

## 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.

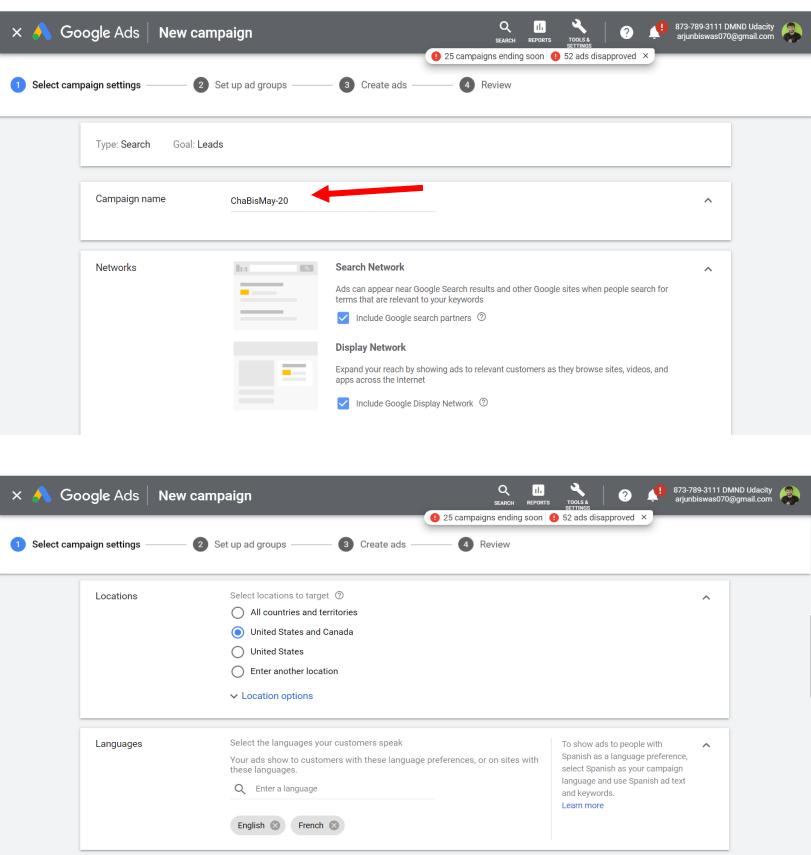
Specifically, through my campaign, I intent to collect at least 25 enrollments from interested students from United States and Canada to Udacity's landing page for Free courses. By running the campaign for 5 days with a total budget of \$75, and a daily budget of \$15.

