

Portfolio



BOLENA CAMPO



1. Customer Journey Based Marketing Plan

What: your offer

Who: your customers

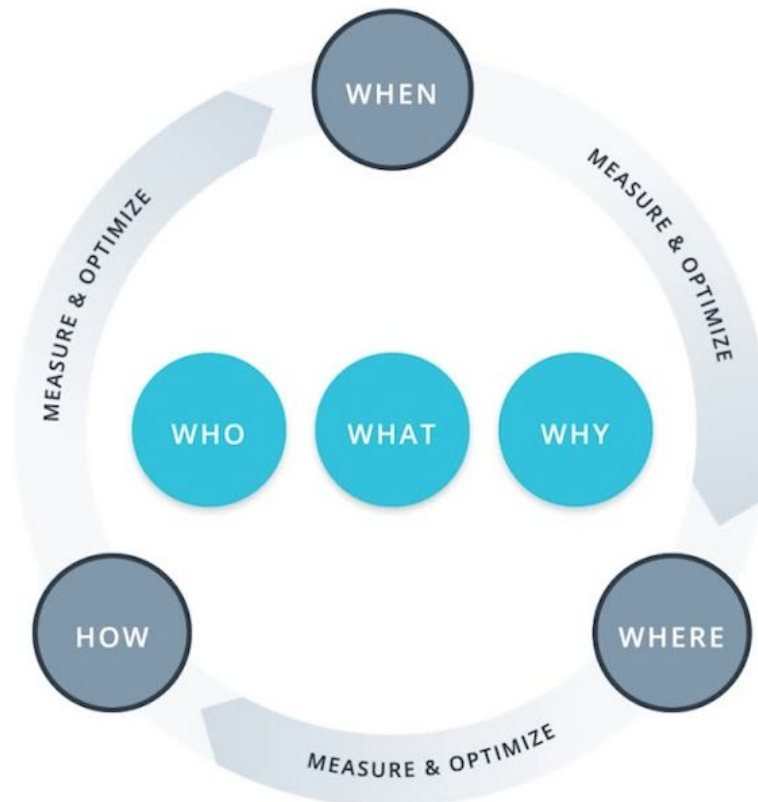
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



What: Your Offer

Digital Marketing Nanodegree Program

I Created a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

Budget: USD 50,000

Profit: For the purpose of this assignment, the cost of the Nanodegree is USD 999, assume a profit margin of 30%, meaning that Udacity makes USD 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:

DMND

Increase in 200 new students of Udacity Digital Marketing Nanodegree, through a multi-channel campaign of USD 50,000 in a quarter.



Who Are Our Customers?

What: your offer

Who: your customers

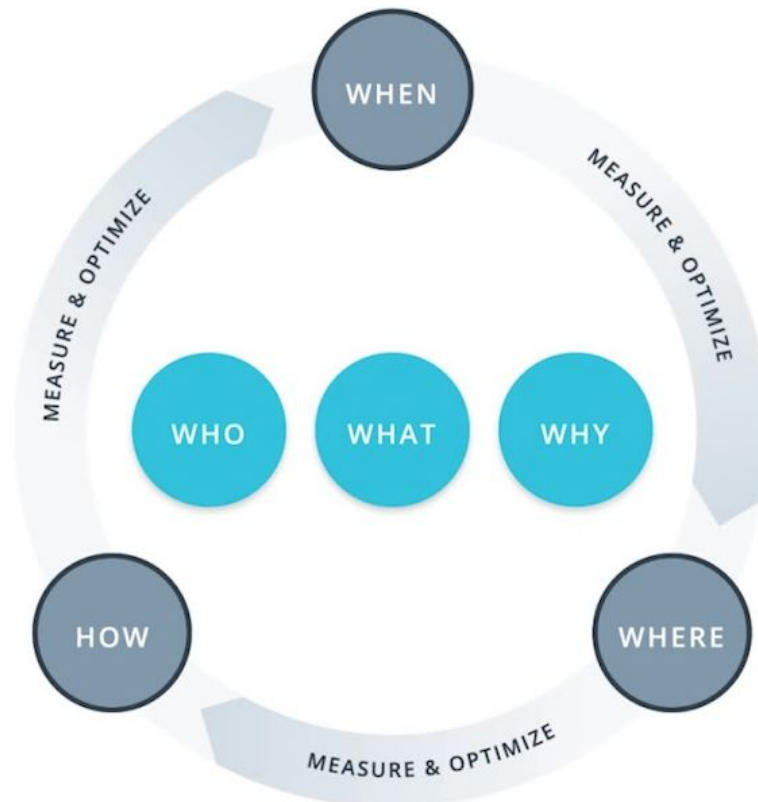
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Target Persona

