



Project 3: Run a Facebook Campaign

Part One

Campaign Approach

In this campaign, my target audience were people of ages 20-40. This is because my target persona revolves around people of this particular age group. I targeted people(both male and female) who have interest in digital marketing or entrepreneurship and also people with behaviours of small business owners because these people are seeking ways to expand their business by advertising their goods and products online.



Target Persona: DMND

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Female, 18-35 years old• Secondary school to university education• Interested in online marketing and learning• Lives in Nigeria• Earns 1,440,000naira annually	<p>Rachael Alioha</p> 	<ul style="list-style-type: none">• Hands-on project to help her familiarize herself with all the applications necessary to make her a successful digital marketer.• An online digital marketing course which covers the major mediums and is well designed.• To be able to combine her knowledge of Economics and digital marketing• Mentorship on digital marketing Nanodegree course.• A course that has positive reviews and real certification.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Loves marketing goods• Designing• Community development• Research• Loves styling	<ul style="list-style-type: none">• Maintain financial independence• Use digital marketing to create brand awareness• Working on digital marketing projects and campaigns in a team friendly environment.• Create great content which will results to getting leads and then after making sales• Become an expert in digital marketing	<ul style="list-style-type: none">• Inadequate knowledge of ways to use the internet to make sales and advertise her designs• No knowledge of any digital marketing nanodegree program which will suit her needs.

Marketing Objective

The Digital Marketing Nanodegree program has a marketing objective to collect 50 email addresses of potential students in January 2018.



KPI

The primary KPI tracked in the campaign is the number of leads gotten in January 2018.





Campaign Screenshots

Campaign & Ad Set: Sample

Campaign name	I39312-Deborah
Campaign objective	Conversions
Key result	Custom conversions
Custom conversion	eBook Download

AD SET

Ad set name	US - 20-40-digital marketing enthusiast
Targeting	Location: United States Age: 20-40 People who match: Interests: Entrepreneurship or Digital marketing, Behaviours: Small business owners Interest expansion: On Less ▲
Ad placement	Facebook Feeds, Facebook Instant Articles, Facebook Right column, Instagram Feed, Audience Network Native, banner and interstitial, Audience Network In-stream videos, Audience Network Rewarded videos and Messenger Home
Budget & schedule	1 January 2018 - 13 January 2018
Optimise for	Conversions
Bid	\$0.00
Pay for	Impression

Ad Summary: Sample

3 ADS

Ad name

Default name - Conversions

- Image no.

Headline

Free Digital Marketing e-book.

Text

Download this free ebook to learn how to advertise on major social media platforms.

Images



Each image will create a different ad.

Close

Confirm

Ad Images: Sample



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