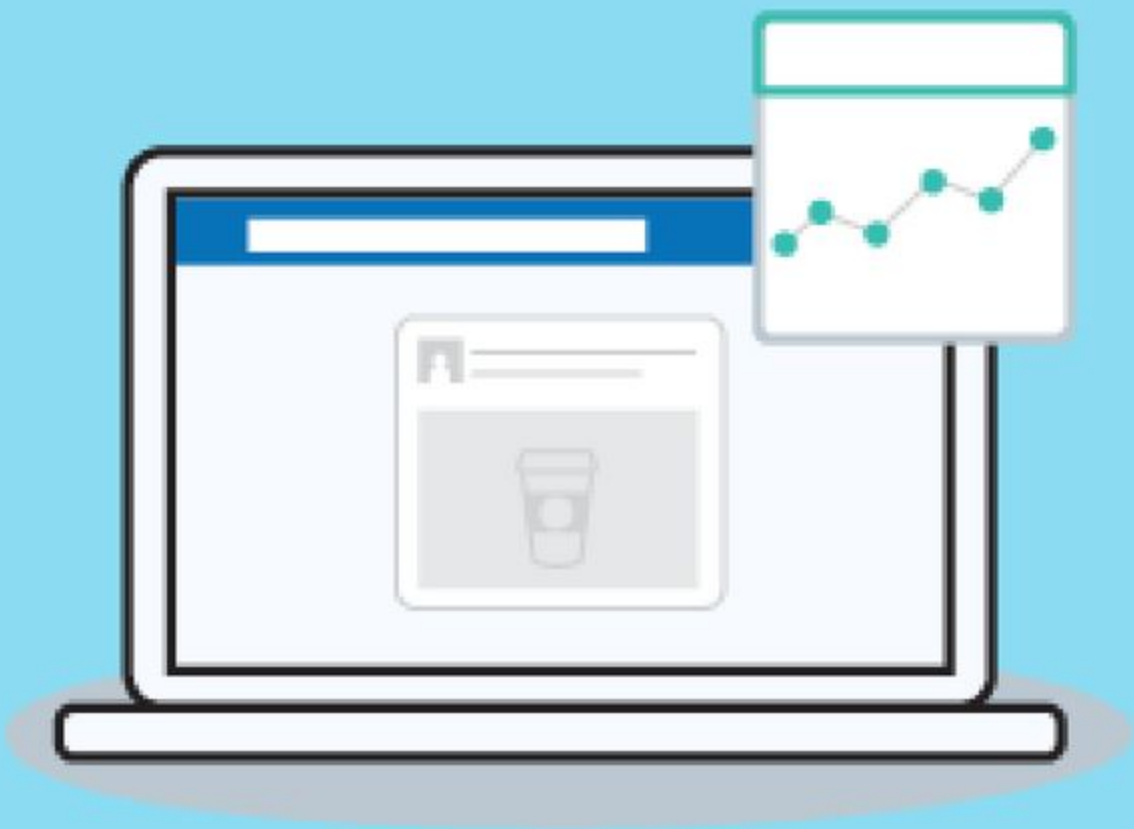


# SOCIAL MEDIA ADVERTISING PROJECT

## Run a Facebook Campaign



**BOLENA CAMPO**



# Campaign Approach

The purpose of the campaign is to get new potential clients for Udacity's Digital Marketing Nano Degree program. With this in mind, I designed a Facebook Ads campaign whose goal is generate leads. To capture as many emails as possible, I integrated the link of a Landing page that offers a Free Social Media Advertising Guide created by Udacity, after the client completes the spaces with his name and email address.

My target person is a young adult who has a job and is looking to improve their skills in the field of Digital Marketing, through educational alternatives: effective, short and flexible in budget and schedule. This campaign will be attractive for this audience because it will be in search of information that is useful and the e-book will give them a sample of what the full course could offer. In addition, the DMND program covers the aforementioned requirements. The collection of the data of the interested persons, will allow me a later management to establish the contact.

The location of the campaign is the United States because there is a growing tendency (according to Google Trends) in the topic covered by the campaign, and because the number of users of social networks exceeds 230 million (according to the Hootsuite report, 2018) and Facebook users is higher than in other places.

# Marketing Objective

My marketing objective is to capture the information of 7 or more potential customers (leads) of the DMND program, who are interested in the free social media advertising guide created by Udacity, during the 5 days of the campaign.