Background and Demographics	Target Persona Name	Needs
<ol style="list-style-type: none"> 1. Live in USA. 2. 26 years old, female. 3. childless, roommate, single. 4. Bachelor of Business Management degree 5. Household income of USD 11K 6. Long term employee at a Company. 	<p>Laura Vergara</p> 	<ol style="list-style-type: none"> 1. An accessible way to continue her education. 2. Strengthen digital marketing skills . 3. To be able to run some of her own marketing campaigns. 4. Improve her professional profile. 5. social and labor recognition.
Hobbies	Goals	Barriers
<ol style="list-style-type: none"> 1. Reading. 2. Art. 3. Nature and outdoor sports. 4. Self-learning. 5. share productive time with colleagues and friends. 	<ol style="list-style-type: none"> 1. Improve their position at work this year. 2. Build a business with own online sales. 3. Increase the annual income. 4. Learn creative and technical skills what a marketer digital requires. 5. generate social impact. 	<ol style="list-style-type: none"> 1. Too many incomplete marketing courses. 2. Limited resources for education 3. Low availability for on-site education. 4. Lack of understanding of the digital marketing landscape.

What: your offer

Who: your customers

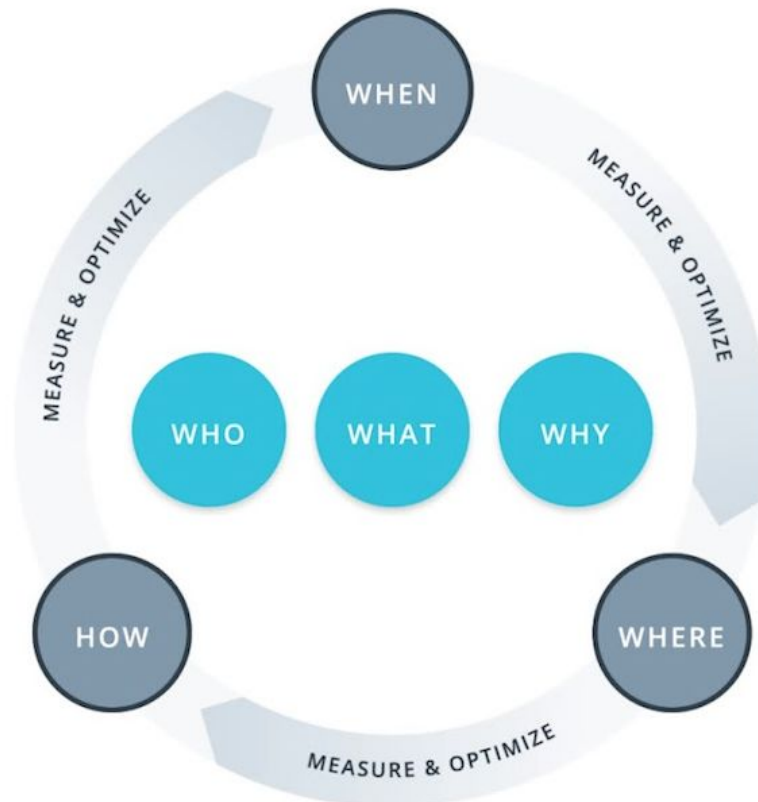
When: your customer's journey

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	<p>Describe the product</p> <p>Describe what it can do for your target persona</p>	<p>Key product benefits</p> <p>Key product differentiators</p>	<p>Key product benefits</p> <p>Reason to enroll now / promotions</p>	<p>Implicit smooth path to purchase</p> <p>Thank you Reinforce ment of DMND benefits</p>	<p>News about Purchased DMND Course</p> <p>Info about other courses offered</p>
Channel	<p>Content marketing (e.g., blog)</p> <p>Informative landing page</p> <p>Display and video ads</p> <p>Social media Display and video ads</p>	<p>Search</p> <p>Social media advertising</p> <p>Organic Social Media</p> <p>Re-targeted display and video ads (opportunity to generate leads)</p>	<p>Search</p> <p>Re-targeted ads (display, social and video)</p> <p>Organic Social Media.</p> <p>E-mail</p>	<p>Email</p> <p>Organic Social Media</p>	<p>Email</p> <p>Organic Social Media.</p>



