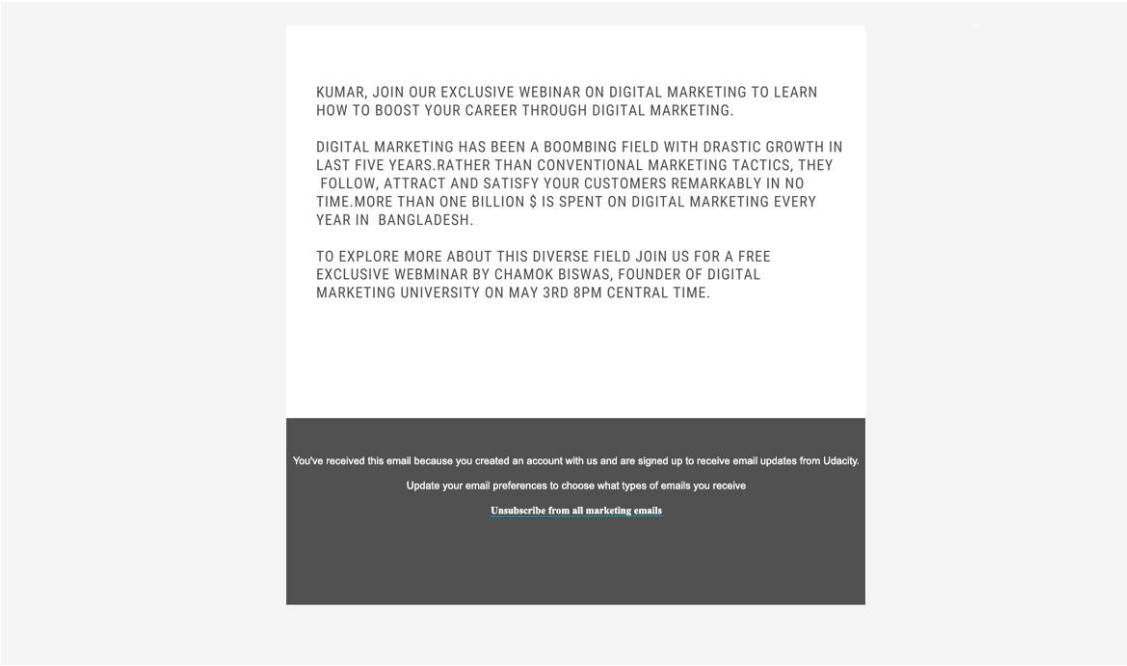
Udacity Bangladesh udacity@bangladesh.com [via Mailchimp](#)

To me ▾

11:41 AM (2 minutes ago)



Email Screenshot: Email #1



A/B Testing Email

A/B Testing Email

A/B Testing

Subject Line

CTA

Email #1

*Don't miss our Digital Marketing
webinars on May 3rd 8pm central time*

Register for Webinars

Sending and Analyzing Results

RESULTS EMAIL #1

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	0.22	225

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsubscribed
180	0.08	75	0.034	30

SENDING AND ANALYZING RESULTS

Assume your results for Email #1 send are below. Calculate the following:

1. Open Rate = # of emails opened/(# of emails successfully delivered)
2. Click through Rate = # of clicks on CTA / (# of emails successfully delivered)
3. Conversion Rate = # of actions taken/(# of emails successfully delivered)

FINAL RECOMMENDATIONS

Basically, I planned my email campaign based on the sync between the Analyzing phase of the preceding email and planning phase of the upcoming email. Depending on the result i.e. No of opens of the email - 1, upcoming engagement email planning is done. Social Media follow email for Digital Marketing by Udacity page is first sent to the Customers who opened the webinar invitation email and then to the rest from the list. Followed by during the analysis phase of the email -2. Customers are segmented into three categories

- 1. Level -1 (Email – 1 opened and Email -2 clicked)**
- 2. Level – 2(Email – 1 opened or Email – 2 clicked)**
- 3. Level – 3(None of the actions done)**

Based on the three segments of audience the third email is crafted. I have allotted two days of planning for third email. Thus, High priority are given to the level- 1 audience. Thus, during the first day of the email- 3 sending phase, level – 1 audience are targeted and the level -2 and 3 audience are targeted on next day.

Due to this priority segmentation,

- **I would target my sure shot customer with full potential and undergo my A/B testing on level 2,3 audience to target them.**
- **We can prevent overwhelming of promotional emails to our potential customer.**
- **This will help me to measure my performance based on my Marketing objective.**
- **Also help to reach my Marketing Objective effectively.**

THE END