Project 3: Run a Facebook Campaig

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
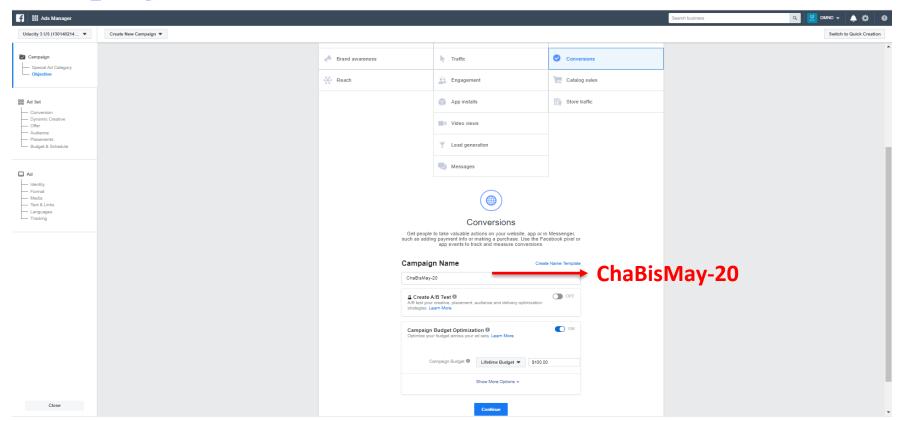5. Is This Nanodegree Right For Me?

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.
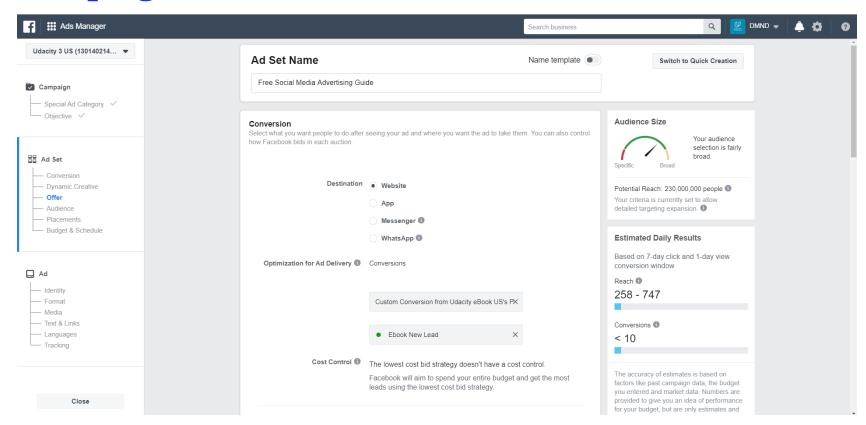
KPI

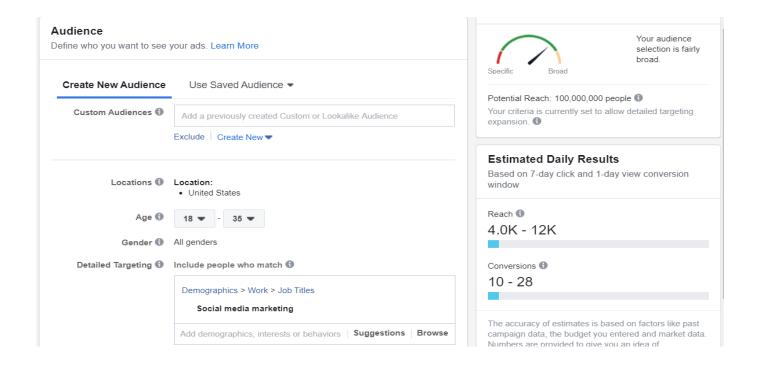- The number of people who have downloaded the free ebook during the ad campaign.
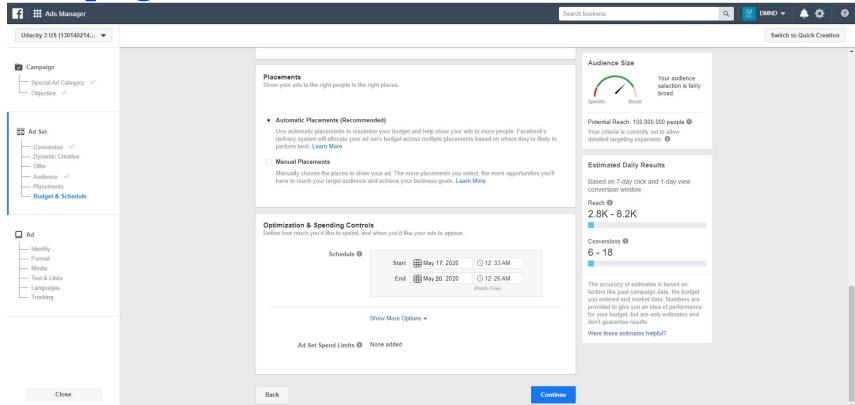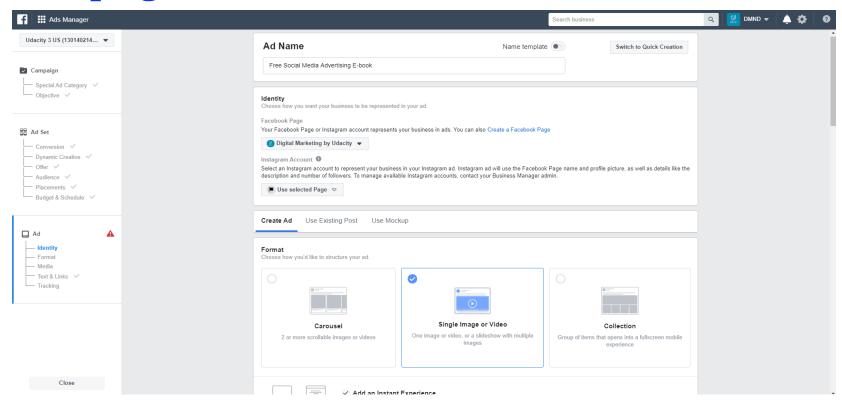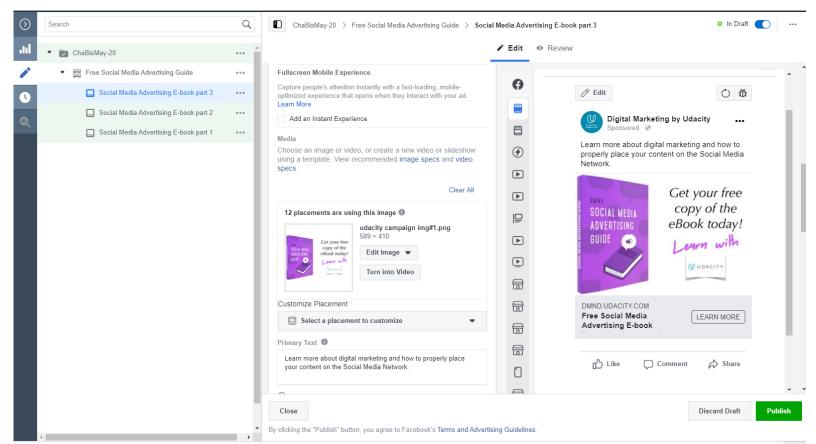
Campaign Screenshots

Campaign & Ad Set

Campaign & Ad Set

Campaign & Ad Set

Campaign & Ad Set

Campaign & Ad Set

Campaign & Ad Set

Ad Summary: Sample

Ad Images