2. Budget Allocation

—

DMND

**Budget Allocation
(US Dollar)**

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$9,000	\$1.25	7,200	0.05%	4
AdWords Search	\$700	\$1.40	500	0.05%	0
Display	\$100	\$5.00	20	0.05%	0
Video	\$200	\$3.50	57	0.05%	0
Total Spend	\$10,000	Total # Visitors	7,777	Number of new Students	4

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$12,300	\$0.50	24,600	0.1%	25
AdWords Search	\$2,000	\$1.50	1,333	0.1%	1
Display	\$500	\$3.00	167	0.1%	0
Video	\$200	\$2.75	73	0.1%	0
Total Spend	\$15,000	Total # Visitors	26,173	Number of new Students	26

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$22,000	\$0.30	73,333	0.3%	220
AdWords Search	\$2,000	\$1.50	1,333	0.3%	4
Display	\$200	\$3.00	67	0.3%	0
Video	\$800	\$2.75	291	0.3%	1
Total Spend	\$25,000	Total # Visitors	75,024	Number of new Students	225

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Aware-ness	\$10,000	7,777	4	\$299	\$1,162.68	-\$8,837
Interest	\$15,000	26,173	26	\$299	\$7,825.65	-\$7,174
Desire	\$25,000	75,024	225	\$299	\$67,296.75	\$42,297
Total	\$50,000	108,974	255		\$76,285	\$26,285

Additional Channels or Recommendations:

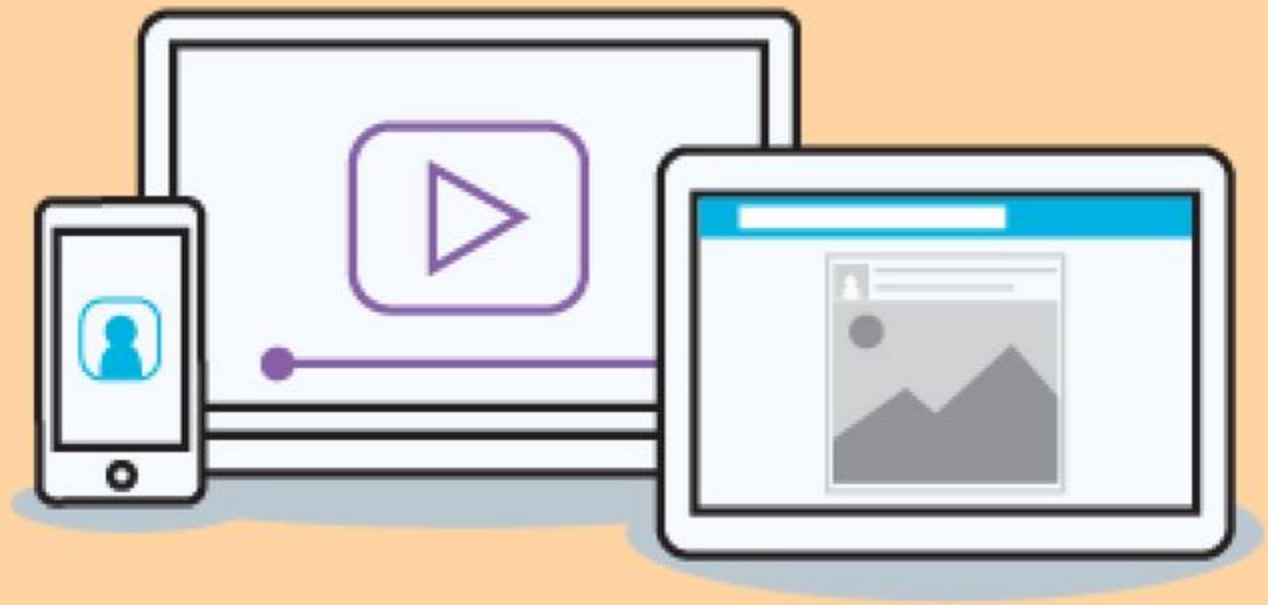
- Do mini experiments to know the numbers that allow you to refine the campaign and allocate resources better.
- Improve the quality of the awareness stage content to increase visits.
- Offer something valuable in exchange for personal information at the stage of interest, in order to create an email list that serves as the basis for the email campaign at the stage of desire.
- Create an email campaign in desire fase in order to increase the total ROI.



3. Showcase Work

SOCIAL MEDIA MARKETING PROJECT USING A CONTENT STRATEGY

Market my Content



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I wrote content defined by:

Purpose: To get people to DMND page through different channels on social media.

Format: Blog, Facebook post, Instagram post, taking into account my buyer persona and their media habits.

Topic: Why digital education and DMND? taking into account my customers and where are they in the buyer's journey (awareness). On the other hand I identified this topic through a keyword research . I wanted to solve a problem with educational content.

