

Project 3 - Part 1

Create a Facebook Campaign



Campaign Approach


Campaign name : FarahRuwaily11-misk-mon-Hussain

My Campaign is to reach target audience on Facebook & Instagram, To advertise a free E-Book (Free Social Media Advertising Guide) from the [Udacity Digital Marketing Nanodegree Program](#). Campaign has 1 Ad set that includes 3 Individual Ads, Scheduled from the 30th of May 2020 to 2nd of June 2020.

Target : Marketing Graduates and people who's interested in Marketing , digital marketing to be specific, Who lives in Kingdom Of Saudi Arabia , From both genders between 20 – 45 years old.

Objective : To collect 50 email addresses of potential students who could be interested in taking this course, within 4 days between the 30th of May 2020 to 2nd of June 2020.

Target Persona

| Background and Demographics | Target Persona Name | Needs |
|--|--|--|
| <ul style="list-style-type: none">• Age 20's• Single• Interested in Marketing |  <p>Sarah</p> | <ul style="list-style-type: none">• To be updated in Marketing and attend qualified courses.• meet people with same interest.• Career consultation to help find the right job or career path |
| Hobbies | Goals | Barriers |
| <ul style="list-style-type: none">• Enjoying free time at home either reading, cooking, etc• Learning new skills by attending courses• Hanging out playing sports or shopping. | <ul style="list-style-type: none">• Start Career• Be successful in what I do• Settle down and make family• Learn new skills from time to time | <ul style="list-style-type: none">• Courses costs.• Time Management• Easy, fun platforms to learn from. |

Marketing Objective

- To collect 50 email addresses of potential students who could be interested in taking this course, within 4 days between the 30th of May 2020 until 2nd of June 2020.

KPI

- To measure the number of potential customers E-mails by the mentioned period of time.

Campaign & Ad Set: Sample

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience ▼

Udacity MENA Connect - F

Location: Saudi Arabia

Age: 20 - 45

Interests: Small business, Digital marketing, Self-employment, Marketing, Social media marketing, Business, Advertising, Home
People Who Match: business or Advertising campaign, Field of study: Online-Marketing, Job title: Business Owner, Social Media Manager, Marketing Specialist or Digital Marketing Strategist

Ad Set Name KSA marketing grads
ID: 23844725792210218

Destination Website

Budget Lifetime Budget \$100.00

Start Date Saturday, May 30, 2020 at 12:04 PM
Sao Paulo Time

End Date Tuesday, June 2, 2020 at 12:36 PM
Sao Paulo Time

Ad Scheduling Run ads all the time


Saved Audience Udacity MENA Connect - F

Placements Automatic Placements

Optimization Goal Conversions

Ad Summary:

Farahruwaily11-Misk-Mon-Hussain > KSA marketing grads > **KSA - 20s - AD 1**

● Scheduled 

 Edit  **Review**

Ad Name KSA - 20s - AD 1

ID: 23844725792330218

Facebook Page Digital Marketing by Udacity

Instagram Account Use selected Page

Format Single Image

Website URL <https://dmnd.udacity.com/ebook>

Facebook Pixel Udacity eBook US's Pixel
ID: 2006998202856287

Offline Events Default Offline Event Set For DMND
ID: 1843773069172783

This is the format of the ads, In next slide I have attached the pictures I choosed.

Ad Images: Ad1



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Ad 2



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