

Portfolio



BOLENA CAMPO



1. Customer Journey Based Marketing Plan

What: your offer

Who: your customers

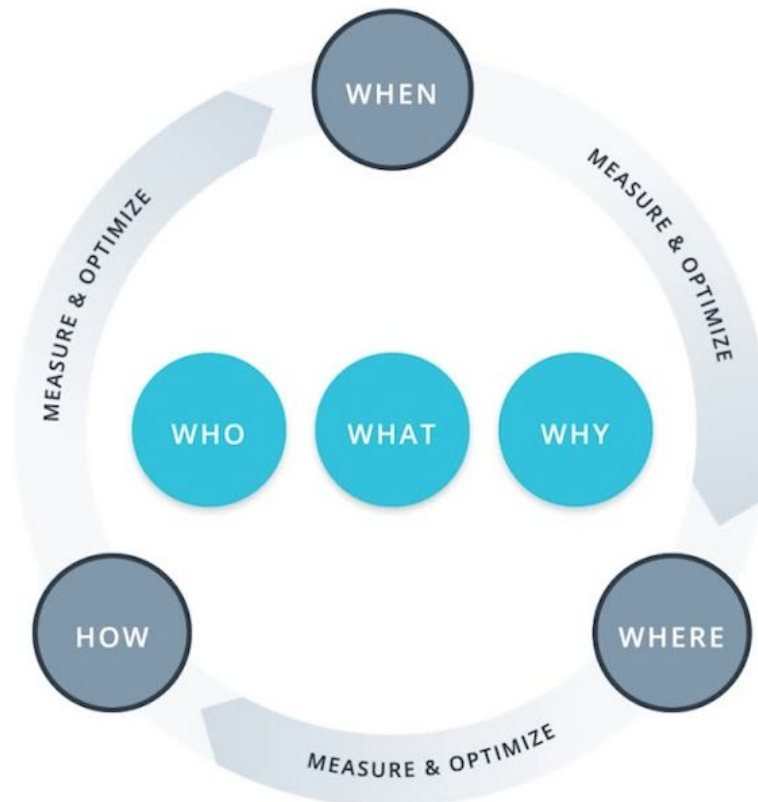
When: your customer's journey

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

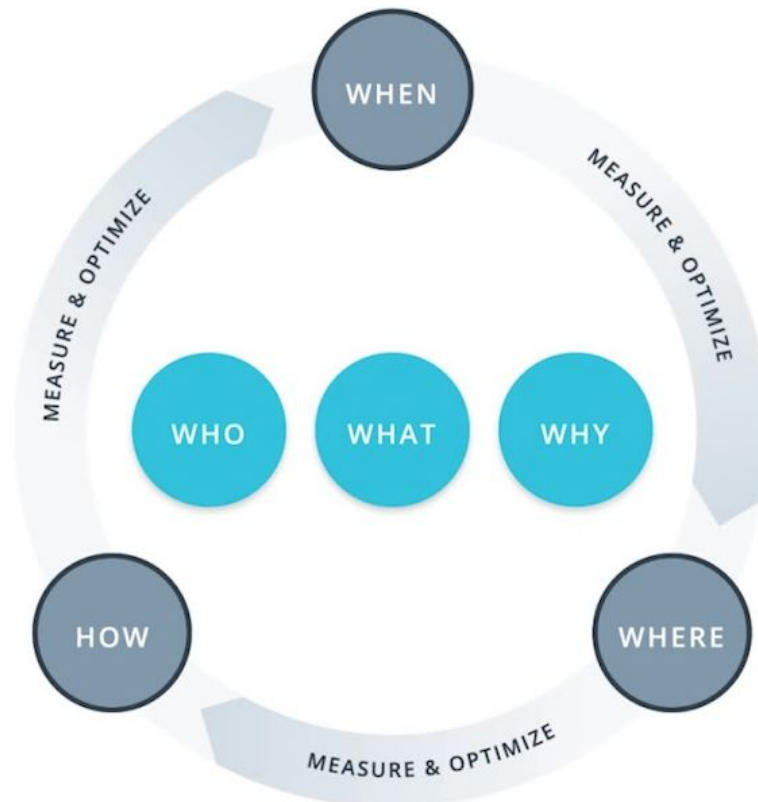
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Target Persona

Background and Demographics	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 degree5. Household income of USD 11K6. 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 education3. Low availability for on-site education.4. Lack of understanding of the digital marketing landscape.

What: your offer

Who: your customers

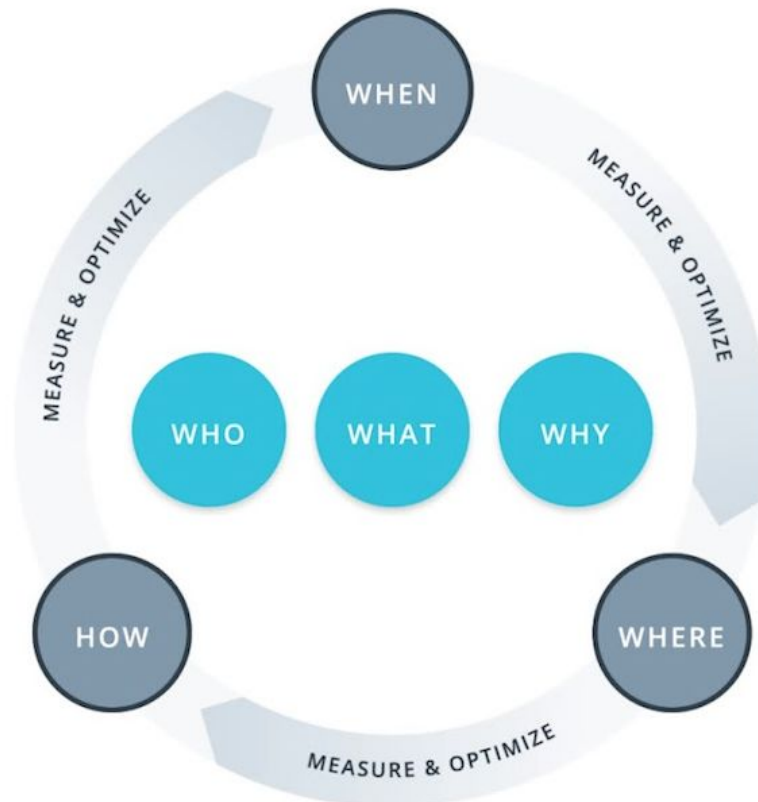
When: your customer's journey

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:

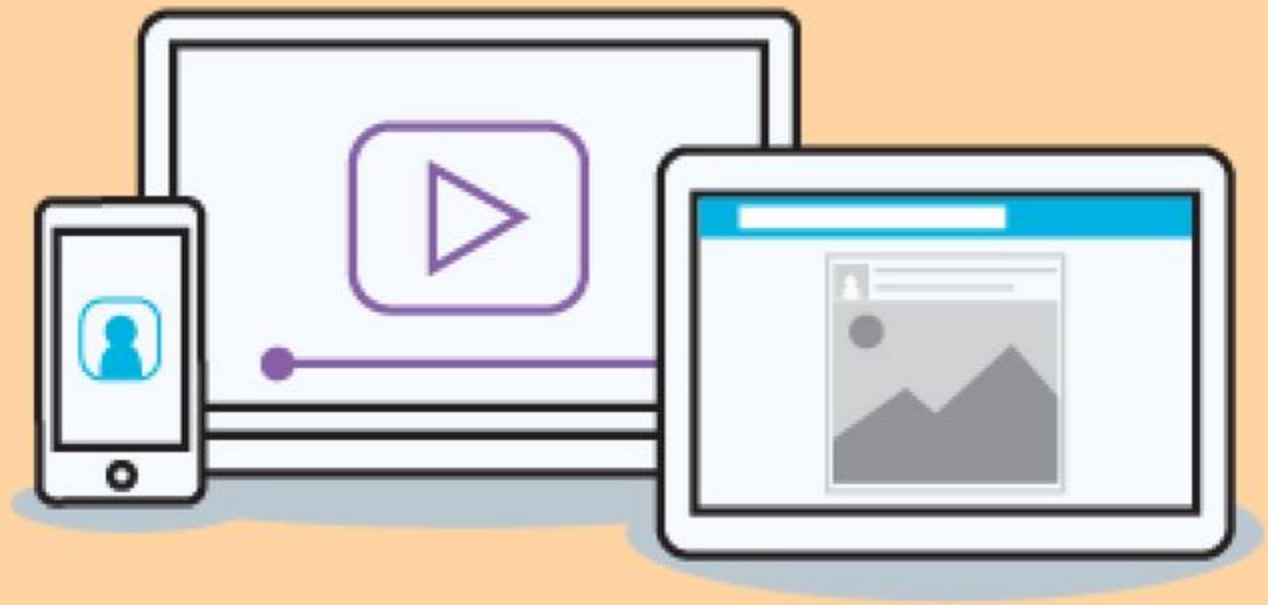
- Do mini experiments to know the numbers that allow you to refine the campaign and allocate resources better.
- Improve the quality of the awareness stage content to increase visits.
- Offer something valuable in exchange for personal information at the stage of interest, in order to create an email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

DMND landing page

NANODEGREE PROGRAM

Become a Digital Marketer

Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.

[DOWNLOAD SYLLABUS](#) [ENROLL NOW](#)

07
DAYS

01
HRS

06
MIN

20
SEC



ESTIMATED TIME

3 Months

At 10 hrs/week

ENROLL BY

December 24, 2019

Get access to classroom
immediately on enrollment

PREREQUISITES

**No Experience
Required**

IN COLLABORATION WITH

facebook
blueprint

Google

 Hootsuite

HubSpot

MailChimp

MOZ

I wrote a blog post following the Pixar narrative framework to promote the DMND.

