



Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

Marketing Objective & KPI

1. Who is the target audience of your campaign? My target audience are both male and females within ages 18-40 who are interested in digital marketing course.
2. What marketing objective did you aim to achieve with your campaign? The Digital Marketing Nanodegree program has a marketing objective to collect 50 email addresses of potential students in 1st-13th January 2018 with a \$125 budget.
3. What primary KPI did you track in your campaign and why? The primary KPI tracked in the campaign is the number of leads gotten. This KPI was tracked because by downloading the free ebook, details of the potential customer will be gotten.

Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)? I targeted people(both male and female) who have interest in digital marketing or entrepreneurship and also people with behaviors of small business owners. People who match: Interests: Content marketing, Marketing strategy, Entrepreneurship, Small and medium enterprises, Digital marketing, Social media
2. What Ad Copy and Ad Creatives did you use? Ad Copy: Download this FREE Digital Marketing ebook to learn how to advertise on major social media platforms. Ad Creatives:



3. If you made any changes, please describe them.- I also targeted people who were interested in Business or Advertising agency, Behaviours: Small business owners, Facebook Payments users (90 days), Facebook access: older devices and OS, Facebook Payments users (higher than average spend), Facebook Payments users (30 days) or Facebook Page admins, Field of study: Internet marketing, Job title: Entrepreneurship, Industry: Administrative services, Business and finance or Computation and mathematics, Office Type: Small business.

Also, I changed the Instagram ad creative for the third ad to



Key Results

1. Present the most important metrics per ad

AD1



AD 2



AD 3



This is a test campaign where there is an effective A/B testing between a number of images. The image in Ad 1 performed best with 33 eBook download.

Similarly, looking into the breakdown of the results: The demographics that engaged the most is women which had 63% (46) of eBook download and 53% (11,973) of reach. Women in ages 18-24 engaged the most with 25%(18) eBook download.

Campaign Evaluation

- Evaluate the success of your campaign, given your marketing objectives.

Going with the Digital Marketing Nanodegree program which has a marketing objective to collect 50 email addresses of potential students in January 2018, I would say success was achieved with this campaign because 72 email addresses of potential students were collected.

- If you had additional budget, how would approach your next campaign?

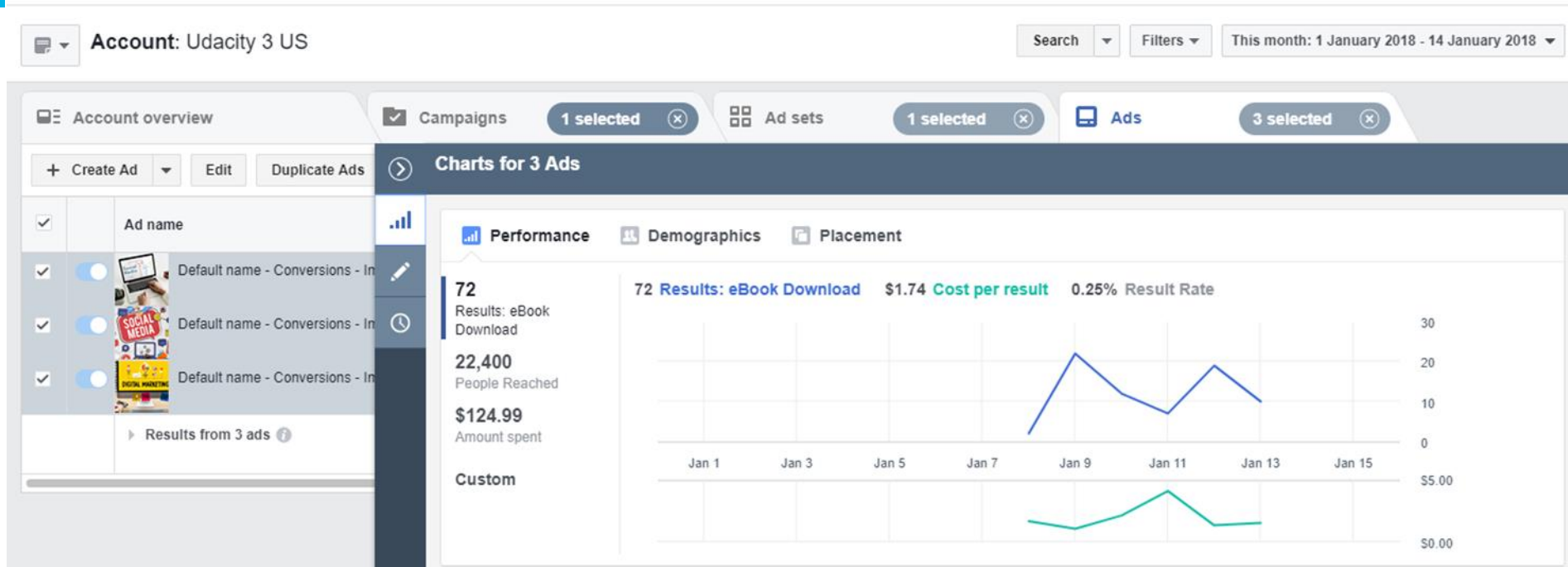
I would approach my next campaign by narrowing my Ad set to specific demographics, interests, behaviours so as to maximize cost per result. Also, The Facebook Ad Split Test feature will also be used in my next campaign. Also, some additional AdFormats, Video Creative, and further A/B testing of Ad Appendix Screenshots for Reference Copy and Creative can be carried out with additional budgets



