



UDACITY

# **DIGITAL MARKETING NANODEGREE PROGRAM**

PROJECT-3-part-1 CREATE A FACEBOOK CAMPAIGN

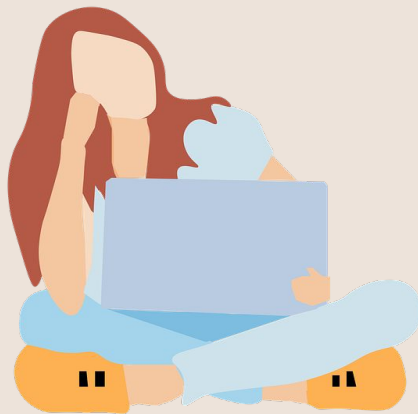
# CAMPAIGN APPROACH

For my Facebook advertisement campaign, I have chosen the DMND challenge. My goal is to bring in potential customers by offering a free eBook on Social Media Advertising. Giving away quality content for an exchange of email addresses is a good approach for the audience to become aware of the program and start researching further.

Based on my persona, I have targeted people aged between 25 and 35 who can be able to read and write in English. At first, I wanted to advertise throughout the whole of Europe, but the search was too wide, so I narrowed it down to the United Kingdom, Germany, France, and Italy. Based on the Audience's Interests and Behaviors, I have targeted people who are interested in digital marketing, narrowing it down to social media marketing and online advertising, with further interests in entrepreneurship and home business.

## BACKGROUND AND DEMOGRAPHICS

- Female, 30 years old
- In a relationship, thinking of starting a family
- Has a college degree
- Lives in Slovenia
- Has a regular job
- Her yearly income is \$10k



## NEEDS

- Better knowledge on how to promote her hobbies
- Someone to show her how to advertise on social media
- Work on real projects

## HOBBIES

- Hiking
- Yoga
- Entertaining
- Reading

## GOALS

- To start her own business
- Make a living out of a hobby
- Have more time for family and friends

## BARRIERS

- Working long hours at work
- Low income

# MARKETING OBJECTIVE:

To collect at least 50 new email addresses obtained from DMND's eBook downloads with a budget of \$100 in the timeframe from December 2, 2020, at 4:17 am Pacific time until December 6, 2020, at 12 am Pacific time.

# PRIMARY KPI:

Number of emails collected through eBook downloads.

# Campaign Screenshots



# Campaign & Ad Set

## Campaign Name

BorFilNov-20

ID: 23846520038030559

## Special Ad Categories

List [ No Category Selected ]

## Buying Type

Auction

## Objective

Conversions

## Campaign Budget

Lifetime Budget \$100.00

## Campaign Bid Strategy

Lowest cost

## Ad Scheduling

Run ads all the time

## Audience

Create New Audience

Use Saved Audience ▼

## Ger-Fra-UK-Ita-25-35-ad

### Location:

Germany, France, United Kingdom, Italy

### Age:

25 - 35

### Language:

English (UK) or English (US)

### People Who Match:

Interests: Digital marketing

### And Must Also Match:

Interests: Social media marketing or Online advertising

### And Must Also Match:

Interests: Entrepreneurship or Home business

### Detailed Targeting Expansion:

Off

## Ad Set Name

UK-Fra-Ita-Ger-25-30-ad

ID: 23846520038210559

## Destination

Website

## Start Date

Wednesday, December 2, 2020 at 4:17 AM  
Pacific Time

## End Date

Sunday, December 6, 2020 at 12:00 AM  
Pacific Time

## Saved Audience

Ger-Fra-UK-Ita-25-35-ad

## Placements

Automatic Placements

## Optimization Goal

Conversions

## Bid Strategy

Lowest cost

## When You Get Charged

Impression

## Delivery Type

Standard

# Ad Summary

**Ad Name**

UK-Ger-Ita-Fra  
ID: 23846520038290559

**Facebook Page**

Digital Marketing by Udacity

**Instagram Account**

Use selected Page

**Format**

Image and Video

**Website URL**

<https://dmnd.udacity.com/ebook>

**Facebook Pixel**

Udacity's eBook Pixel  
ID: 1921613561391185

**Offline Events**

Default Offline Event Set For DMND  
ID: 1843773069172783

**Ad Name**

1UK-Ger-Ita-Fra  
ID: 23846545244890559

**Facebook Page**

Digital Marketing by Udacity

**Instagram Account**

Use selected Page

**Format**

Image and Video

**Website URL**

<https://dmnd.udacity.com/ebook>

**Facebook Pixel**

Udacity's eBook Pixel  
ID: 1921613561391185

**Offline Events**

Default Offline Event Set For DMND  
ID: 1843773069172783

**Ad Name**

2UK-Ger-Ita-Fra  
ID: 23846545668300559

**Facebook Page**

Digital Marketing by Udacity

**Instagram Account**

Use selected Page

**Format**

Single Image

**Website URL**

<https://dmnd.udacity.com/ebook>

**Facebook Pixel**

Udacity's eBook Pixel  
ID: 1921613561391185

**Offline Events**

Default Offline Event Set For DMND  
ID: 1843773069172783

# Ad Images

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