I planned create hub content because:

- The Hero content was already made by content creators of the DMND website.
- Is the content that I 'push' out there because I believe it could be of interest to my customers. I want this content to be engaging and helpful for my customers

I leveraged content through social media distribution

Because I created the right content but I need put it in front the right person at the right time and then attract visitors to the DMND site. Social media is a great tool to use when promoting content.

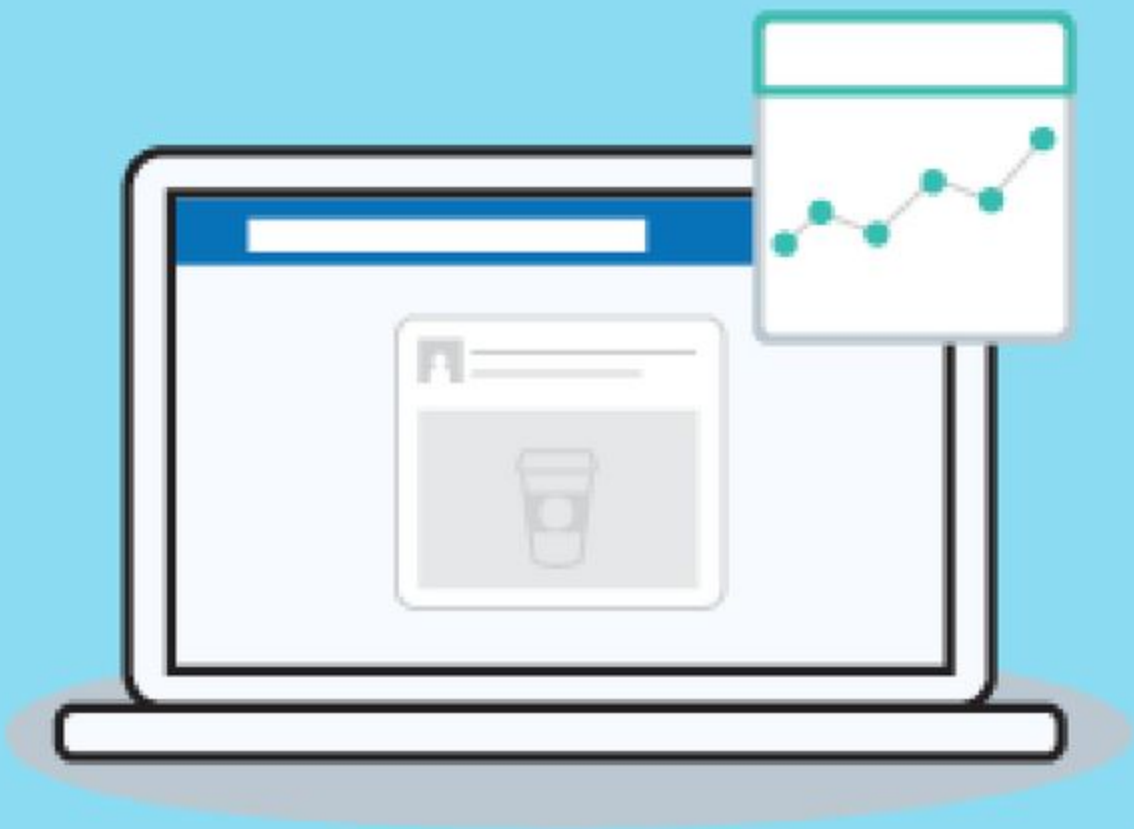
Social Media Channels:

I chose these social media channels thinking about the buyer person and where they might be spending their time.

The landing page built has informative and complete content about the promoted program, a defined offer and two clear CTAs.

SOCIAL MEDIA ADVERTISING PROJECT

Run a Facebook Campaign



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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

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.