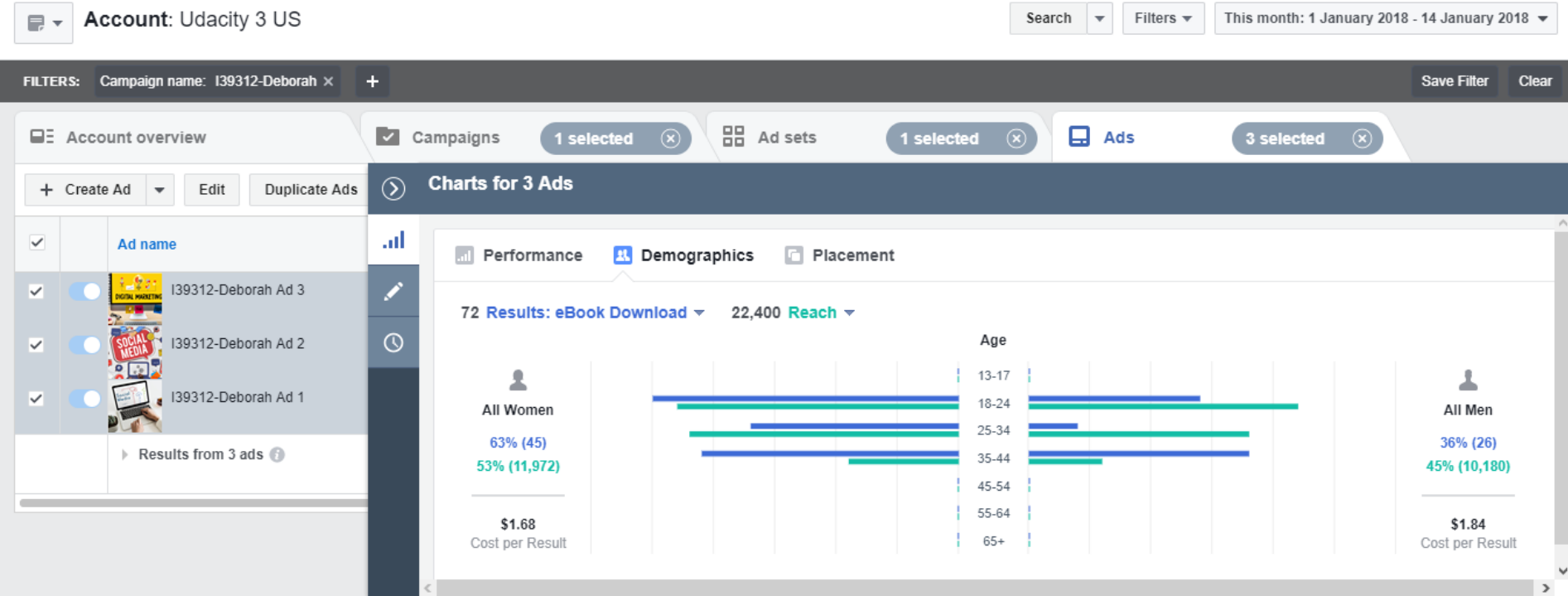
Appendix

Screenshots for Reference

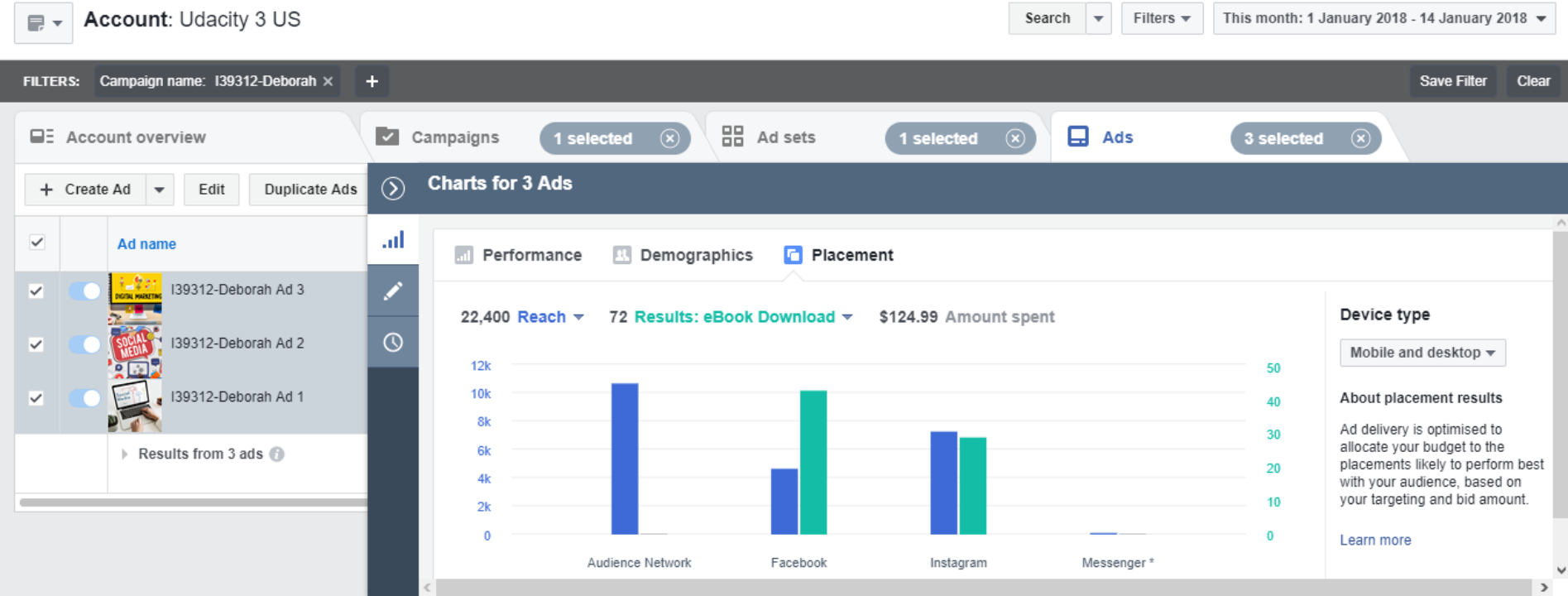
Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

Account: Udacity 3 US

Search

Filters

This month: 1 January 2018 - 14 January 2018

FILTERS: Campaign name: I39312-Deborah x

+

Save Filter

Clear

Account overview

Campaigns

1 selected

Ad sets

1 selected

Ads for 1 Ad set

+ Create Ad

Edit

Duplicate Ads

Preview

Create Rule

More

Columns: Performance

Breakdown

Export



		Ad name	Delivery	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	I39312-Deborah Ad 3	● Not delivering Ad set completed	15 eBook Download	6,270	7,120	\$2.18 Per eBook Download	\$32.69
<input type="checkbox"/>	<input checked="" type="checkbox"/>	I39312-Deborah Ad 2	● Not delivering Ad set completed	24 eBook Download	8,241	10,054	\$1.73 Per eBook Download	\$41.48
<input type="checkbox"/>	<input checked="" type="checkbox"/>	I39312-Deborah Ad 1	● Not delivering Ad set completed	33 eBook Download	9,812	11,144	\$1.54 Per eBook Download	\$50.82
▶ Results from 3 ads				72 eBook Download	22,400 People	28,318 Total	\$1.74 Per eBook Downl...	\$124.99 Total Spent



Ad Set Data: Delivery

<div><div>+ Create Ad</div><div>Edit</div><div>Duplicate Ads</div><div>Preview</div><div>Create Rule</div><div>More</div></div>									
<div>Columns: DeliveryBreakdownExport</div>									