Please visit the link to view the full post. <http://bit.ly/MedDMND>

This is why I decided to start a career in Digital Marketing and how I discovered the power of online education.



Bolena Campo
Apr 2 · 2 min read

World Bank warns about a “learning crisis” in global education and history of humanity has shown that acquiring new skills would improve your change in life. So I challenged myself to leave the confort zone.



Photo by Mantas Hesthaven on Unsplash

I chose three social media platforms to promote my blog

FACEBOOK: <http://bit.ly/FBDMND>

Facebook is the largest social network, it was named by all the respondents, it also offers the formats that most appeal to my target audience, and friendly tools.



Bolena Campo

3 de abril a las 19:07 · 🌐 ▼



Why digital education and DMND?

In the face of doubts about my professional career and with the certainty of going back to school, I began a long journey, get to know it!

<http://bit.ly/2FZdl6P>



5

1 vez compartido

INSTAGRAM: <http://bit.ly/InstDMND>

Instagram allowed me to categorize the content through the Hashtags, so I can find and generate interest in a specific audience.



just_bolena

just_bolena 🍅 I decided to start a career in Digital Marketing ! With uncertainty about my professional future, I decided to take actions that took me to discover the powerful tool of online education, to undertake my vocational path: the digital marketing, and a exceptional program. Know my journey! 🔗: <http://bit.ly/2UjXOIQ> 🔍. (Photo by Mantas Hesthaven on Unsplash) #Imindmnd #onlineeducation



Les gusta a luisacampo3 y 13 personas más

HACE 3 DÍAS

LINKEDIN: <http://bit.ly/2UlguYA>

The perfect platform to show my new skills and find interested audiences as it also allows me to categorize my interests with hashtags.



Photo by mkhmarketing on Flickr

This is why I decided to start a career in Digital Marketing and how I discovered the power of online education.

Publicado el 3 de abril de 2019 [Editar artículo](#) | [Ver estadísticas](#)



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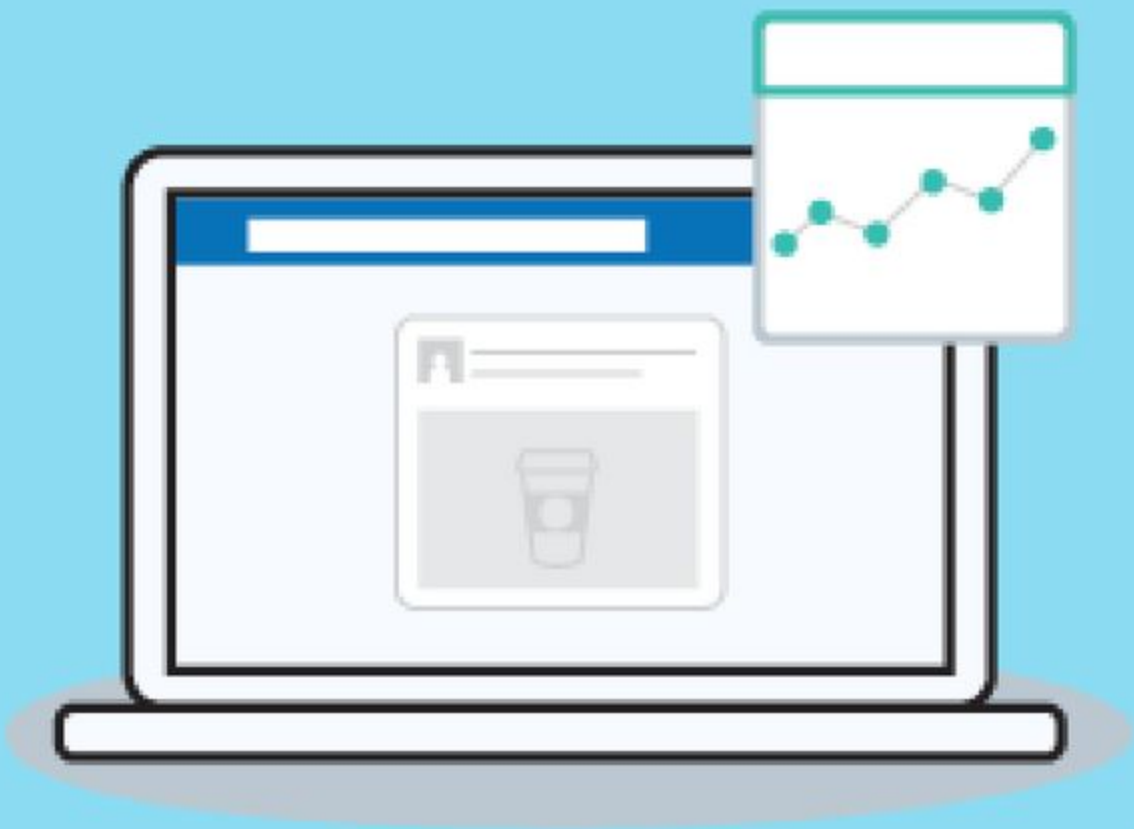
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1 artículo



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

Ad Images: Sample

Digital Marketing by Udacity Sponsored · 🌐

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



DMND.UDACITY.COM
Social Media Advertising
eBook easy & free!

DOWNLOAD



Marketing digital por Udacity Patrocinado · 🌐

¡Descarga tu e-book gratis ahora fácilmente! Aprende sobre publicidad en las principales plataformas sociales.




DMND.UDACITY.COM
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Social Media Advertising
eBook easy & free!