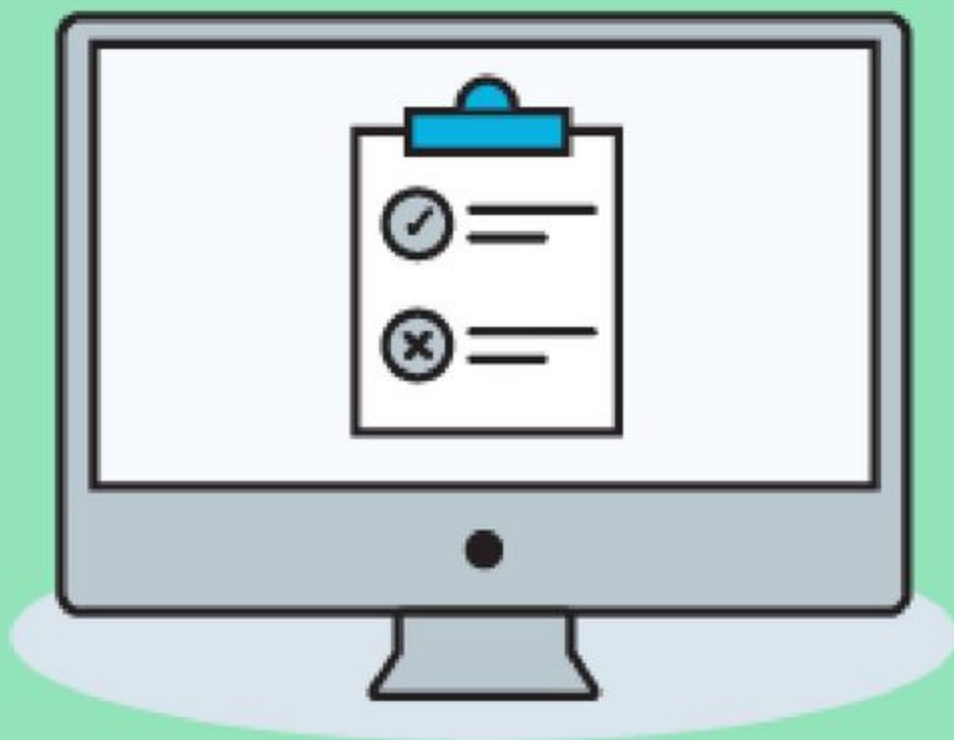
I achieved both objectives, capture the information of 7 or more potential clients of the DMND program (69) and with a positive ROI.

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.

SEO PROJECT

Conduct an SEO Audit



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- I audited a website and recommended actions to optimize the ranking in search engine results.

In the On site SEO audit I used Moz Keyword Explorer tool, I identify the Keywords we might target to drive users to this page.

I made a Technical Audit: Metadata to the DMND program website.

I suggested topics to create relevant content.

In the Off-Site SEO i used the Moz OpenSite Explorer tool performed a backlink audit on the dmnd.udacity.com.

Using the SEMRush tool and research, I strategized a link-building campaign.

- I also tested the performance with tools as:

Pingler

Google Page Speed

Think with Google tool

- I recommended target keywords, evaluated the design and the UX of the site, and suggested improvements.

Recommendations

Based on on-site, off site SEO analysis and the performance testing on <https://dmnd.udacity.com/>, several issues are found and the recommendations are as follows:

1. **The keywords used at this time have not been updated in relation to the potential metric.** The keywords found should be used frequently in the content of the page. Create good, clear and relevant content around the keywords found, the customer person and the marketing objectives. See the section Suggested blog topics.
2. **The title Tag is not optimized for search engine.** I recommend using as many words as possible descriptively. See the section "Technical Audit: Metadata / Review / Meta-description". In this way, we can help the web crawler to better understand the content of the site with high potential words.
3. **The website doesn't have meta description.** I recommend using as many keywords as possible descriptively. Please refer to the section of "Technical Audit: Metadata/ Revision/ Meta-Description". This way we can to help to the web crawler to understand better the site content.

4. **The website doesn't have Alt tags.** I recommend to eliminate unnecessary alt tags and describe each of the remaining ones. Please refer to the section of "Technical Audit: Metadata/ Revision/ alt tags".
5. **The website is not indexed yet.** This page does not exist for Google because the Bot can not read all the content, according to the page's Upload Report, which may affect the way Google sees and understands the page. So I recommend in addition to the points above:
 - Authorize the tracking of bots in order to avoid blockages to the search engine robot.
 - following the link-building strategy to ensure traffic to the pages now reformed with the chosen keywords. adding incoming and outgoing links with websites that have both high traffic and high authority, such as those suggested on the Off-site SEO section.
6. **The Page Speed is low is low both on the website and in the mobile test.** We need to work on the suggestions below which Google showed in its report:
 - Remove resources that block processing
 - Encode images efficiently
 - Enables text compression
 - Show static elements with a cache policy
 - efficient
 - Make sure that the text remains visible during the
 - load of the website source

- Reduce JavaScript runtime
- Postpone loading images off the screen
- Postpone unused CSS resources
- Avoid huge payloads in the network
- Save images in latest generation formats

SEARCH ENGINE MARKETING PROJECT

Run an AdWords Campaign



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Using the Google Ads platform:

I created, executed and monitored a search engine marketing campaign on the AdWords platform for a B2C product. I tested, controlled and optimized the results while the campaign was active, to get the best ROI possible.