<input type="checkbox"/>		Ad name	Delivery	Reach	Frequency	Cost per 1,000 people reached	Impressions	CPM (cost per 1,000 impressions)	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 I39312-Deborah Ad 3	● Not delivering Ad set completed	6,270	1.14	\$5.21	7,120	\$4.59	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 I39312-Deborah Ad 2	● Not delivering Ad set completed	8,241	1.22	\$5.03	10,054	\$4.13	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 I39312-Deborah Ad 1	● Not delivering Ad set completed	9,812	1.14	\$5.18	11,144	\$4.56	
▶ Results from 3 ads				22,400 People	1.26 Per Person	\$5.58 Per 1,000 People ...	28,318 Total	\$4.41 Per 1,000 Impressi...	

Ad Set Data: Engagement



Account: Udacity 3 US

Search



Filters

This month: 1 January 2018 - 14 January 2018

FILTERS: Campaign name: I39312-Deborah x



Save Filter

Account overview

Campaigns

1 selected



Ad sets

1 selected



Ads for 1 Ad set

+ Create Ad



Edit

Duplicate Ads

Preview

Create Rule

More

Columns: Engagement




Breakdown



Export



<input type="checkbox"/>	Ad name	Delivery	People taking action	Post reactions	Post comments	Post shares	Link clicks
<input type="checkbox"/>	 I39312-Deborah Ad 3	● Not delivering Ad set completed	61	12	—	—	48
<input type="checkbox"/>	 I39312-Deborah Ad 2	● Not delivering Ad set completed	86	8	—	—	76
<input type="checkbox"/>	 I39312-Deborah Ad 1	● Not delivering Ad set completed	98	16	—	—	83
▶ Results from 3 ads			241 People	36 Total	— Total	— Total	207 Total