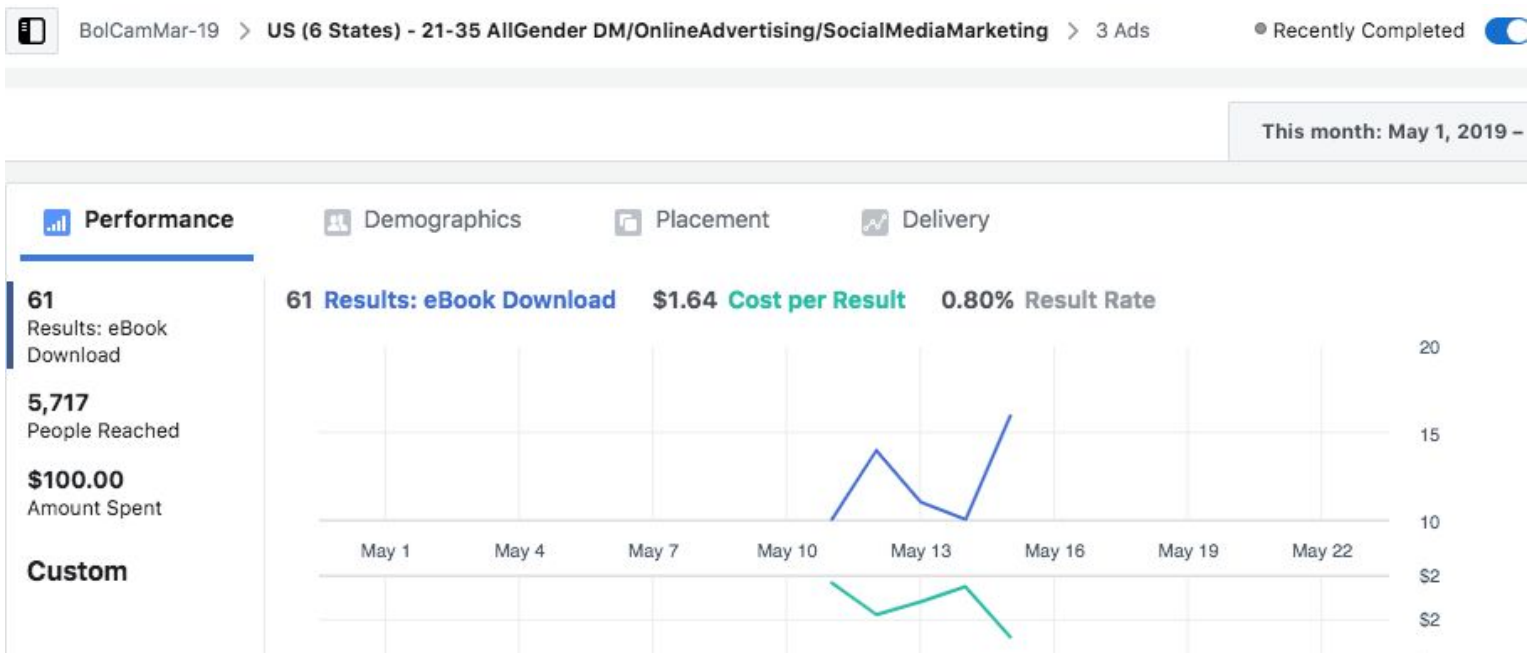
DOWNLOAD

Key Results

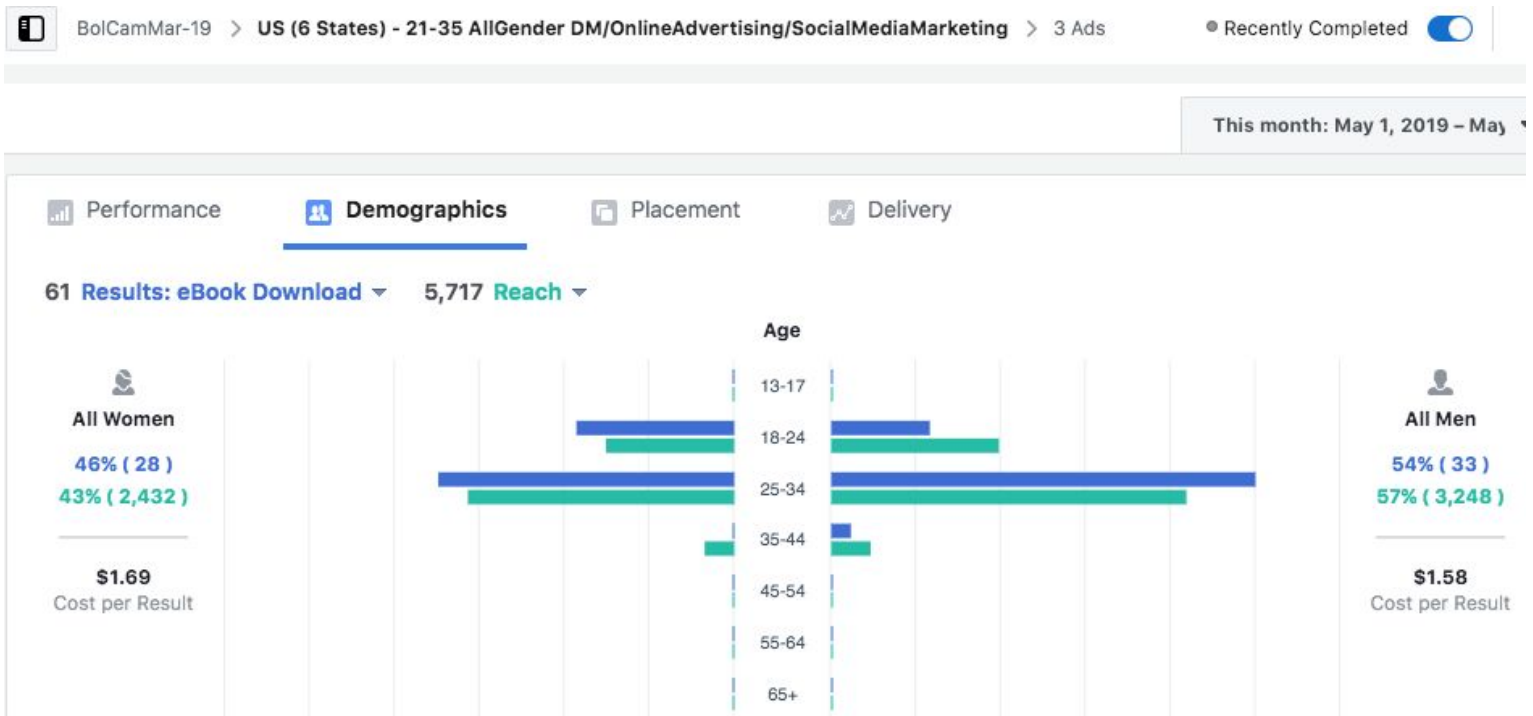
The most important metrics per ad:

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	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent	Ends	Link Clicks
	 So...	● Not Delivering Ad Set Completed	US (6 States) ... 0 active ads	Lowest cost Conversions	Using campaign...	May 14, 2019, 8 days ago	59 eBook Download	5,367	7,037	\$1.55 Per eBook Download	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 campaign...	May 14, 2019, 8 days ago	2 eBook Download	249	271	\$1.79 Per eBook Download	—	—	—	\$3.58	May 16, 2019	1
	 So...	▲ Inactive	US (6 States) ... 0 active ads	Lowest cost Conversions	Using campaign...	May 14, 2019, 8 days ago	— eBook Download	326	333	— Per eBook Download	—	—	—	\$4.96	May 16, 2019	2
Results 1							—	61 eBook Download	5,717 People	7,641 Total	\$1.64 Per eBook Download			\$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.

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.

Marketing Objective & KPI

Marketing Objective - Improve the organic traffic of the Udacity's Digital Marketing Nano Degree web page.

KPI - Number of organic visits in the month after the implementation of the suggested changes.

Keywords

1. Using Moz Keyword Explorer tool, I identified the Keywords we might target to drive users to this page. Using a mix of branded and non-branded Keywords.

	Head Keywords	Tail Keywords
1	digital marketing	digital marketing certificate
2	Marketing strategy	digital marketing strategy
3	marketing skills	digital marketing skills
4	marketing campaign	digital marketing campaign
5	udacity nanodegree	udacity digital marketing nanodegree

Technical Audit: Metadata

URL: https://dmnd.udacity.com/	
Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	Blank
Alt-Tag	Blank
Revision	
Title Tag	Udacity Digital Marketing Nanodegree certificate- Digital marketing skills (75/75 C)
Meta-Description	get a digital marketing certificate while learning: digital marketing strategies, digital marketing skills and running digital marketing campaigns from experts. (160/160 c)
Alt-Tag	Alt-Tag 1 "image not available" Alt-Tag 2 "Women and men converse in a working environment about Digital Marketing program of Udacity" Alt-Tag 3 "Udacity's school of business logo-in to Digital Marketing Nano Degree program" Alt-Tag 4 "DMND collaborators: Facebook, Google, Hootsuite, Hubspot, Mail Chimp, MOZ." Alt-Tag 5 "Udacity online platform. Digital Marketing Nanodegree video reproduced on a laptop " Alt-Tag 6 "Top expert teaching Digital Marketing through video in Udacity online platform" Alt-Tag 7 "image not available" Alt-Tag 8 "Udacity online platform. Digital Marketing Nanodegree video-lesson reproduced on a laptop " Alt-Tag 9 "image not available "

Suggested Blog Topic - 1

How to change your career to digital marketing

I would write a publication about the aspects to take into account to change any career in this field, addressing the importance of obtaining a **Digital Marketing certificate** from a recognized and reliable site that improves digital **marketing skills** and offers a comprehensive vision of the ecosystem. After that, I would make recommendations for sites that help at each critical point (like DMND Udacity's site).

I consider that this blog topic is a great option because it solves the questions that the potential clients have in the awareness stage, besides this contributes to build a relationship with them.

Page Index Using the Pingler tool

The DMND website has not been indexed by Google. Knowing the number of indexed pages is important to monitor the performance of SEO and make efforts to help the search engine to track, index and rank the pages not indexed and consequently, improve traffic to the site.

Google Indexed Pages Checker

Check how many pages Google has indexed for one website.

How do I use this tool? [\[+\]](#)

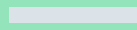
Enter Your URL

Continue >>

Google Indexed Pages Checker

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

On-Site SEO



Off-Site SEO

Technical Audit: Backlink Audit

Using the Moz OpenSite Explorer tool, I performed a backlink audit on the dmnd.udacity.com.

I listed three of the top backlink URLs that i discovered for the website. These backlinks should add value to the website and not be spam.

	Backlink	Domain Authority (DA)
1	http://www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&sa=D&sn=tz=1&usg=AFQjCNGdmrWTUY5b_qe3xle9-ddkB1YXqA	100
2	http://www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&sa=D&sn=tz=1&usg=AFQjCNGdmrWTUY5b_qe3xle9-ddkB1YXqA	100
3	http://blogs.msdn.microsoft.com/arsen/2018/05/17/certified-kubernetes-administrator-cka-cncf-exam-preparation-resources-that-i-found-useful/	100

Link-Building

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

I Identified three websites that I think would be relevant, high traffic sites that I would like to gain backlinks from to help drive traffic to dmnd.udacity.com.

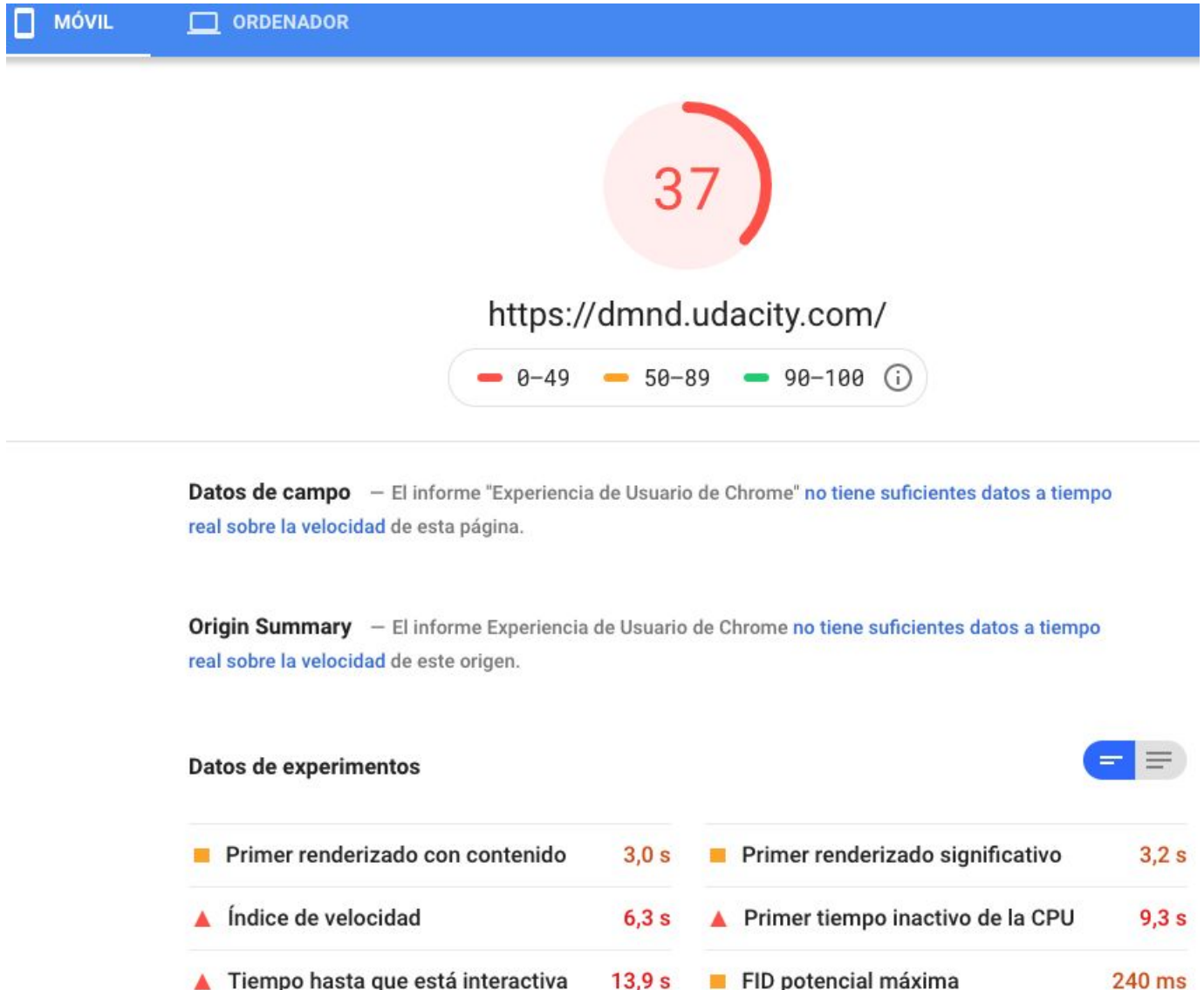
Site Name	Trabajar por el mundo org
Site URL	https://trabajarporelmundo.org/
Organic Search Traffic	37.5K
Site Name	careershifters
Site URL	https://www.careershifters.org/
Organic Search Traffic	18.5K
Site Name	McKinsey Global Institute
Site URL	https://www.mckinsey.com/mgi/overview
Organic Search Traffic	388K