In order to increase enrollment of the Udacity Artificial Intelligence program in India, I created a campaign with ad groups segmented by the customer's travel stage.

1. Approach Description

Approach Description Course to Market: Intro to Artificial Intelligence

Country: India

I decided to create two ad groups, one targeting the Awareness marketing lifecycle stage, the other targeting the Interest stage. For the Awareness campaign, I wanted to broadly target individuals with a curiosity about AI. Keywords emphasized topics such as “why should”, “**start learning**”, “**course in India**” as they relate to AI. The copy highlighted the 'free' aspect of the course and that it's easy to give it a try.

For the Interest campaign, I targeted individuals who already have a technology background and want to tap into the high-demand for AI professionals. Keywords emphasized topics such as “fundamentals”, “learn”, “job” as they relate to AI. The copy highlighted the huge demand for AI programmers

Key Campaign Results (Campaign & Ad Groups)

I present the results of my campaign and ad groups in the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
<i>Professional-Awareness</i>	3,00 US\$	193	15	7,77 %	2,05 US\$	2,00	13,33 %	15,35 US\$	30,69 US\$
<i>Enthusiast-Desire</i>	3,00 US\$	82	10	12,20 %	2,12 US\$	1,50	15,00 %	14,11 US\$	21,16 US\$
Total		275	25	9,09 %	2,07 US\$	3,50	14,00 %	14,81 US\$	51,85 US\$

Key Campaign Results

(Ads)

I present the results of my ads in the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	13	9,22 %	2,28 US\$	2,00	15,38 %	14,79 US\$
Ad Group 1, Ad 2	2	3,85 %	0,56 US\$	0,00	0,00 %	0,00 US\$
Ad Group 2, Ad 1	8	10,39 %	2,24 US\$	1,50	18,75 %	17,90 US\$
Ad Group 2, Ad 2	2	40,00 %	1,63 US\$	0,00	0,00 %	3,26 US\$

Key Campaign Results

(Keywords)

I present the three keywords I consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
"AI courses"	47	9,09 %	1,42 US\$	1	20,00 %	7,11 US\$
"machine learning course"	5	5,88 %	2,55 US\$	0,00	0,00 %	0,00
"Artificial Intelligence course"	4	9,76 %	0,50	0,50	12,50 %	18,50 US\$

Campaign Evaluation

- The main objective is to obtain 5 course records. However, it took another conversion to reach my goal.
- The ROI (4 conversions * \$ 60 of profit- \$ 51.85 US \$ amount spent) = \$ 188.15: since the cost is less than the profit, the ROI is positive.
- The conversion rate of the better performing ad group is about 18.15%, which is 1.8 times my expectation of 10%.
- The average cost per click was \$ 2.07, lower than Max.CPC bid of \$ 3.
- Both ad groups performed similarly:
 - Each one got 2 conversions
 - The CPC rank was between \$ 2.05 (professional) and \$ 2.12 (desire)
 - The range of Clicks was between 10 (desire) and 15 (professional).

- However, the second announcement (desire) was more effective since:
 - It clicks were 12% of the impressions (CTR), while for the first one (professional) they were 7%.
 - The announcement with the best CTR (40%) was: *"Be a qualified professional-AI | Learn with experts / free / online | The AI power can be ..."*, which belongs to the second group as well.
 - The keyword with more clicks (Artificial Intelligence course") belongs to the same ad group and contributed to a conversion. However, It was expensive \$ 9.25 for 4 clicks. This may be because the keyword is a headtail keyword and the daily budget limit of ad group was \$ 10, which consumed most of the budget limiting the other ads for that day. In other words, avoiding more impressions and therefore decreasing the probability of clicks and conversions
 - The cost was lower and obtained the same amount of conversions.