The budget is 100 dollars.

Costs of \$ 0 for the eBook.

Conversion value (income) of \$ 15 per email address collected.

We must at least 7 leads to obtain benefits.

## KPI

The number of Leads generated.

The objective of the campaign is to generate leads and, therefore, information of potential customers for the Udacity DMND program.

# Campaign Summary

1. My target with Ad Set:

Demographics:

11-05-19: People from 21 to 35 years old, of all genders.

14-05-19: Lookalike (USA, 1%): Udacity electronic book of the last 30 days and Lookalike (US, 2%) - Udacity Visitors.

Location: Six states in United States: Florida, Massachusetts, Michigan, New York, Ohio, Virginia

Interest: Digital marketing, Learning, Marketing, Social media marketing, Advertising or Social media

# Campaign Summary

## 2. Ad Copy and Ad Creatives that I used

Ad copy:

Download your free e-book now easily! Learn about advertising on the main social platforms.

Ad Creatives: After identifying that the creativity used in options 1 and 2 was not working, I decided to change them to test if the performance improved.


- I made changes during the campaign. Please check it in the following link:

[https://docs.google.com/document/d/1gQTr2Zj2UtlkApmRIYe0DRLkrUQ8\\_2q0OXVQr-IHfcs/edit](https://docs.google.com/document/d/1gQTr2Zj2UtlkApmRIYe0DRLkrUQ8_2q0OXVQr-IHfcs/edit)

# Ad Images: Sample

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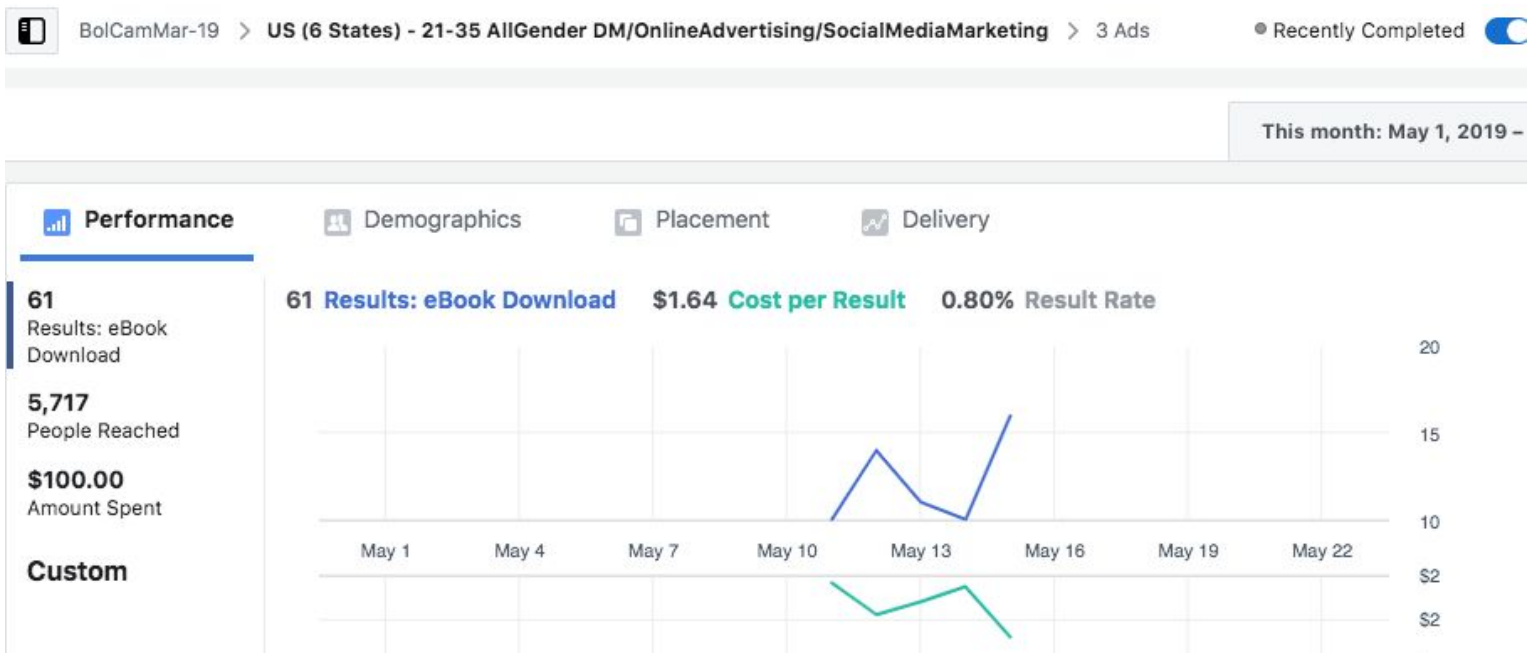
DOWNLOAD