Performance Testing

Page Speed using Google Page Speed

The evaluation of the speed of the page is important because it is a classification factor used for Google's algorithm in the search engine results. Therefore, increasing this factor improves the ranking potential and user experience.



Mobile-Friendly Evaluation

Using the Think with Google tool, I evaluated the speed of the dmnd.udacity.com website page. I have not seen any reports in this tool for Mobile-Friendly (the reports I learned in the classes about this tool were different). So I found a test for Mobile-Friendly on search.google.com and there I evaluated the dmnd.udacity.com website, but I can't get the numbers.

Los resultados de dmnd.udacity.com ⓘ

**La velocidad de esta página
es de 3.3 segundos en una
conexión 4G**

CALIFICACIÓN

Lento

Las páginas lentas comienzan a cargarse en más de 2.5 segundos.



Mobile-Friendly Evaluation

The results for the page are as follows:

"The page is optimized for mobile. It is easy to use this page on a mobile device. The page has been partially loaded. Unable to load all resources on the page, which may affect how Google sees and understands your page. It solves the availability problems that exist in the resources and that may affect how Google understands your page".

Mobile-Friendly evaluation is important because it is a classification factor used for Google's algorithm in the search engine results. Therefore, increasing this factor improves the ranking potential, user experience and the possibility of more people staying on the site if they access from the mobile.

The screenshot shows the Google Mobile-Friendly Test interface. At the top, the browser address bar displays the URL <https://dmnd.udacity.com/>. Below the address bar, the title "Prueba de optimización para móviles" is visible. The main content area is titled "Resultados de prueba" and features a green banner stating "La página está optimizada para móviles" (The page is optimized for mobile) with the subtext "Es fácil usar esta página en un dispositivo móvil" (It is easy to use this page on a mobile device). To the left of the main content, there is a sidebar with a warning icon and the text "Se han producido problemas al cargar la página" (There have been problems loading the page), followed by a link to "VER DETALLES". Below this, the sidebar lists "Recursos adicionales" (Additional resources) with three items: "Abrir el informe Usabilidad móvil del sitio web" (Open the mobile site usability report), "Más información acerca de las páginas optimizadas para móviles" (More information about mobile-optimized pages), and "Publica comentarios o preguntas en nuestro grupo de debate" (Post comments or questions in our discussion group). At the bottom of the sidebar, there are links for "Privacidad" (Privacy) and "Condiciones" (Terms). The main content area on the right shows a preview of the page rendered on a mobile device, with a "Página renderizada" (Page rendered) label and a "CAPTURA DE PANTALLA" (Screenshot) button. The preview shows a mobile-optimized version of the page with a header image, a "LEARN MORE" button, and a footer with logos for Facebook, Google, Hootsuite, HubSpot, MailChimp, and Moz.



Part 5

Recommendations

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



BOLENA CAMPO



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.



Campaign Approach

Description, Marketing
Objective, and KPI

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

2. Marketing Objective & KPI

1. **The marketing objective i do aim to achieve with my campaign** is to attract potential students to Udactiy's Artificial Intelligence free course. The main objective is to gain 5 enrollment with a maximum budget of USD 100 assigned and USD 10 daily budget over 5 days.
2. **Primary KPI to track in my campaign:**
The number of enrollment during the campaign span.



Target Audience

Empathy maps,

Customer

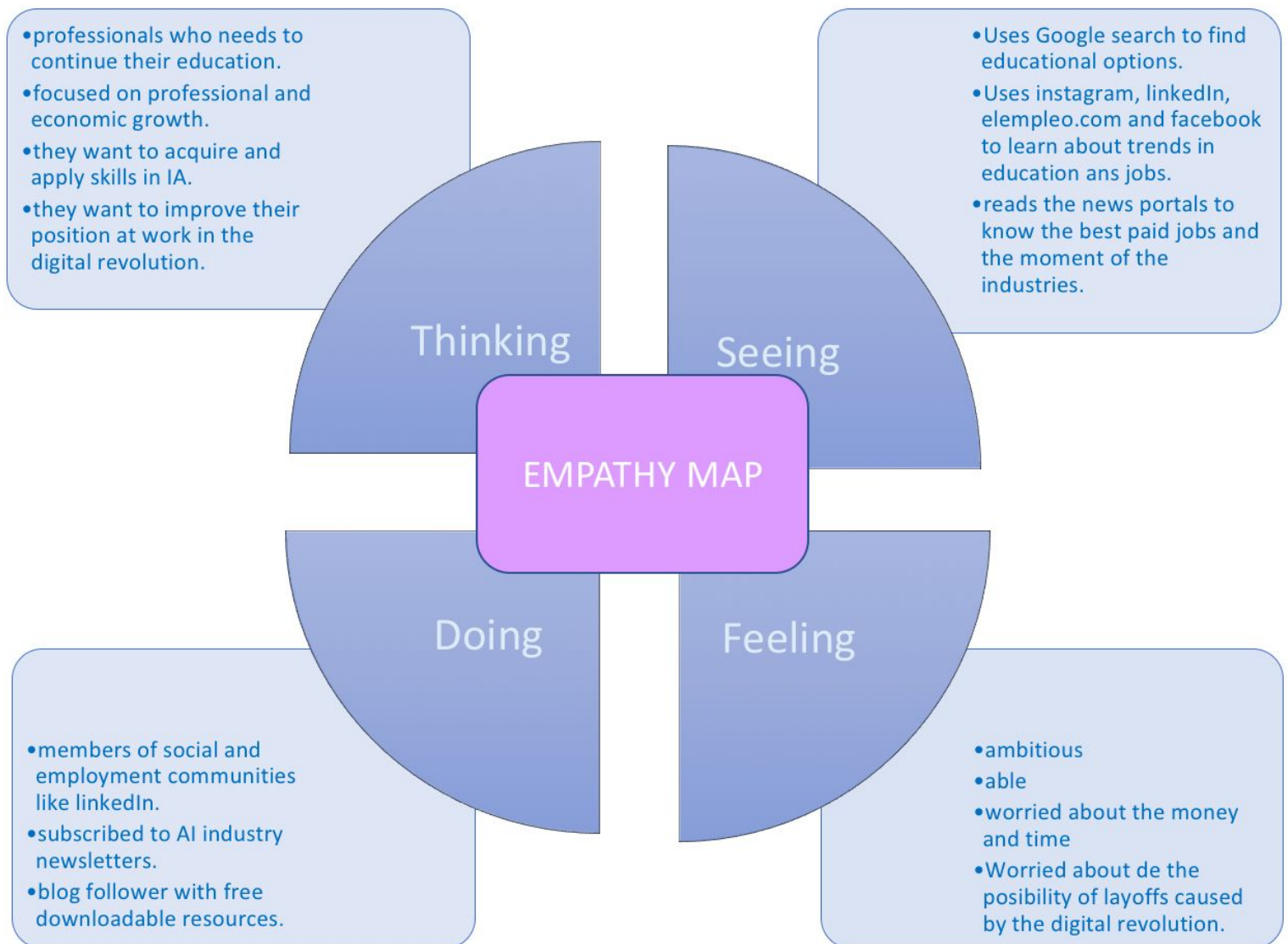
persona.Market

segmentation.

