



UDACITY

DIGITAL MARKETING NANODEGREE PROGRAM

PROJECT-3-part-2 RUN A FACEBOOK CAMPAIGN

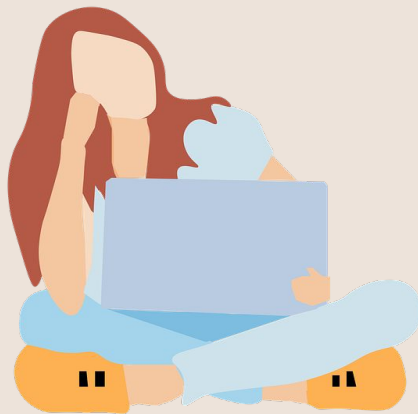
CAMPAIGN APPROACH

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

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

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2UK-Ger-Ita-Fra

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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.

$\text{ROI} = (\$15 * 14) / \$100 = 2.1$ 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.

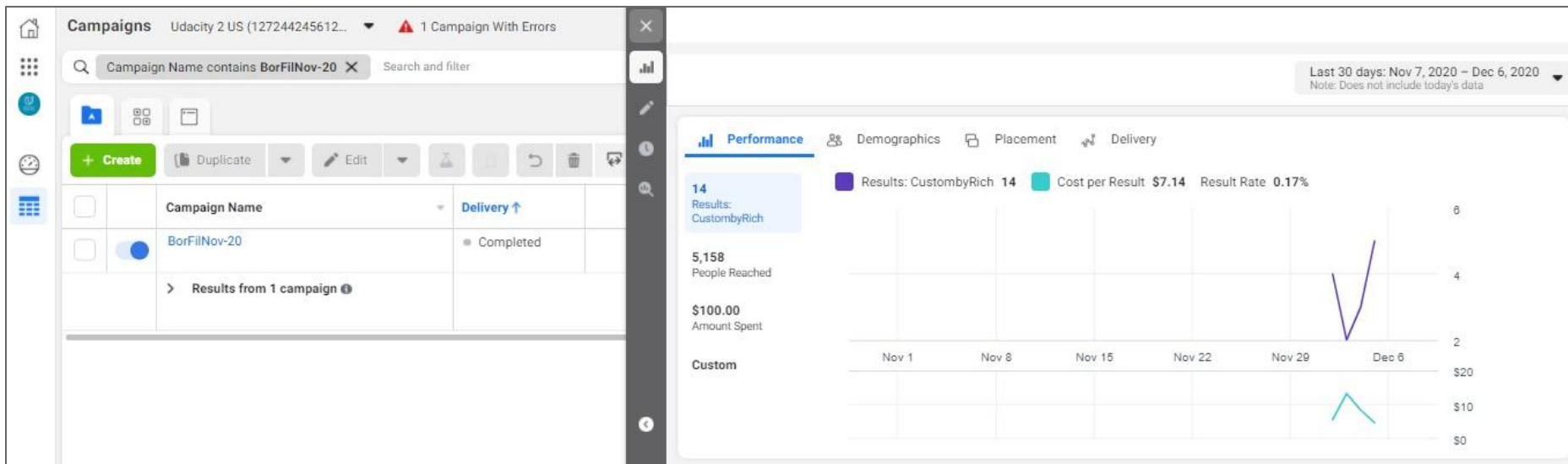
Based on this and had I been given a higher budget, I would have started with separating the three ads for men and women, keeping the Ad Copy and Ad Creatives as they were. If the Ad with a picture of a woman would still generate the best result, I would start making Ad Creatives changes. Later on I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

