Project 3:
Evaluate a Facebook Campaign

Campaign Summary

Marketing Challenge #1:
Digital Marketing Nanodegree Program

Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might be interested in taking this course. In order to do this, we have created a [landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of $0 for the eBook and a conversion value (revenue) of $25 per collected email address.

Landing Page

UDACITY

Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program

Get your free copy of the eBook today!

DMND

SOCIAL MEDIA ADVERTISING GUIDE

✔ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat

✔ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads

✔ Everything you need to get started!

First Name

Email

SUBMIT ＞

By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here.

Marketing Objective & KPIs

Marketing Objective: To collect the email addresses of 50 potential students for the Digital Marketing Nanodegree Program, with a campaign running for one week and having a lifetime budget of $1000

KPI: Number of eBook downloads

Target Persona

Background and Demographics	Target Persona Name	Needs
- Age 27 - Female - Graduated from university - Employed - Lives in a mid-size US city	Jessica	- Flexible study schedule "Bite-size" chunks of learning
Hobbies	**Goals**	**Barriers**
- Hiking - Photography - Walking her dog	- Transition into a new career in digital marketing - Get a job with higher earning potential/path to advancement - Meet other marketers	- Limited time for studying/learning new skills - Unsure how to break into a new industry

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Ad Set

The following three ads are the Ad Set we have designed to target that persona on the previous slide.

Ad One

Ad Two

Ad Three

Campaign Evaluation

Campaign Evaluation – Ad set

The ad set was targeted at;

Demographics:

- Sex: Female

- Age: 18 -35 years

- Education level: Graduate

Location: A mid-sized US city

Interests: Digital marketing, Social media marketing and Networking

Behaviour: Requires a flexible study schedule, Tech Savy

Campaign Evaluation – KPI formulas

i. CPM (Cost per 1,000 Impressions)

$$CPM = \left(\frac{\text{Total ad spend}}{\text{Total measured ad impressions}} \right) \times 1000$$

i. Link Click-Through Rate

$$CTR = \left(\frac{\text{Total measured clicks}}{\text{Total measured impressions}} \right) \times 100$$

i. CPLC (cost per link click)

$$CPLC = \left(\frac{\text{Total ad spend}}{\text{Total measured clicks}} \right)$$

i. Click To Lead Rate

$$\text{Click to lead rate} = \left(\frac{\text{Total number of clicks}}{\text{Total number of leads}} \right) \times 100$$

i. Cost per Results

$$\text{Cost per results} = \left(\frac{\text{Total amount spent}}{\text{Total result}} \right)$$

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Campaign Evaluation – Ad Performance

Based on the Key Results, Ad set 2 performed better than Ad set 1 and 3.

- Ad 2 had more reach, impressions and leads.
- Ad 2 had the lowest cost per results, and the amount spent was well within the campaigns budget.

Campaign Evaluation – Campaign optimization

○ A/B testing was done with the image of this Ad copy, going forward a relevant image should be used to run Ads seeing that Ad set 2 which had a snapshot of the ebook performed better than Ad set 1and 3.

○ To optimise this campaign, Ad set 2 image can be maintained and a change of headline can be done to speak to the interest and behaviours of our target persona. E.g

Ad set 1 hedaline: Download your free ebook and learn how to advertise on Facebook, Instagram, Twitter and other social media sites

Ad set 2 headline: Looking to start a career in Digital Marketing? Download our free ebook and learn the basics of advertising on Facebook, Instagram, Twitter and other social media sites

Ad set 3 headline: Interesed in a career in Digital Marketing? Download our free ebook and start a career in Digital Marketing today!

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Campaign Evaluation – Campaign performance

- ○ Based on the marketing objective, the camapign performed well as it was able to achieve the marketing objective and got 66 leads which represents 132% achieved to plan.
- ○ The Ad campaign was also within the set budget of the campaign objective

Campaign Recommendations

- ○ Changes can be made to the landing page, switching the call to action button from 'submit' to 'download' to optimise results.
- ○ A different A/B testing parameter can be used e.g the headline.
- ○ Ad set 2 can be focused on seeing that the leads (results) and cost per click are within the objectives of the campaign.