3. Empathy Maps

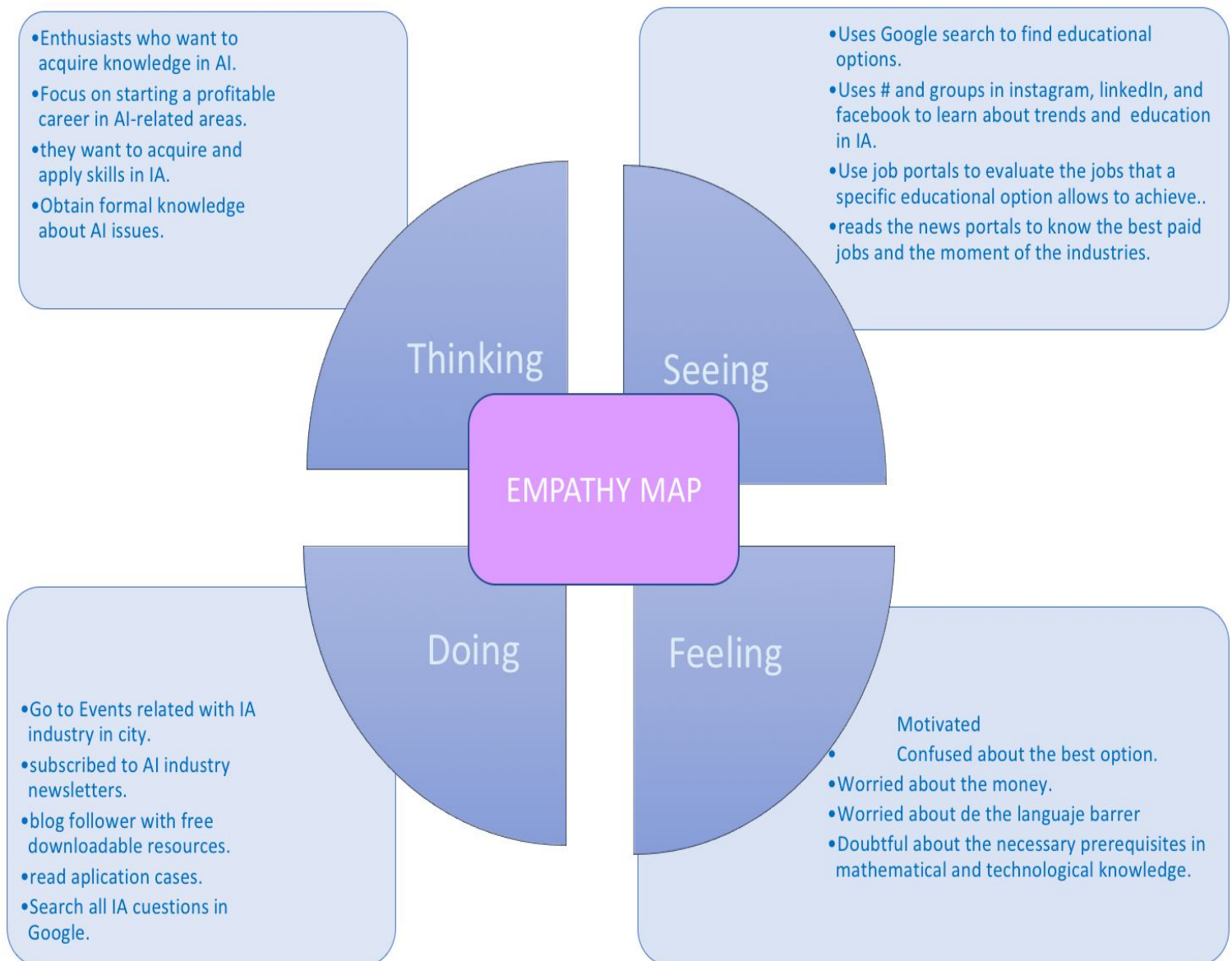
3.1. Group 1.

It consists of professionals who wish to integrate knowledge in AI to improve their possibilities of employment.



3.2 Group 2.

It consists of young people graduated from high school, AI enthusiasts and seek to understand the field and start their working life in it.



2. Customer persona

2.1 Group 1

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">1. 24 years old, Indian man.2. childless, single.3. Bachelor degree4. Household income of USD 11K5. Long term employee at a stable Company.	Aarav Acharya	<ul style="list-style-type: none">1. An accessible way to continue his education.2. Strengthen IA skills .3. To be able to develop some of his own projects.4. Improve her professional profile.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">1. Reading about tecnology.2. Watch Netflix.3. See utopical movies.4. self-learning.	<ul style="list-style-type: none">1. Change his position at work to the field of AI this year.2. Increase the annual income.3.Build a IA profesonal portfolio.	<ul style="list-style-type: none">1.Too many incomplete IA courses.2.Limited resources for education3.Low availability for on-site education.4.Lack of understanding of the digital IA landscape.

2.2 Group 2

Background and Demographics	Target Persona Name	Needs
<ol style="list-style-type: none">1. 18 years old, Indian man.2. childless, single.3. High school Degree4. Financial support from parents.5. Seasonal jobs.	Ranjit Kumar.	<ol style="list-style-type: none">1. An accessible way to continue his education.2. Strengthen IA skills .3. To be able to develop some of his own projects.4. Start a professional profile.
Hobbies	Goals	Barriers
<ol style="list-style-type: none">1. Technology reading2. Watch streaming platforms.3. Family time.4. Browse the web.5. interact social networks	<ol style="list-style-type: none">1. Obtain certificates in AI to start a career in this field.2. Build a IA profesional portfolio.3. Work to the field of AI this year.4. join an AI club5. Generate diferent income alternatives.	<ol style="list-style-type: none">1. Too many incomplete IA courses.2. Limited resources for education3. Low availability for on-site education.4. Lack of understanding of IA landscape.



User Intent

Previous Questions,
Keywords and
Customer Journey.

3. Previous Questions

Group 1

1- What do professionals need when they go to the search engine?

- Information to understand the concepts of AI
- Size the branches of the field and their applications.
- Learning stages
- Required capacities.
- Jobs and income in the sector.
- Labor demand projections.
- Measure if AI can replace Human Intelligence.

2- What exactly are they looking for?

- General definitions.
- Fields and themes that integrate AI.
- Learning and field of study
- AI subjects
- Pros and cons of AI.
- Presentation on artificial intelligence.
- AI and machine learning courses.
- Artificial intelligence jobs

3- *Do they know what content or product they are looking for?*

- Blogs publications by topics of interest in IA
- Social networks
- Market studies
- AI education platforms with availability and English language and Hindi
- Expert recommendations: blogs, interviews, videos.
- course and blog ratings.

4- Are they in the search stage?

Yes, they are in the awareness stage, because they have a educational need but don't know the basic concepts and the options.

3. Previous Questions

Group 2

1- What do young enthusiasts need when they go to the search engine?

- Information to understand specific concepts of AI
- AI applications.
- Comparison of learning stages
- prerequired knowledge.
- Jobs and income in the sector.
- Learn programming language.
- Formalize their previous knowledge.

2- *What exactly are they looking for?*

- Specific definitions.
- Fields and themes that integrate AI.
- Learning and field of study
- AI subjects
- Machine learning.
- Problems in IA.
- AI reinforcement learning.
- IA applications.
- Learn with google AI.
- AI and machine learning courses.
- Artificial intelligence jobs.
- Programming language.

3- *Do they know what content or product they are looking for?*

- Blogs publications by topics of interest in IA
- Social networks
- Market studies
- AI education platforms with availability and English language and Hindi
- Expert recommendations: blogs, interviews, videos.
- course and blog ratings.

4- Are they in the search stage?

Yes, they are in the stage of Desire, because they want a course of IA but they don't know which company.

4. Keywords and Customer Journey Stage.

- Professionals use general terms to refer to the needs of AI.
- Enthusiasts use more specific terms, I can note that this group has a primary knowledge about AI, and that the terms used were more technical and precise.

With this in mind, I decided to make two ad groups run by two different clients and their respective travel stages.

GROUP 1: **Professionals** in the **awareness** stage.

GROUP 2: **AI enthusiasts** at **desire** stage .

