UDACITY

DIGITAL MARKETING NANODEGREE PROGRAM

PROJECT-3-part-2 RUN A FACEBOOK CAMPAIGN

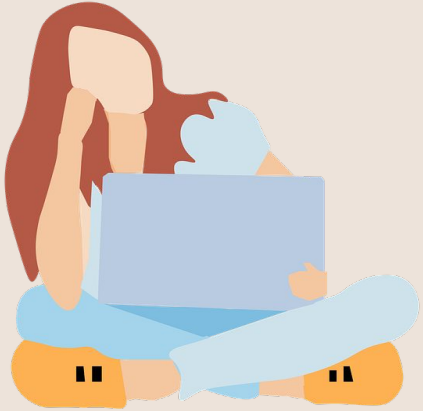
CAMPAIGN APPROACH

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

CUSTOMER PERSONA - Lily Adams

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 Summary

Campaign Summary

1. With my Ad Set I targeted men and women, aged 25 - 35, living in Germany, France, United Kingdom, and Italy. I targeted people who are interested in digital marketing, more specifically in social media marketing or online advertising. Based on my target persona I also narrowed down their interest into entrepreneurship and home business.
2. For the Ad Copy I wrote “Starting your own business? Learn to promote your idea successfully with a free copy of the eBook!”. For Ad Creatives I decided to go with three different pictures, a couple working on a computer, a man working on a tablet, and a woman working on a computer.
3. Throughout the campaign I did not make any changes.

Ad Images

UK-Ger-Ita-Fra

2UK-Ger-Ita-Fra

1UK-Ger-Ita-Fra

Key Results

CAMPAIGN	RESULTS	REACH	COST	AMOUNT SPENT
Ad One (UK-Ger-Ita-Fra)	-	1136	-	$17.13
Ad Two (2UK-Ger-Ita-Fra)	-	1625	-	$18.99
Ad Three (1UK-Ger-Ita-Fra)	14	3358	$4.56	$63.88
OVERALL	14	5158	$7.14	$100.00

Campaign Evaluation

My campaign objective was to collect at least 50 new email addresses. However, we only collected 14. In addition, we reached this result only through Ad Three.

ROI = ($15 * 14)/$100 = 2.1 which is a positive ROI, but fairly small

Campaign Evaluation: Recommendations

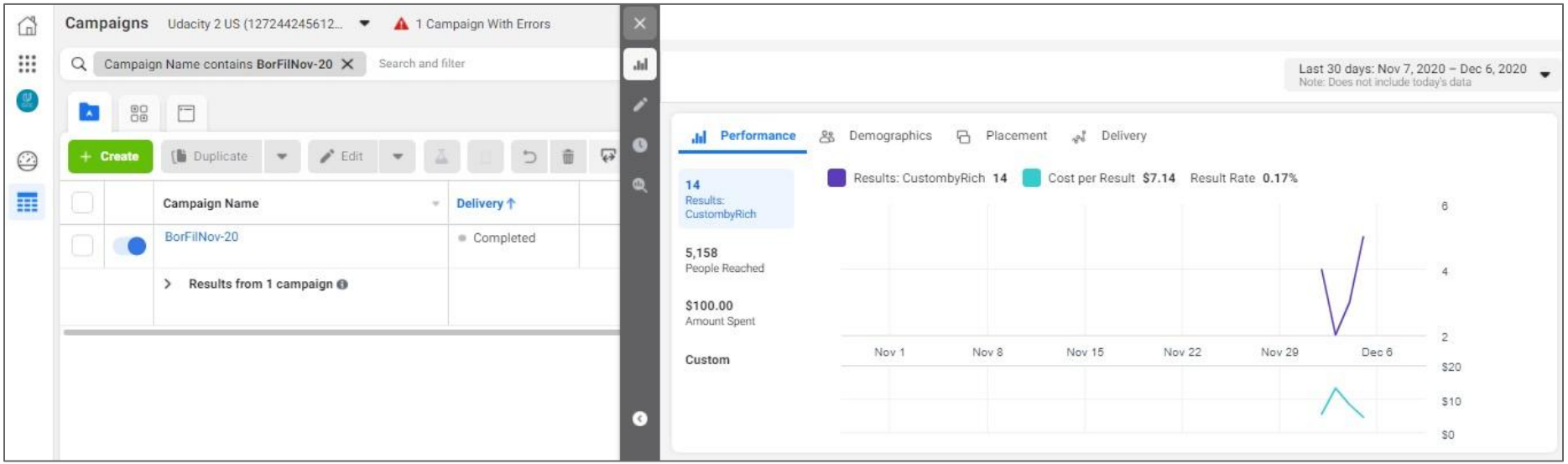
Based on the ROI and that my result was far away from the campaign objective, I can conclude that the campaign was not that successful. There was only one ad that produced results the one with the Ad Creative of a woman. Looking at the demographic results, we can see that 79% of eBook downloads were from women.