#### 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.

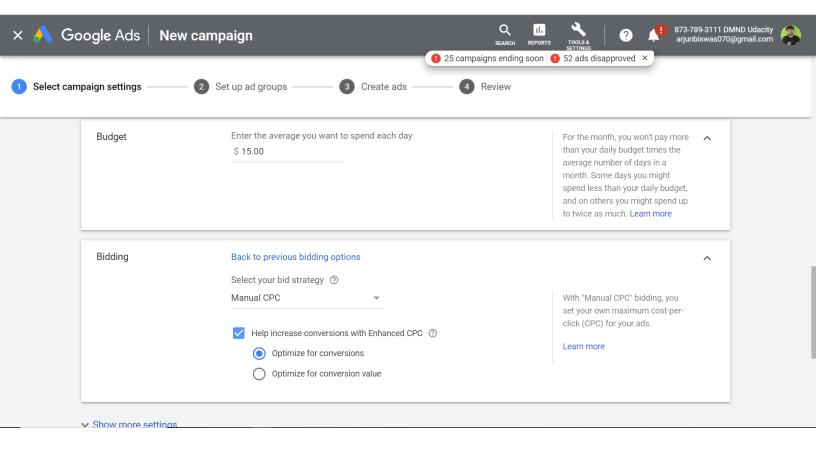


#### **Setting Up Campaign's**



DIGITAL MARKETING

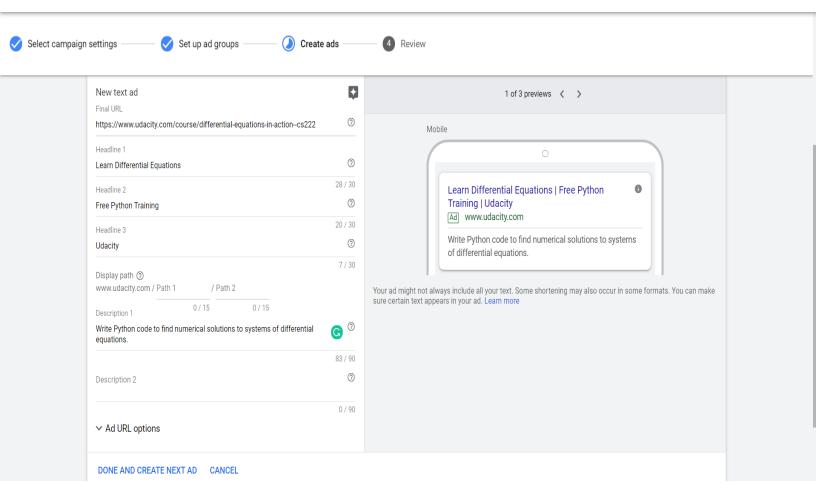
### **Setting Up Campaign's**



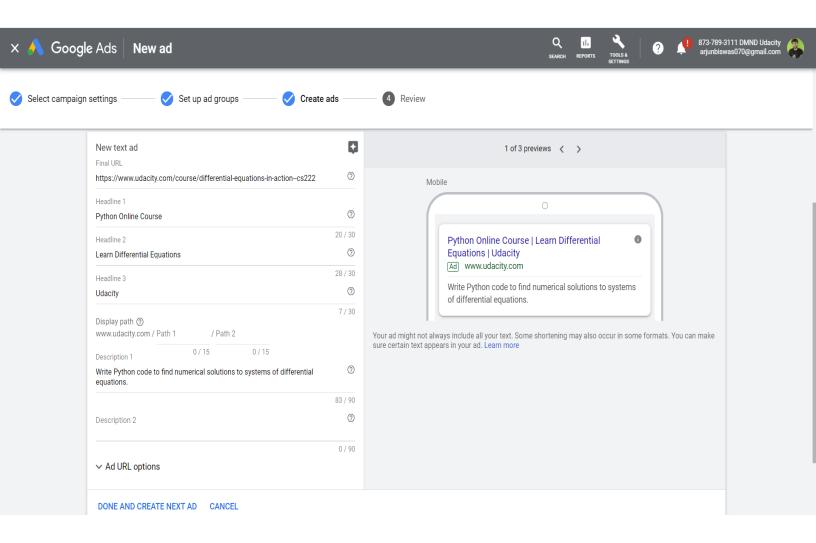
Ad Groups

Ads and Keywords

## **Ad Group #1: Ad #1**



## **Ad Group #1: Ad #2**

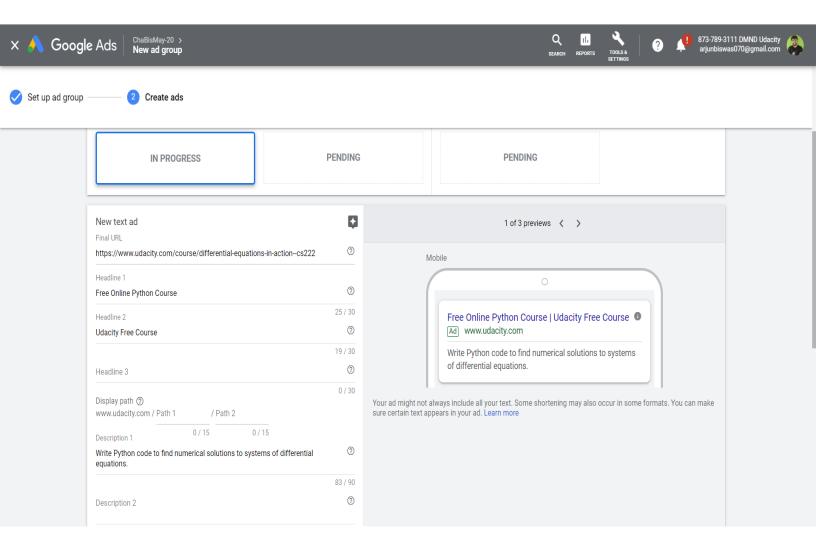




#### Ad Group #1: Keyword List

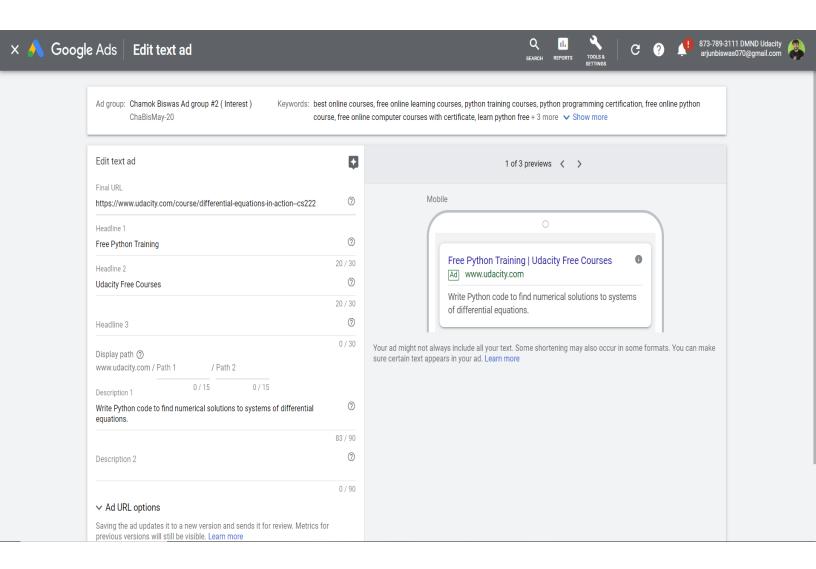
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Keyword List:
online classes free
python training
learn python
python tutorial
differential equations online course
online programming courses
programming courses
udacity nanodegree
python programming tutorial
online training courses
online studies
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**





## **Ad Group #2: Ad #2**



#### 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

# Appendix

Screenshots for Reference

#### **Campaign Summary**