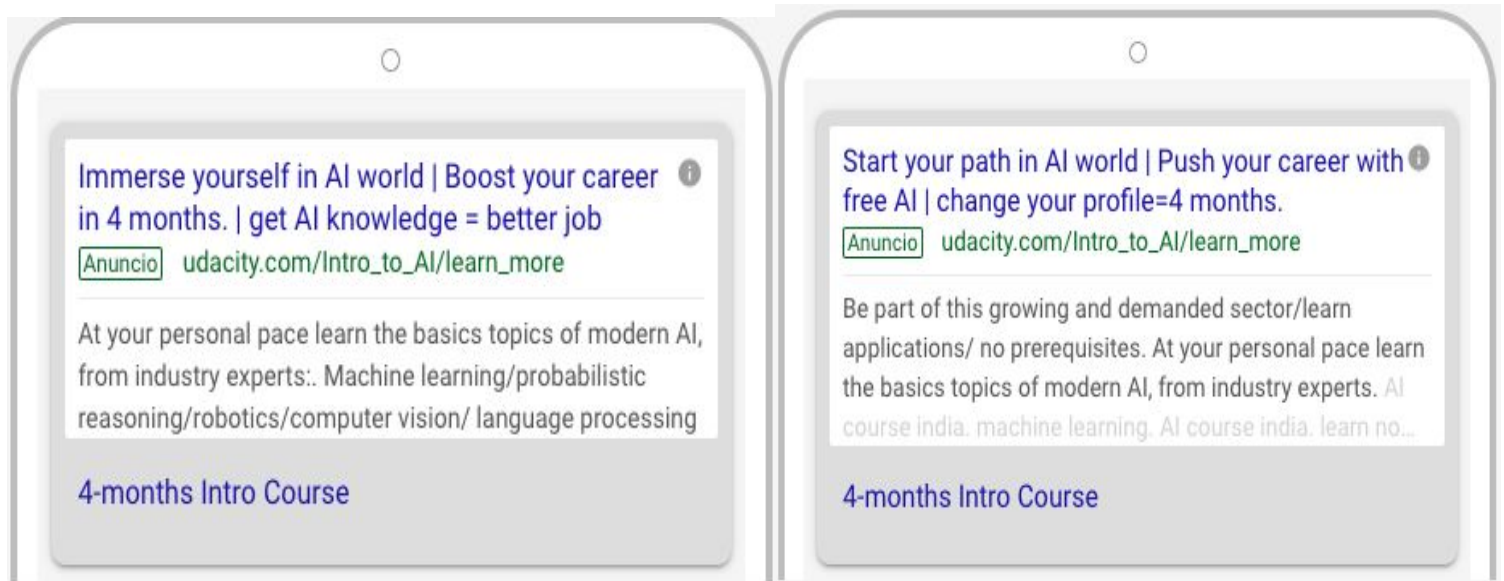


Ad Groups

Ads and Keywords

Ad Group #1: Professionals

Ads & Keyword List

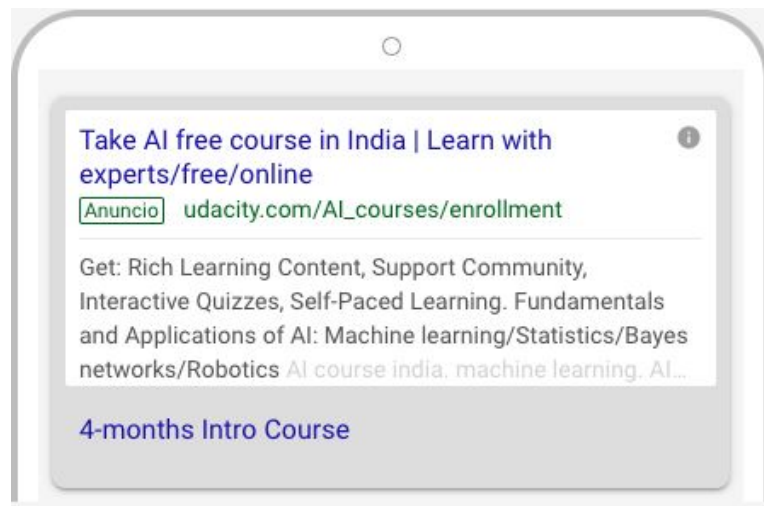
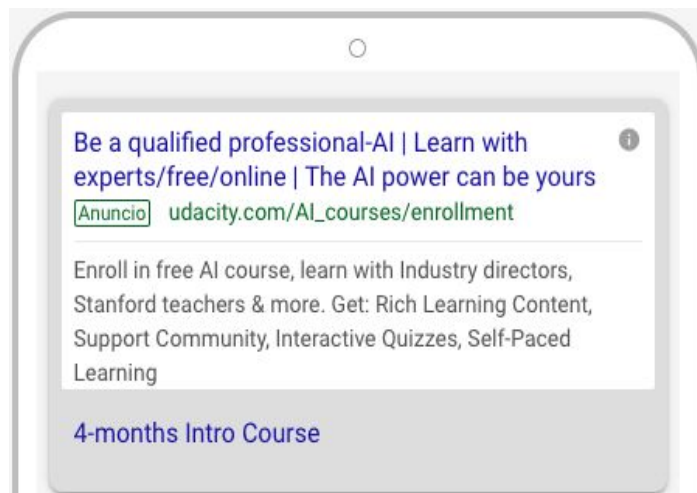


Keyword List:

"why should I study Artificial Intelligence"
"why Artificial Intelligence is needed" "start learning Artificial Intelligence"
"prerequisites for machine learning" "Microsoft AI School" "machine learning course" "introduction to machine learning" "intro to artificial intelligence" "how do I start learning machine learning" "Google AI FREE" "Artificial Intelligence free course in India" "Artificial Intelligence free course" "Artificial Intelligence course in India" "artificial intelligence course in india" "Artificial Intelligence course" "applications of artificial intelligence" "ai robot" "AI free course" "ai courses" "AI course in India" "ai certification online"

Ad Group #2: Enthusiast

Ads & Keyword List



Keyword List:

"Udacity Artificial Intelligence course"

"Udacity AI in India" "Udacity AI free course" "Udacity AI course" "Microsoft AI School" "Learn Uncertainty AI" "Learn Statistics AI" "Learn Robotics"

"Learn robot motion planning" "Learn probabilistic reasoning" "Learn Natural language processing AI" "Learn natural language processing" "Learn Machine learning" "Learn Logic AI" "Learn information retrieval AI"

"Learn computer vision"

"Learn Computer science" "Learn Bayes networks" "Image processing and computer vision" "Google AI FREE" "Artificial Intelligence udacity" "Artificial Intelligence course in India" "Artificial Intelligence course" "AI udacity"



Appendix

Screenshots for Reference

I invite you to review my campaign.

todas las campañas >

Leads-india-IA

🔍

📊

🔧

🔄

?

🔔

👤

En pausa

Tipo: Búsqueda

Presupuesto: 10,00 US\$/día

Cerrar

Visión general

Recomendaciones

Grupos de anuncios

Anuncios y extensiones

Páginas de destino

Palabras clave

Audiencias

Datos demográficos

Configuración

Ubicaciones

Programación de anuncios

Dispositivos

Ajustes de puja avanzados

Historial de cambios

Borradores y

Información de esta campaña

EDITAR EN CONFIGURACIÓN

📅

Del 13 sept. 2019 al 18 sept. 2019

🕒

Todos los días, De 13:30 a 20:30

📍

India

🌐

Hindi, Inglés

Meta de la campaña

Oportunidades de venta

Estrategia de puja


CPC (mejorado)

Grupos de anuncios

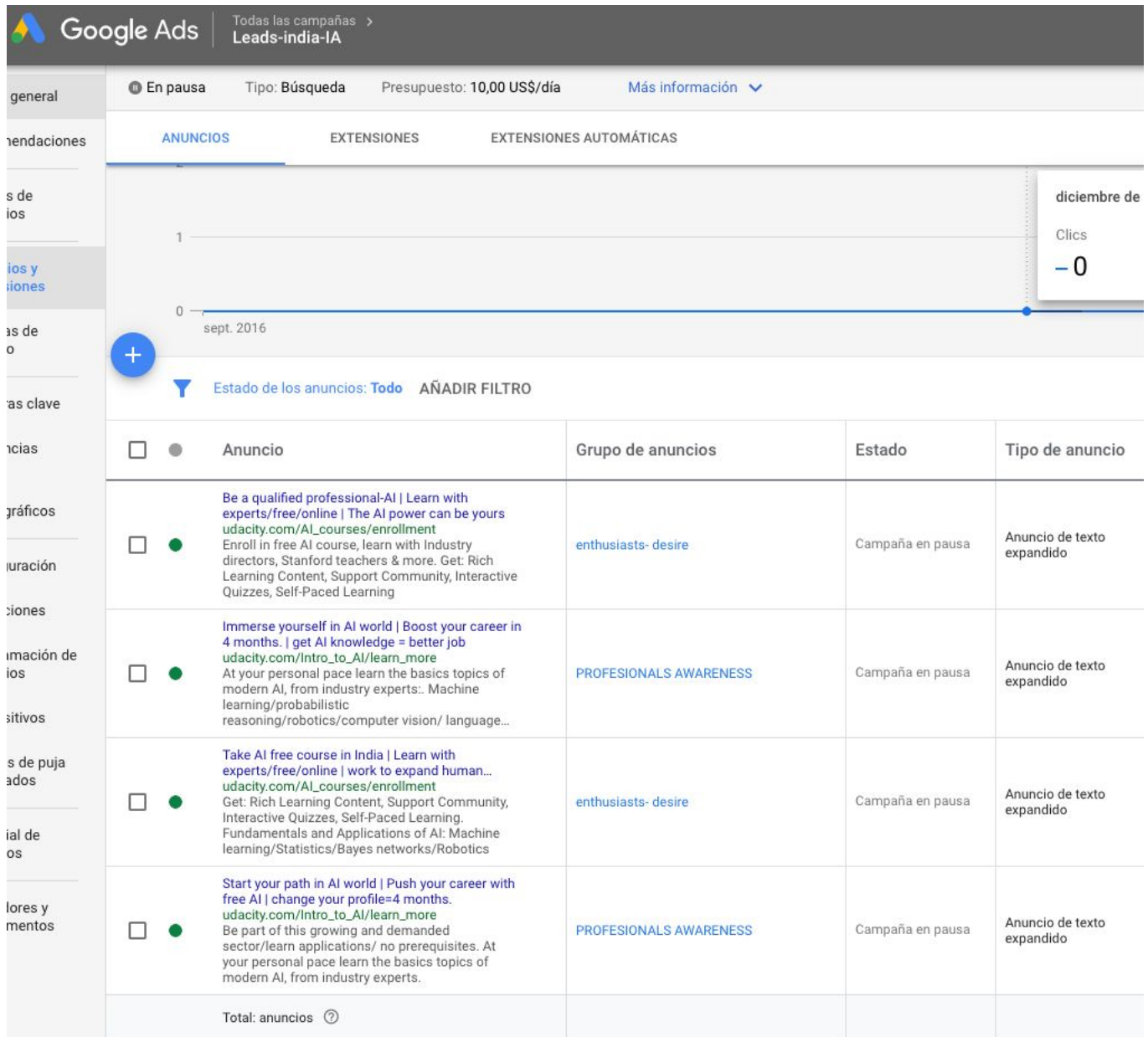
2 grupos de anuncios estándar · 0 grupos de anuncios dinámicos

