

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
•	Female, 18-35 years old	Rachael Alioha
•	Secondary school to university education	and a
•	Interested in online marketing and learning	
•	Lives in Nigeria	
•	Earns 1,440,000naira	

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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.

annually

Hobbies

Goals

Loves marketing Maintain financial independence Use digital marketing to create brand

goods Designing

Research

Loves styling

- Community development
- 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
- **Barriers** Inadequate knowledge of ways to use the internet to make sales and advertise her designs
- program which will suit her needs.
 - No knowledge of any digital marketing nanodegree

Needs

the applications necessary to make her a successful

Hands-on project to help her familiarize herself with all

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.



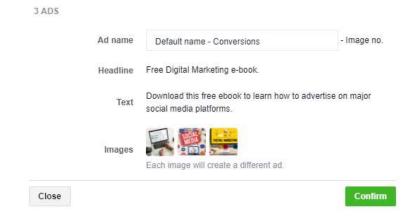
Campaign Screenshots

Campaign & Ad Set: Sample

Campaign name 139312-Deborah Campaign objective Conversions Key result Custom conversions Custom conversion eBook Download AD SET Ad set name US - 20-40-digital marketing enthusiast Location: United States Age: 20-40 People who match: Interests: Entrepreneurship or Digital Targeting marketing, Behaviours: Small business owners Interest expansion: On Less A Facebook Feeds, Facebook Instant Articles, Facebook Right column, Instagram Feed, Audience Network Native, banner Ad placement and interstitial, Audience Network In-stream videos, Audience Network Rewarded videos and Messenger Home Budget & schedule 1 January 2018 - 13 January 2018 Conversions Optimise for \$0.00

Impression

Ad Summary: Sample





Ad Images: Sample







