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 <u>Udacity Digital Marketing Nanodegree Program</u>. 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
 Age 20's Single Interested in Marketing 	Sarah	 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
 Enjoying free time at home either reading, cooking,etc Learning new skills by attending courses Hanging out playing sports or shopping. 	 Start Career Be successful in what I do Settle down and make family Learn new skills from time to time 	 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 Screenshots

Campaign & Ad Set: Sample

Audience

Define who you want to see your ads. Learn More

Create New Audience

Use Saved Audience ▼

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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

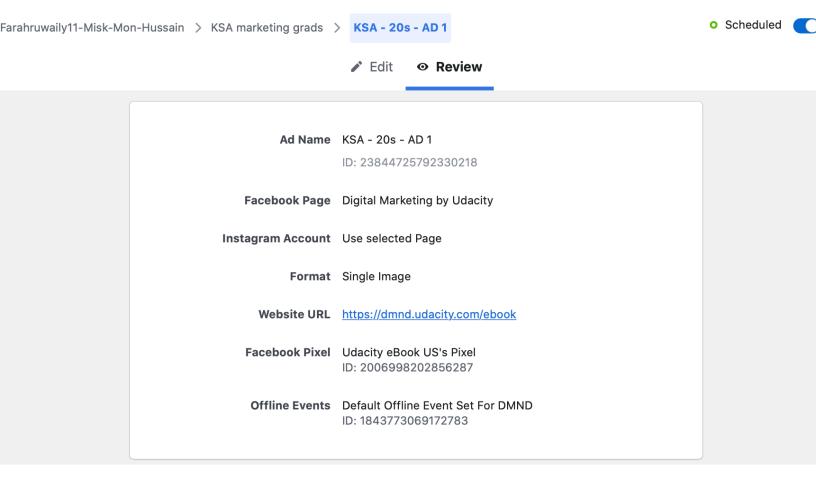
Ad Scheduling Run ads all the time

Saved Audience Udacity MENA Connect - F

Placements Automatic Placements

Optimization Goal Conversions

Ad Summary:



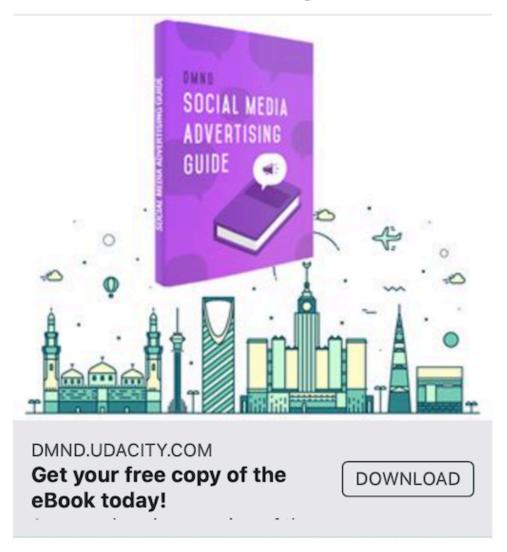
This is the format of the ads, In next slide I have attached the pictures I choosed.



Ad Images: Ad1



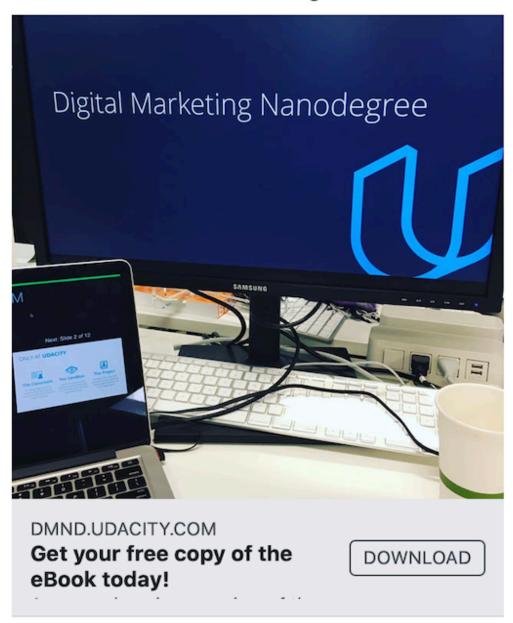
Free Social Media Advertising Guide







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AD3



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