Grupo de anuncios	enthusiasts- desire
Tipo	Estándar
CPC máx.	3,00 US\$ (mejorado)
Palabras clave	AI udacity, Artificial Intelligence course y 22 más
Extensiones de anuncio	Extracto de sitio dinámico, Texto destacado dinámico y 1 más

Grupo de anuncios	PROFESIONALS AWARENESS
Tipo	Estándar
CPC máx.	3,00 US\$ (mejorado)
Palabras clave	AI course in India, AI free course, Artificial Intelligence course y 12 más
Extensiones de anuncio	Extracto de sitio dinámico, Texto destacado dinámico y 1 más

 **DIGITAL MARKETING**
NANODEGREE PROGRAM

Campaign Summary



Ad Groups

Grupo de anuncios	Estado	CPC máx. predeterminado	Tipo de grupo de anuncios	Clics	Impresiones	CTR	CPC medio	Coste	Conversiones	↑ Coste/cor	Tasa de conversión
enthusiasts- desire	Apto	3,00 US\$ (mejorado)	Estándar	10	82	12,20 %	2,12 US\$	21,16 US\$	1,50	14,11 US\$	15,00 %
PROFESIONALS AWARENESS	Apto	3,00 US\$ (mejorado)	Estándar	15	193	7,77 %	2,05 US\$	30,69 US\$	2,00	15,35 US\$	13,33 %
Total: grup... ?				25	275	9,09 %	2,07 US\$	51,85 US\$	3,50	14,81 US\$	14,00 %
Total: exp... ?				0	0	–	–	–	0,00	–	0,00 %
Total: cam... ?				25	275	9,09 %	2,07 US\$	51,85 US\$	3,50	14,81 US\$	14,00 %

Ads

Anuncio	Grupo de anuncios ↓	Estado	Tipo de anuncio	Clics	Impresion	CTR	CPC medio	Coste	Conversio	Coste/cor	Tasa de conversión
Immerse yourself in AI world Boost your career in 4 months. get AI knowledge =... udacity.com/Intro_to_AI/learn_more At your personal pace learn the basics topics of modern AI, from industry experts.: Machine learning/probabilistic reasoning/robotics/computer vision/...	PROFESIONALS AWARENESS	Aprobado	Anuncio de texto expandido	13	141	9,22 %	2,28 US\$	29,58 US\$	2,00	14,79 US\$	15,38 %
Start your path in AI world Push your career with free AI change your profile=4 months. udacity.com/Intro_to_AI/learn_more Be part of this growing and demanded sector/learn applications/ no prerequisites. At your personal pace learn the basics topics of modern AI, from industry experts.	PROFESIONALS AWARENESS	Aprobado	Anuncio de texto expandido	2	52	3,85 %	0,56 US\$	1,11 US\$	0,00	0,00 US\$	0,00 %
Be a qualified professional-AI Learn with experts/free/online The AI power can be... udacity.com/AI_courses/enrollment Enroll in free AI course, learn with Industry directors, Stanford teachers & more. Get: Rich Learning Content, Support Community, Interactive Quizzes, Self-Paced Learning	enthusiasts- desire	Aprobado	Anuncio de texto expandido	2	5	40,00 %	1,63 US\$	3,26 US\$	0,00	0,00 US\$	0,00 %
Take AI free course in India Learn with experts/free/online work to expand huma... udacity.com/AI_courses/enrollment Get: Rich Learning Content, Support Community, Interactive Quizzes, Self-Paced Learning. Fundamentals and Applications of AI: Machine learning/Statistics/Bayes...	enthusiasts- desire	Aprobado	Anuncio de texto expandido	8	77	10,39 %	2,24 US\$	17,90 US\$	1,50	11,93 US\$	18,75 %
Total: anuncios ⓘ				25	275	9,09 %	2,07 US\$	51,85 US\$	3,50	14,81 US\$	14,00 %
Total: experimentos ⓘ				0	0	—	—	0,00 US\$	0,00	0,00 US\$	0,00 %
Total: campaña ⓘ				25	275	9,09 %	2,07 US\$	51,85 US\$	3,50	14,81 US\$	14,00 %

Keywords

Palabra clave	Grupo de anuncios	Estado	CPC máx.	Detalles de la política	URL final	↓ Clics	Impresiones	CTR	CPC medio	Coste	Convers	Coste/conv	Tasa de conversión
las palabras clave exc... ?						25	275	9,09 %	2,07 US\$	51,85 US\$	3,50	14,81 US\$	14,00 %
"ai courses"	PROFESIONALS AWARENESS	por la primera página (10,19 US\$)	3,00 US\$ (mejorado)	Aprobado	—	5	47	10,64 %	1,42 US\$	7,11 US\$	1,00	7,11 US\$	20,00 %
"machine learning course"	PROFESIONALS AWARENESS	Por debajo de la puja por la primera página (9,17 US\$)	3,00 US\$ (mejorado)	Aprobado	—	5	85	5,88 %	2,55 US\$	12,74 US\$	0,00	0,00 US\$	0,00 %
"Artificial Intelligence course"	enthusiasts- desire	Por debajo de la puja por la primera página (3,38 US\$)	3,00 US\$ (mejorado)	Aprobado	—	4	41	9,76 %	2,31 US\$	9,25 US\$	0,50	18,50 US\$	12,50 %
"Learn Machine learning"	enthusiasts- desire	Apta	3,00 US\$ (mejorado)	Aprobado	—	3	27	11,11 %	2,22 US\$	6,65 US\$	0,00	0,00 US\$	0,00 %
"learn ai"	PROFESIONALS AWARENESS	Por debajo de la puja por la primera página (5,92 US\$)	3,00 US\$ (mejorado)	Aprobado	—	3	23	13,04 %	2,60 US\$	7,81 US\$	1,00	7,81 US\$	33,33 %
"Learn computer vision"	enthusiasts- desire	Apta	3,00 US\$ (mejorado)	Aprobado	—	1	1	100,00 %	2,00 US\$	2,00 US\$	1,00	2,00 US\$	100,00 %

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.

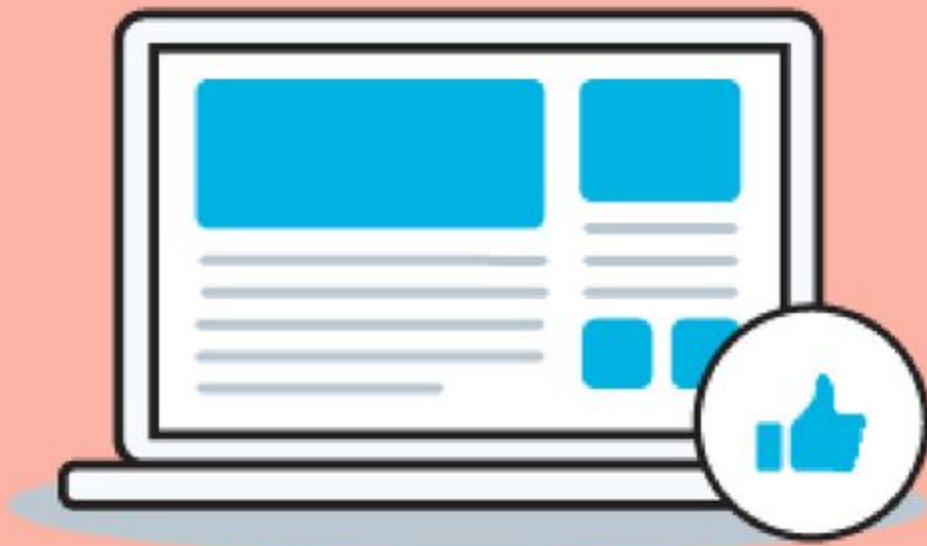
- Keywords are subject to higher competition in AdWords are those of generic terms or head tail keywords. In this campaign were the following: *"Image processing and computer vision", "Artificial Intelligence course", "Learn Machine learning"*.
- Keywords performed best was: *"AI courses", "machine learning 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