APPENDIX

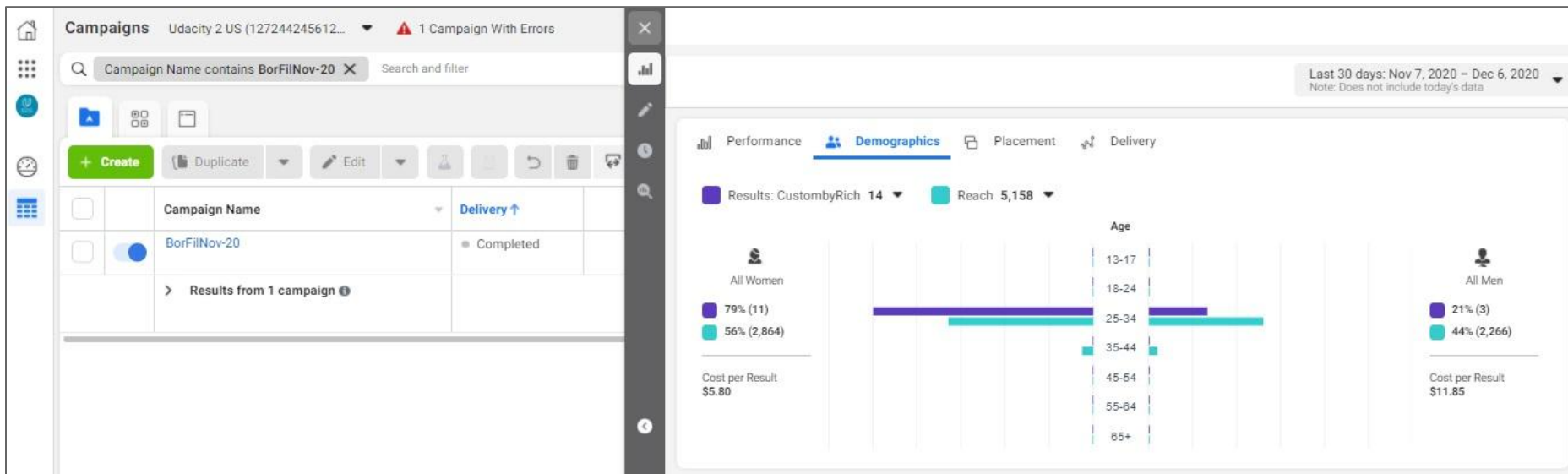
Screenshots for Reference



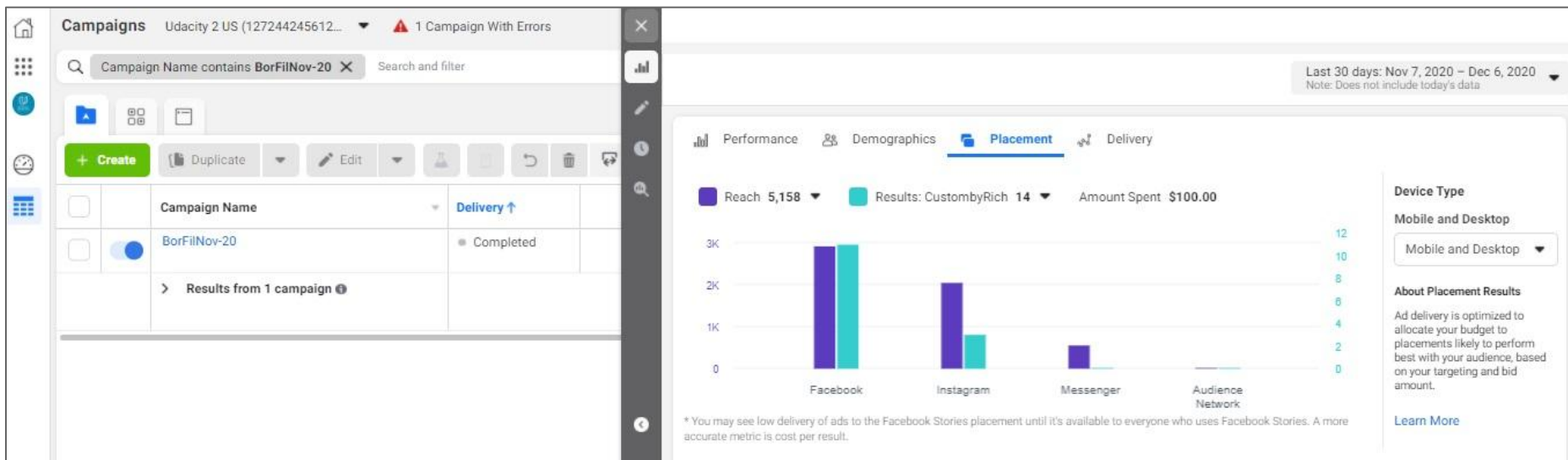
Campaign Results: PERFORMANCE



Campaign Results: DEMOGRAPHICS



Campaign Results: PLACEMENT



Ad Sets

Udacity 2 US (127244245612...)