# Key Results

The most important metrics per ad:

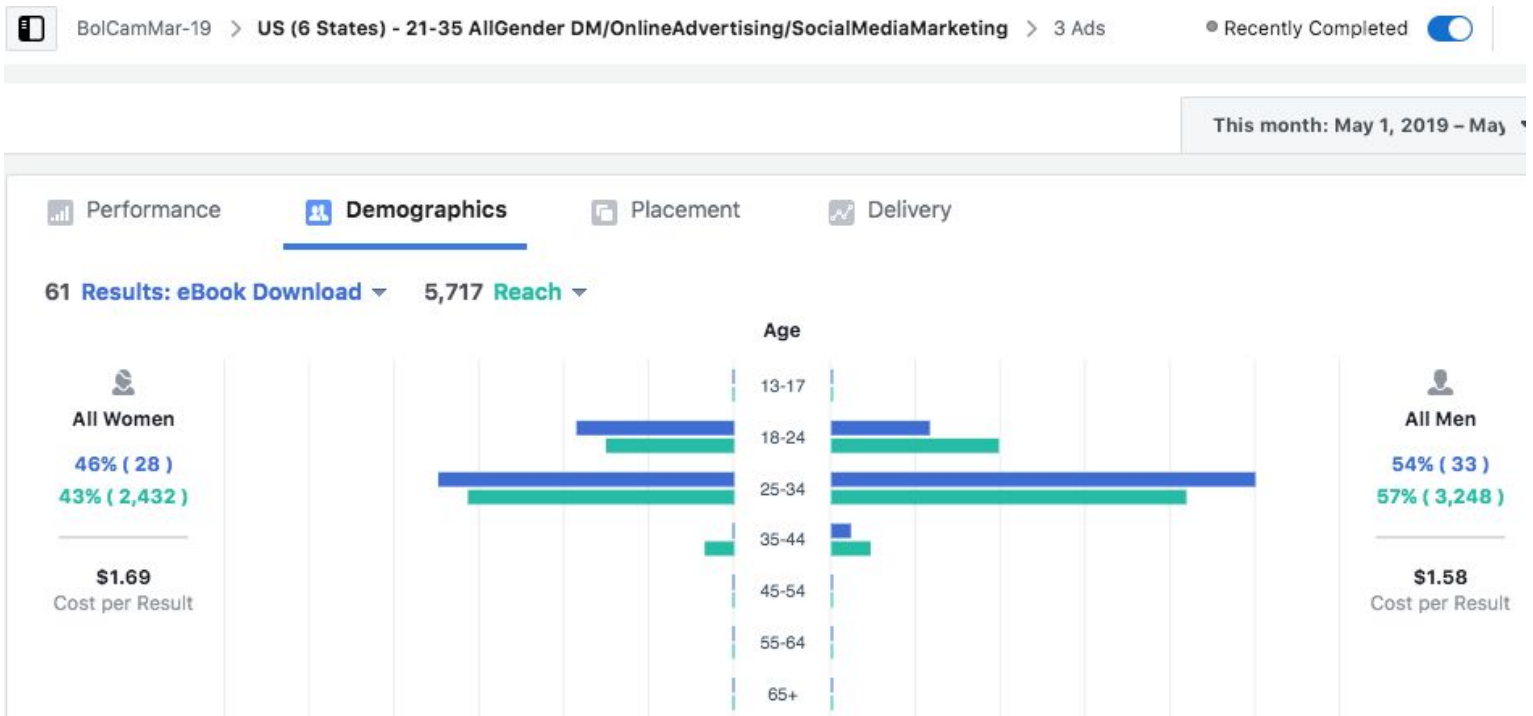
Campaign	Results	Reach	Cost	Amount Spent
Ad One	2	249	\$ 1.79	\$3.58
Ad Two	0	326	0	\$4.96
Ad Three	59	5367	\$ 1.55	\$91.46
Overall	61	5717	\$ 1.64	\$100.00