BOLENA CAMPO



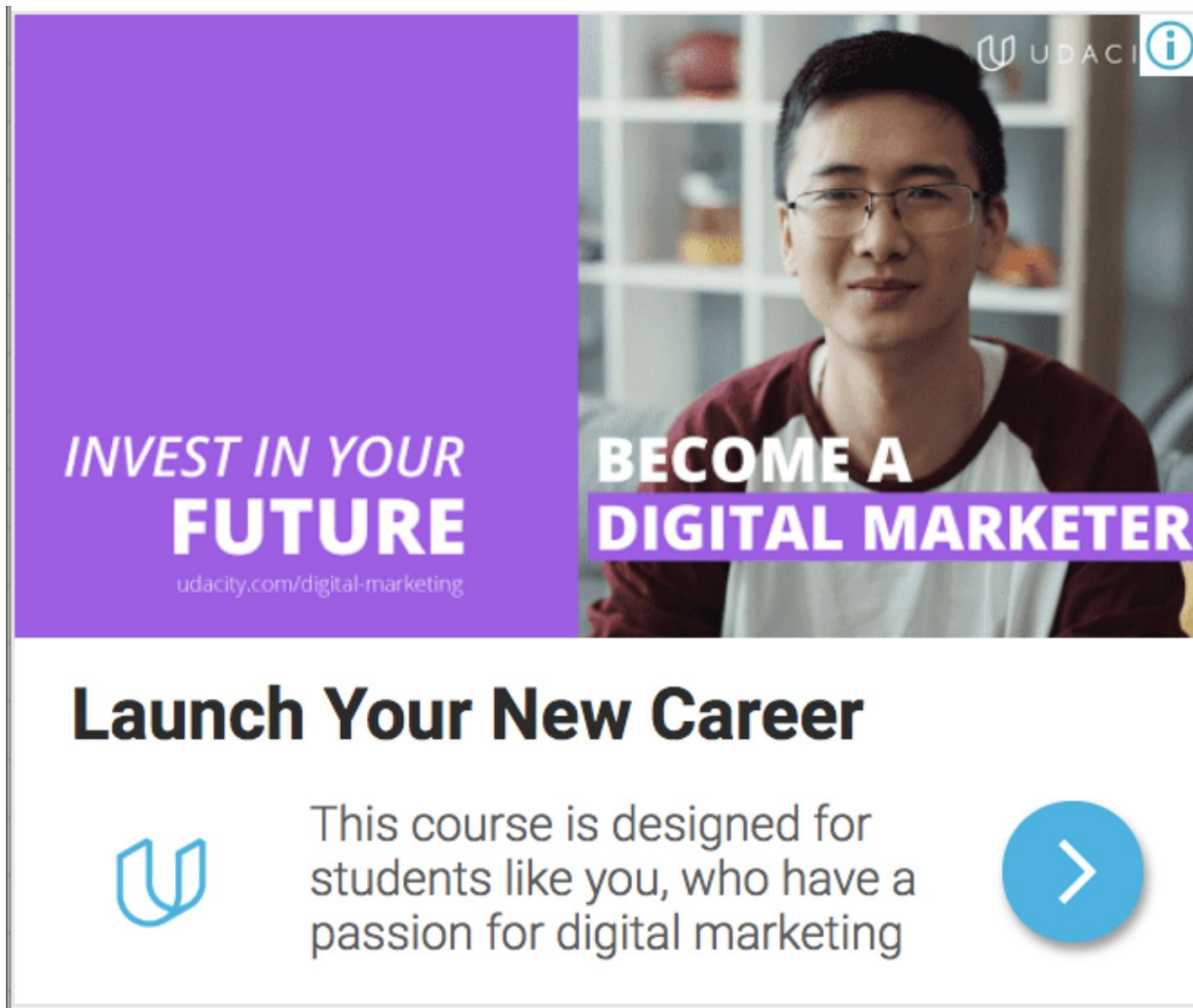
Using Google AdWords

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.

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.

Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC
Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36



The advertisement features a purple background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a young man with glasses, wearing a maroon and white shirt, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner of the photo. Below the photo, the text "Launch Your New Career" is displayed, followed by a description of the course and a blue circular button with a white arrow pointing right.

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

DIGITAL MARKETING
NANODEGREE PROGRAM

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.

Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.


us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
ampaign ed	\$5.00 (enhanced)	—	407	67,833	.6%	\$0.57	\$231.99	Display



After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.

Anke A. | Program Lead, Digital Marketing


Enroll Today >



Launch Your New Career

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

Udacity



Results: I calculated the ROI

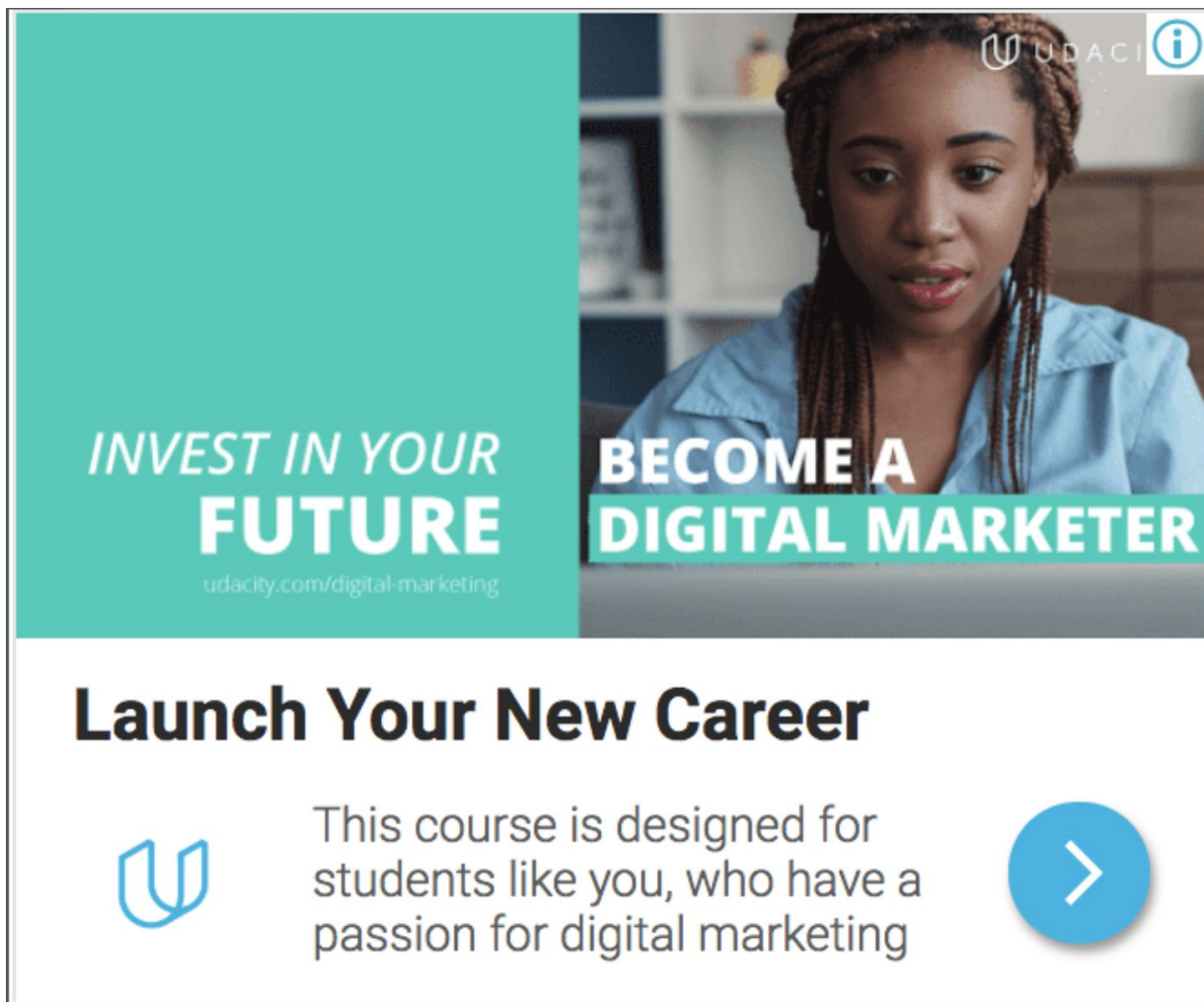
1. The campaign results are on the table below.
2. The overall ROI of the campaign was \$67.01 it was Positive.

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

Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

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



The ad features a teal background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a woman with braids looking at a laptop, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner of the photo. Below the photo, the text "Launch Your New Career" is displayed in a large, bold font. Underneath this, the Udacity logo is shown next to the text "This course is designed for students like you, who have a passion for digital marketing". A large blue circular button with a white right-pointing arrow is positioned to the right of this text. In the bottom right corner of the ad, the text "DIGITAL MARKETING NANODEGREE PROGRAM" is displayed next to a small speaker icon.

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

DIGITAL MARKETING
NANODEGREE PROGRAM

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





I planned and prepared email marketing campaigns for B2C products. I wrote the emails, and evaluated the results.

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!

Creative Brief: Email 1

Overarching Theme:

- Big industry
- Growing industry
- Insert them into the digital revolution.
- DM offers results for companies
- Better job opportunities.

General



Subject Line 1

Launch your career in a huge and growing industry

Subject Line 2

The best online practice DM course by experts

Preview Text

Transform your professional approach with DMND

Body

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.

Outro CTA

LEARN MORE

Creative Brief: Email 2

Overarching Theme:

- Networking invitation
- Meet the participants
- Productive, great time

General



Subject Line 1

Join our Digital Marketing Networking Session! Free desserts and coffees

Subject Line 2

Secure your seat now!

Preview Text

Enjoy a pleasant and productive afternoon.

Body

The Udacity Digital Marketing program is pleased to invite you to the Networking session.

*Gauls Club
September 20, 2019
4pm*

We hope to count on your participation, this will be the opportunity to interact with the participants and participate in the activities.

Outro CTA

GET THE TICKET

Creative Brief: Email 3

Overarching Theme:

- discount
- enroll now!

General



SCHOOL
OF BUSINESS

Subject Line 1

Enroll in the Digital Marketing Nanodegree

Subject Line 2

30% off for a limited time

Preview Text

Our reason for being is to help you achieve success in DM.

Body

A better future starts building from now on, the education we offer gives you the critical skills of Digital Marketing thanks to several industry experts, you can also get experience in the real world:

- making projects with real data.*
- Running advertising campaigns with investment and in real time.*
- In the main platforms.*

Meet the DMND program, its qualified collaborators and all the resources we offer you to achieve success in this career. You'll want to secure your place, it only takes a few minutes!

Outro CTA

ENROLL NOW!

Calendar & Plan

Email Name						Planning Phase		Testing Phase			Send Phase		Analyze Phase		
Email 1						26-27 aug		28 aug			29-30 aug		2 sep		
Email 2						2-3sep		4 sep			5-6 sep		9 sep		
Email 3						6-9 sep		10 sep			11 sep		12-13 sep		
	Week One					Week Two					Week Three				
	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
E1															
E2															
E3															

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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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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You are receiving this email because you opted in via our website.

Our mailing address is:
MARKETING 4GROW
101100
Bogota 111311
Colombia

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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).



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.