1 Campaign With Errors

Updated just now

Discard Drafts

Review and Publish (1)

Campaign Name contains BorFilNov-20

Search and filter

Save Clear

Last 30 days: Nov 7, 2020 – Dec 6, 2020

Campaigns

1 Selected

Ad Sets

1 Selected

Ads for 1 Ad Set

Create

Duplicate

Edit

A/B Test

Rules

View Setup

Columns: Performance

Breakdown

Reports

	Ad Set Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule	Link Clicks	Website Purchases
<input checked="" type="checkbox"/>	UK-Ger-Ita-Fra	14 CustombyRich	5,158	8,090	\$7.14 Per CustombyRich	\$100.00	Dec 6, 2020	Dec 2, 2020 – Dec 6, 2020 4 days	31	
	> Results from 1 ad set	14 CustombyRich	5,158 People	8,090 Total	\$7.14 Per CustombyRich	\$100.00 Total Spent			31 Total	

Ad Set Data: PERFORMANCE (default view)

Home

Grid

Calendar

Analytics

Ads

Udacity 2 US (127244245612...)

1 Campaign With Errors

Updated just now

Discard Drafts

Review and Publish (1)

More

Search

Campaign Name contains BorFilNov-20

Search and filter

Save

Clear

Last 30 days: Nov 7, 2020 – Dec 6, 2020

Note: Does not include today's data

Campaigns

Ad Sets

Ads

Create

Duplicate

Edit

A/B Test

Preview




Rules

View Setup

Columns: Performance

Breakdown

Reports

<input type="checkbox"/>		Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 UK-Ger-Ita-Fra	Completed	UK-Ger-Ita-Fra 0 active ads	Lowest cost Conversions	Using campaign...		CustombyRich	1,136	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 2UK-Ger-Ita-Fra	Completed	UK-Ger-Ita-Fra 0 active ads	Lowest cost Conversions	Using campaign...		CustombyRich	1,625	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 1UK-Ger-Ita-Fra	Completed	UK-Ger-Ita-Fra 0 active ads	Lowest cost Conversions	Using campaign...		CustombyRich	3,358	
		Results from 3 ads						CustombyRich	5,158 People	

Ads Udacity 2 US (127244245612...) ▲ 1 Campaign With Errors Updated just now Discard Drafts [Review and Publish \(1\)](#)




Search Campaign Name contains BorFilNov-20 Search and filter Save Clear Last 30 days: Nov 7, 2020 – Dec 6, 2020
Note: Does not include today's data

Campaigns 1 Selected Ad Sets for 1 Campaign Ads 1 Selected

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Delivery Breakdown Reports

	Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
<input checked="" type="checkbox"/>	UK-Ger-Ita-Fra	Completed	1,136	1.20	\$15.08	1,359	\$12.60
<input type="checkbox"/>	2UK-Ger-Ita-Fra	Completed	1,625	1.20	\$11.69	1,950	\$9.74
<input type="checkbox"/>	1UK-Ger-Ita-Fra	Completed	3,358	1.42	\$19.02	4,781	\$13.36
> Results from 3 ads			5,158 <small>People</small>	1.57 <small>Per Person</small>	\$19.39 <small>Per 1,000 People Reached</small>	8,090 <small>Total</small>	\$12.36 <small>Per 1,000 Impressions</small>

Ad Set Data: ENGAGEMENT

Ads Udacity 2 US (127244245612... 1 Campaign With Errors Updated just now Discard Drafts Review and Publish (1) ...									
Campaign Name contains BorFilNov-20 Search and filter Save Clear Last 30 days: Nov 7, 2020 – Dec 6, 2020 Note: Does not include today's data									
Campaigns 1 Selected Ad Sets for 1 Campaign Ads 1 Selected									
+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Engagement Breakdown Reports									
<input type="checkbox"/>	Ad Name		Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
<input checked="" type="checkbox"/>	 UK-Ger-Ita-Fra	ated	1	—	—	—	1	—	\$17.13
<input type="checkbox"/>	 2UK-Ger-Ita-Fra	ated	1	—	1	—	9	—	\$2.11
<input type="checkbox"/>	 1UK-Ger-Ita-Fra	ated	3	1	2	2	21	—	\$3.04
> Results from 3 ads			5 Total	1 Total	3 Total	2 Total	31 Total	— Total	\$3.23 Per Action