# Campaign Results: Performance





# Campaign Results: Demographics



# Campaign Results: Placement



# Ad Set Data: Performance

Account Overview

Campaigns

Ad Sets

1 selected

Ads for 1 Ad Set

+ Create

Duplicate




Edit

Preview

Rules

View Setup

Columns: Performance

	Ad Name	Delivery	Ad Set Name	Cost and ROAS Controls	Budget	Last Significant Edit	Results	Reac	Impre	Cost per Result	Qu Ran	Engagement Rate Ranking	Conversion Rate Ranking	Amour Sper	Ends	Link Clicks
	 So...	Not Delivering Ad Set Completed	US (6 States) ... 0 active ads	Lowest cost Conversions	Using campaig...	May 14, 2019, 8 days ago	59 eBook Download	5,367	7,037	\$1.55 Per eBook Downl...	A...	Below average Bottom 35% of ads	Above average	\$91.46	May 16, 2019	72
	 So...	Not Delivering Ad Set Completed	US (6 States) ... 0 active ads	Lowest cost Conversions	Using campaig...	May 14, 2019, 8 days ago	2 eBook Download	249	271	\$1.79 Per eBook Downl...	—	—	—	\$3.58	May 16, 2019	1
	 So...	Inactive	US (6 States) ... 0 active ads	Lowest cost Conversions	Using campaig...	May 14, 2019, 8 days ago	— eBook Download	326	333	— Per eBook Downl...	—	—	—	\$4.96	May 16, 2019	2
Results 1						—	61 eBook Download	5,717 Peo...	7,641 Total	\$1.64 Per eBook Downl...				\$10... Total ...		75 Total

# Ad Set Data: Delivery

Account Overview

Campaigns

Ad Sets

1 selected

Ads for 1 Ad Set




+ Create

Duplicate

Edit

Preview

Rules

		Ad Name		Delivery	Reach	Frequency	Cost per 1,000 People	Impressions	CPM (Cost per 1,000 Impressions)
		 SocMedAdver ebook - Conversions - Image 3		● Not Delivering Ad Set Completed	5,367	1.31	\$17.04	7,037	\$13.00
		 SocMedAdver ebook - Conversions - Image 1		● Not Delivering Ad Set Completed	249	1.09	\$14.38	271	\$13.21
		 SocMedAdver ebook - Conversions - Image 2		● Inactive	326	1.02	\$15.21	333	\$14.89
▶ Results from 3 ads					5,717 People	1.34 Per Person	\$17.49 Per 1,00...	7,641 Total	\$13.09 Per 1,000 Impressions

# Ad Set Data: Engagement

Account Overview

Campaigns

Ad Sets

1 selected

Ads for 1 Ad Set




+ Create

Duplicate

Edit

Preview

Rules

		Ad Name		Delivery	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link)	Effect Share
		 SocMedAdver ebook - Conversions - Image 3		● Not Delivering Ad Set Complete	13	1	22	4	72	—	\$1.27	—
		 SocMedAdver ebook - Conversions - Image 1		● Not Delivering Ad Set Complete	1	—	—	1	1	—	\$3.58	—
		 SocMedAdver ebook - Conversions - Image 2		● Inactive	—	—	1	—	2	—	\$2.48	—
Results from 3 ads ⓘ					14 Total	1 Total	23 Total	5 Total	75 Total	— Total	\$1.33 Per Action	— Total

# Campaign Evaluation

1. I evaluated the success of my campaign, given my marketing objectives.

a. Best ad performed

The third ad has most reach and impressions and about 1.3% of people clicked on the link and 1% downloaded the ebook.

b. ROI was positive.

$(\$15 * \# \text{ of leads}) / \text{cost} = \text{ROI for DMND}$

$$\text{ROI} = (\$15 * 61) / \$100 = 9.15$$

I managed to get nine times the investment made in the campaign.

I achieved both objectives, capture the information of 7 or more potential clients of the DMND program (69) and with a positive ROI.

# Campaign Evaluation: Recommendations

- I would I try another locations like India, England, Japan or,
- I would performing A/B testing to improve the ads by simply doing a adjustment to the picture or text, etc.