Based on this and had I been given a higher budget, I would have started with separating the three ads for men and women, keeping the Ad Copy and Ad Creatives as they were. If the Ad with a picture of a woman would still generate the best result, I would start making Ad Creatives changes. Later on I would also try with changing the Ad Copy.

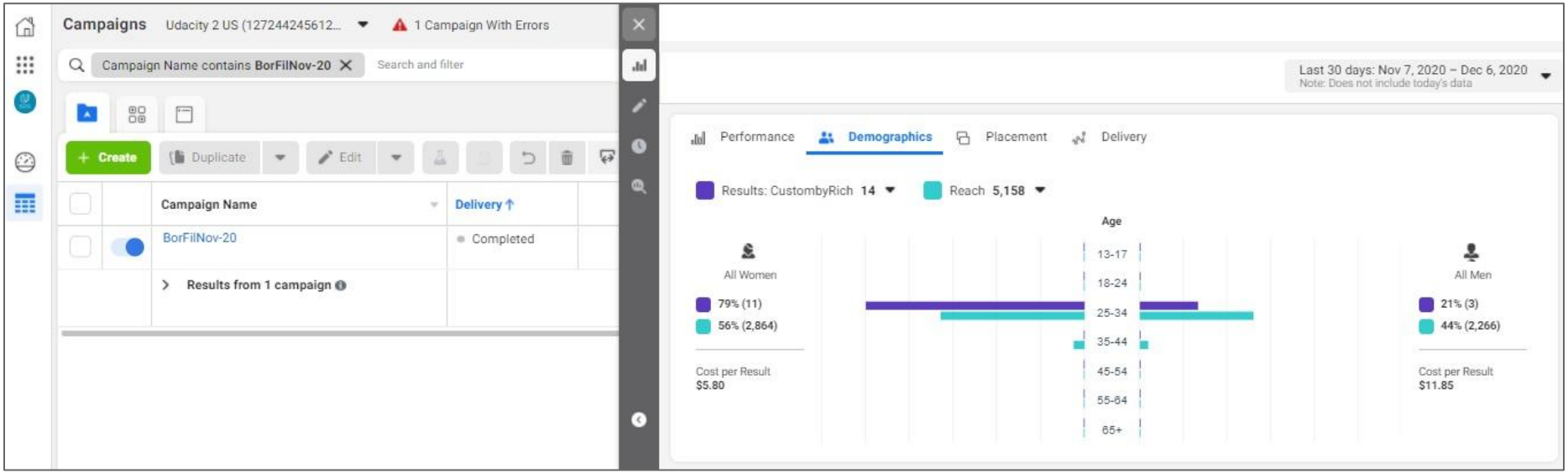
APPENDIX

Screenshots for Reference

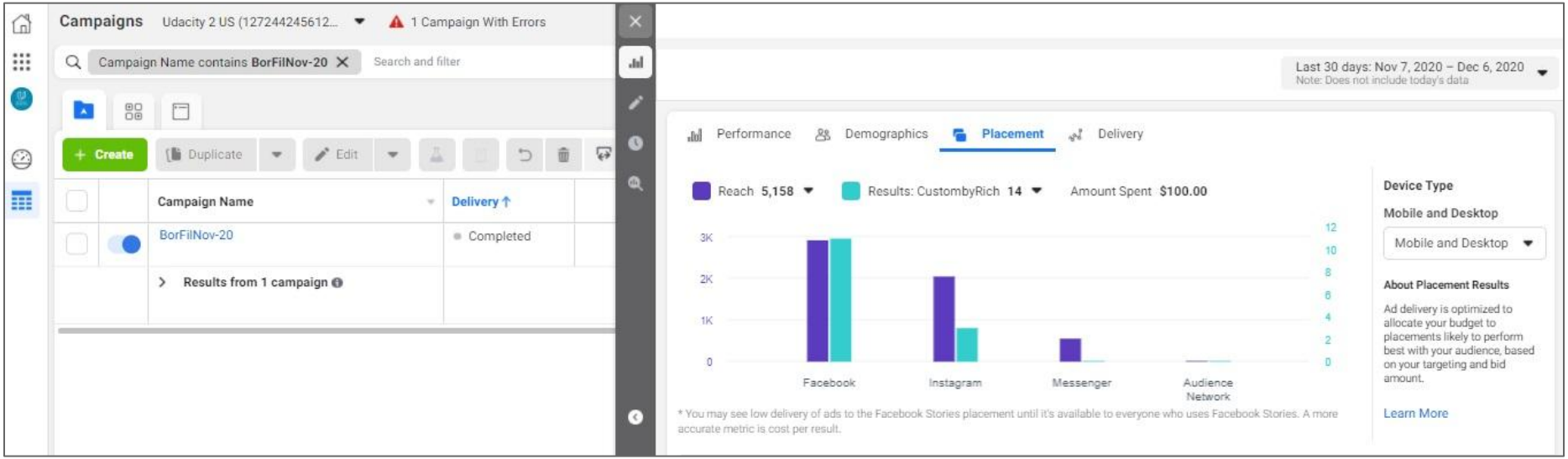
Campaign Results: PERFORMANCE



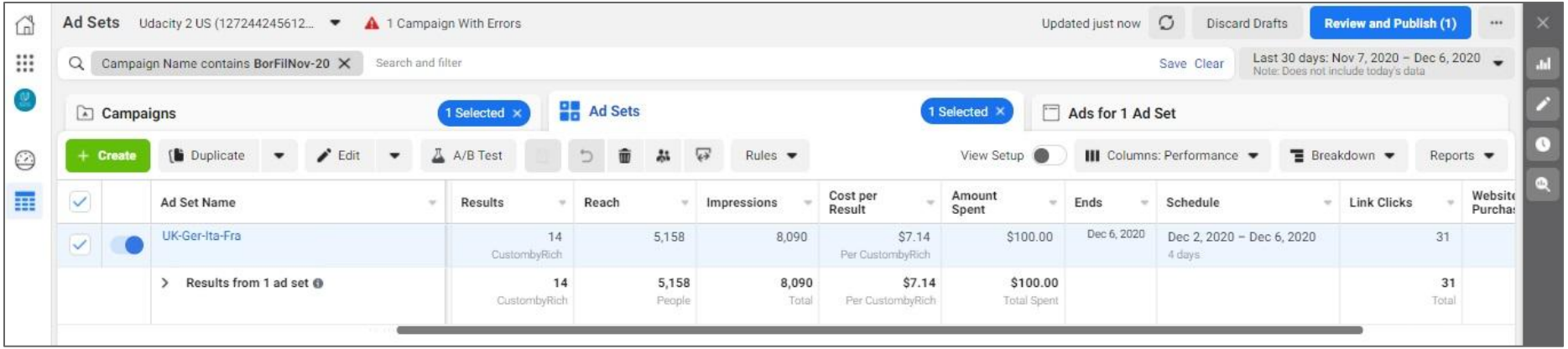
Campaign Results: DEMOGRAPHICS