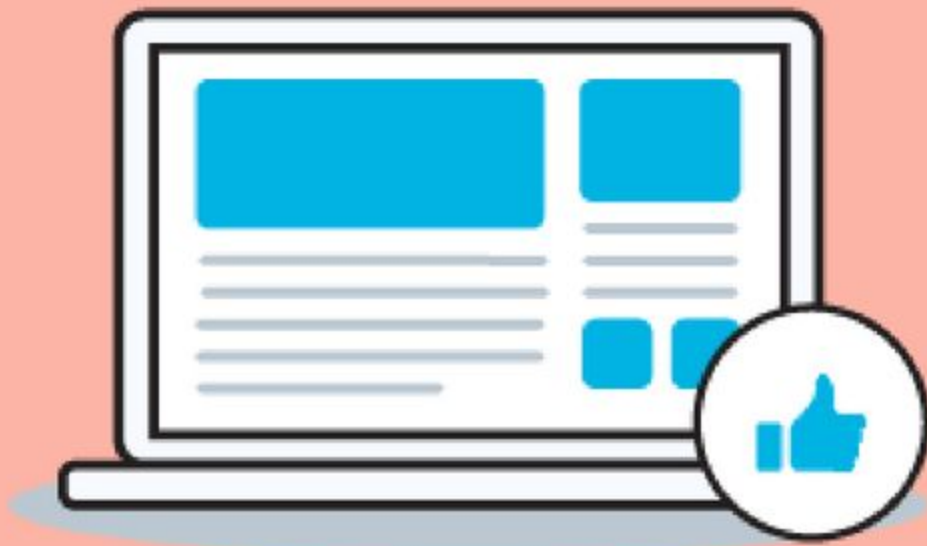
- Keywords are subject to higher competition in AdWords are those of generic terms or head tail keywords. In this campaign were the following: *"Image processing and computer vision", "Artificial Intelligence course", "Learn Machine learning"*.
- Keywords performed best was: *"AI courses", "machine learning course", "Artificial Intelligence course"*, because all of them are relevant to the offer of the promoted course whereby I obtained some of the conversions.
- The result implies that people have a clear curiosity in what we offer, but not all of them have a high intention of taking the course.
- Finally, the use of Phrase match in all keywords might be another cause of the low conversion rate.

Recommendations for future campaigns

- Focus on both Ad Groups, but in the ad of better performance of each one of them. I would take the keywords with better performance of the whole campaign to make refinement, new lists and then A / B test with the variable: headlines, the which should be built based on the new keywords.
- Refine my customer person
- Use a wider match type with that new list of long tail keywords.
- Work to increase the intention of the client through the customer journey, using as a basis the data collected in this campaign.

DISPLAY ADVERTISING PROJECT

Evaluate a Display Campaign



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Using Google AdWords

I evaluated the results of a graphic advertising campaign and created the presentation of the results for management, including: the orientation strategy, creatives used, campaign results and recommendations on how to improve it.

Results.

I calculated the ROI.

1. The campaign results are on the table below.
2. Key Results: The CPA took 75% of the profit for each new student; Only 0.0016% of clicks were conversions.
3. The overall ROI of the campaign was \$149.05 it was Positive.

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	0.002	2	\$224.48	\$149.05

Lessons learned to optimize this campaign.

My suggestions to improve this campaign, below.

Suggestion 1: Review the keyword lists to replace the text with long tail keywords (analyzing costs on keyword lists, to choose the most efficient) related to the affinity audience: their needs and expectations.

Suggestion 2: Change the image of the campaign for one that best represents typical Business Professionals, but in a more relaxed environment than that of an office. I suggest an A / B test.

Suggestion 3: Add a CTA with a clear message that invites to take action.

Results: I calculated the ROI

1. The campaign results are on the table below.
2. The overall ROI of the campaign was \$67.01 it was Positive.

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	0.60%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$232	0.002	1	\$232	\$67.01

Results: ROI

1. The campaign results are on the table below.
2. The overall ROI of the campaign was \$64.50 it was Positive.

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.002	1	\$234.50	\$64.50

Comparative analysis of campaign performance

Although the three campaigns had the same conversion rate and similar ctr, the difference was made by the number of impressions and clicks of the first campaign (less duplicating the others), which was the only one that obtained 2 new students unlike the campaigns 2 and 3 who obtained only one new student each.

Below are the summary figures:

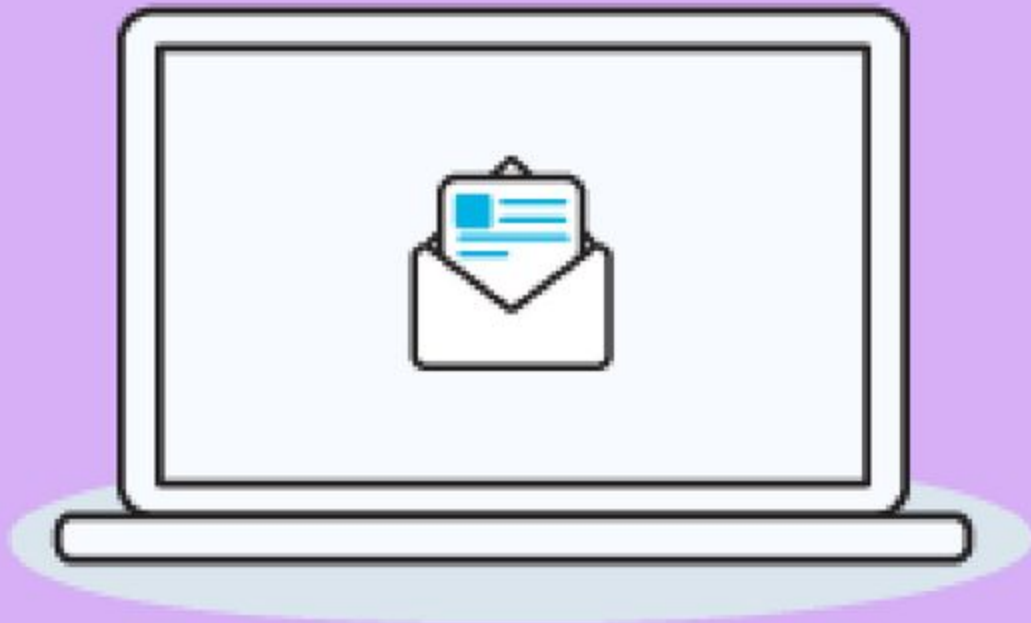
	CR	IMPRESSIONS	CLICKS	CTR	ROI
Campaign 1	0.002	200957	1243	0.62%	\$ 149.05
Campaign 2	0.002	67833	407	0.60%	\$ 67.01
Campaign 3	0.002	109994	670	0.61%	\$ 64.50

The first thing I can highlight about the campaign with the best performance is that it has a defined target audience: digital marketing enthusiasts, although in the execution of the campaign, the integration of another key feature failed: business professionals and reflected a wrong feature: students . This could generate great reach (for the wrong words contained in the ad) but as reflected in the conversions, it was ineffective.

The latter highlights the importance of defining a target audience and reflecting a message consistent and aligned with the marketing objectives, without this nothing else matters in the ad, because it will not be of interest to the public that the ad reaches.

EMAIL MARKETING PROJECT

Market with Email



Email Series

Email 1: Launch your career in a huge and growing industry

Email 2: Join our Digital Marketing Networking Session! Free desserts and coffees

Email 3: Enroll in the Digital Marketing Nanodegree!

Final Email

Launch Your Career In A Huge And Growing Industry The Best Online Practice DM Course By Experts

[Campaign Preview](#) [HTML Source](#) [Plain-Text Email](#) [Details](#)

[View this email in your browser](#)



<< Test First Name >><< Test Last Name >>, we invite you to become part of the educational community that is committed to the professional success of its students. Take the Udacity Digital Marketing Nano Degree, this is a \$ 70B industry whose year-to-year growth is 35%.

According to the GroupM in its report Updates 2019 Worldwide Advertising Forecast "Internet-related activity dominates the global advertising market, capturing 50 percent of global financial public spending in 2020, double its 25 percent share since 2014".

There are professionals who increasingly invest more in it, in full digital revolution, because it pays off. Train with the best and get all the opportunities that this field of work offers.

[ENROLL NOW!](#)



This program offers you the opportunity to master platform-specific skills valued by top employers, while at the same time establishing a broad-based understanding of the whole digital marketing ecosystem. After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.



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A/B Testing Email

Approach:

1. I Divided subscribers into two groups: group A (80%) and group B (20%)
2. I Divided group B into 4 subgroups to run A / B tests
3. I Tested A / B Subject Line in 2 subgroups, and CTA in the other 2 subgroups
4. I Applied the result of the A / B tests to group A.

A / B tests are very important because they can help us decide which alternative has better performance and obtain data to refine our campaigns. Doing them is a good practice because they can make a big difference. A / B tests are effective for marketers to get answers to their hypotheses, learn and achieve better results.

A/B TESTING		
Email	subject line	CTA
2	You can work in a \$ 70B growing industry.	GET COURSE!

Results Email #1

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

Results Continued Email #1

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3.33%	30

After a person unsubscribes, I should remove it from the mail list and stop sending emails due to CAN-SPAM politics. You also have to analyze the reason for it to be unsubscribed.

Final Recommendations

- Use keywords in the subject line and preview text, to increase the open rate.
- Remove those who canceled the subscription from our mailing list.
- Send thank you mail to those who canceled the subscription (1.33% in this case), leaving the invitation for the future through a link to the web page.
- vary the sending of promotional emails, for enriching content for the user with a CTA and thus improve the relationship with the client.
- I will perform A / B tests on small samples each time based on aspects like: Visual design, copy, CTA, Subject Line.