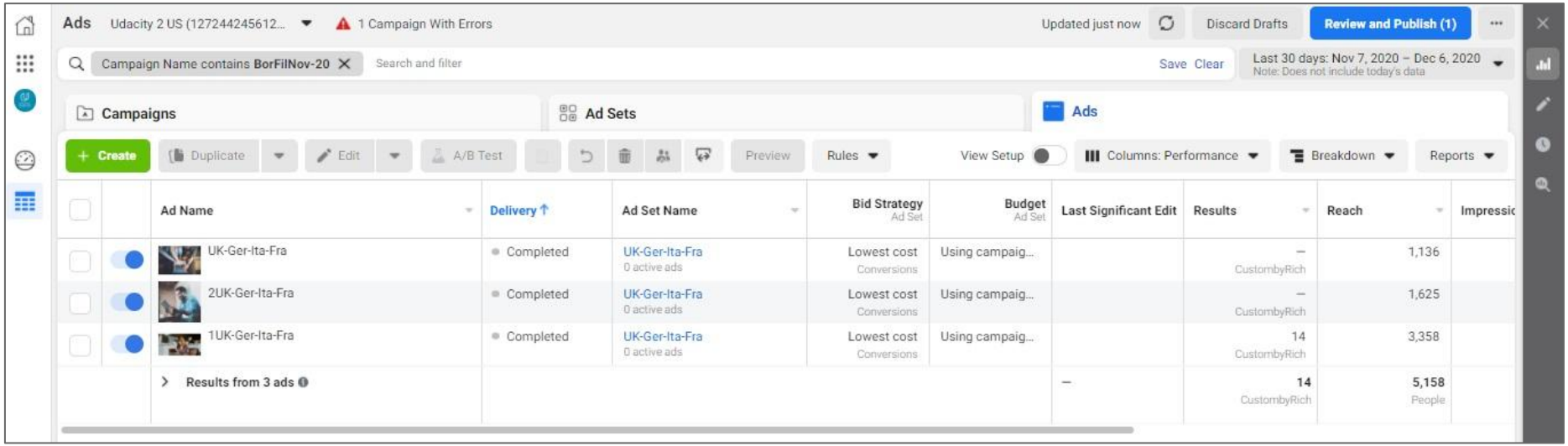
Campaign Results: PLACEMENT



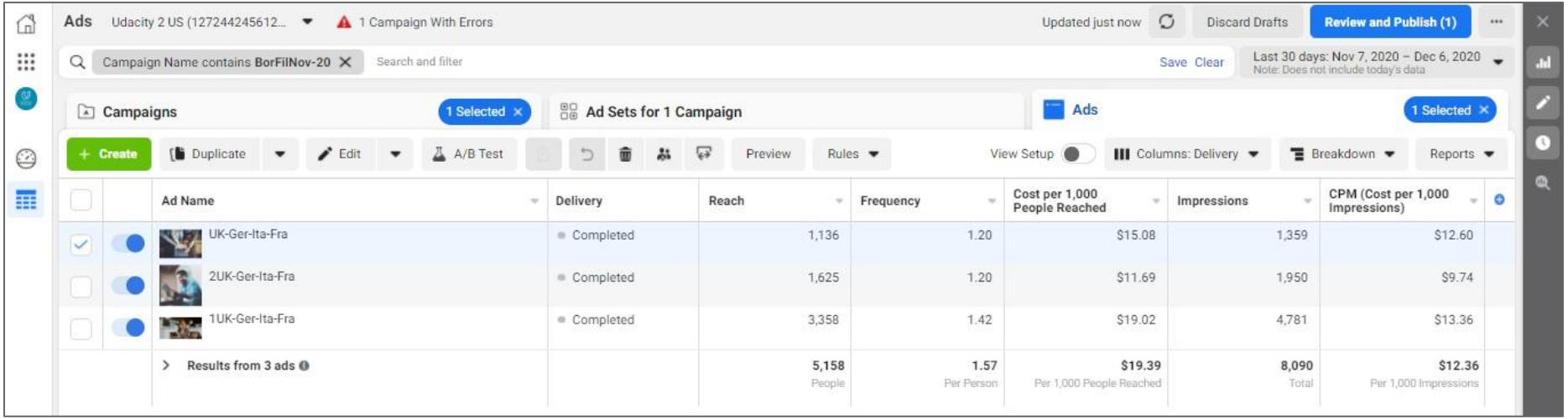
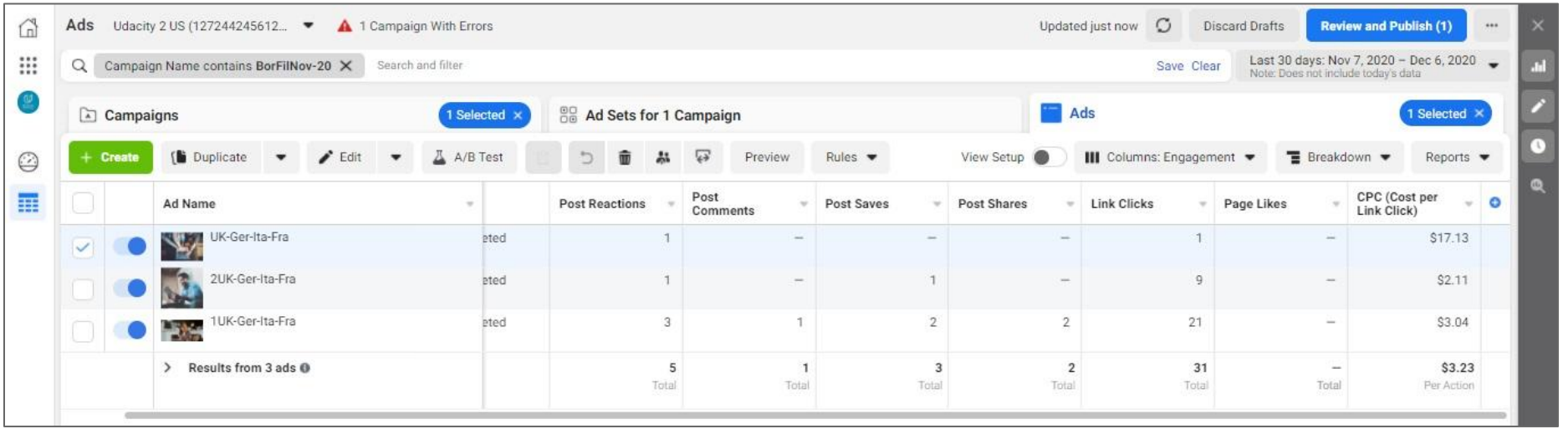
Ad Set Data: SUMMARY



Ad Set Data: PERFORMANCE (default view)



Ad Set Data: DELIVERY



Ad Set Data: ENGAGEMENT