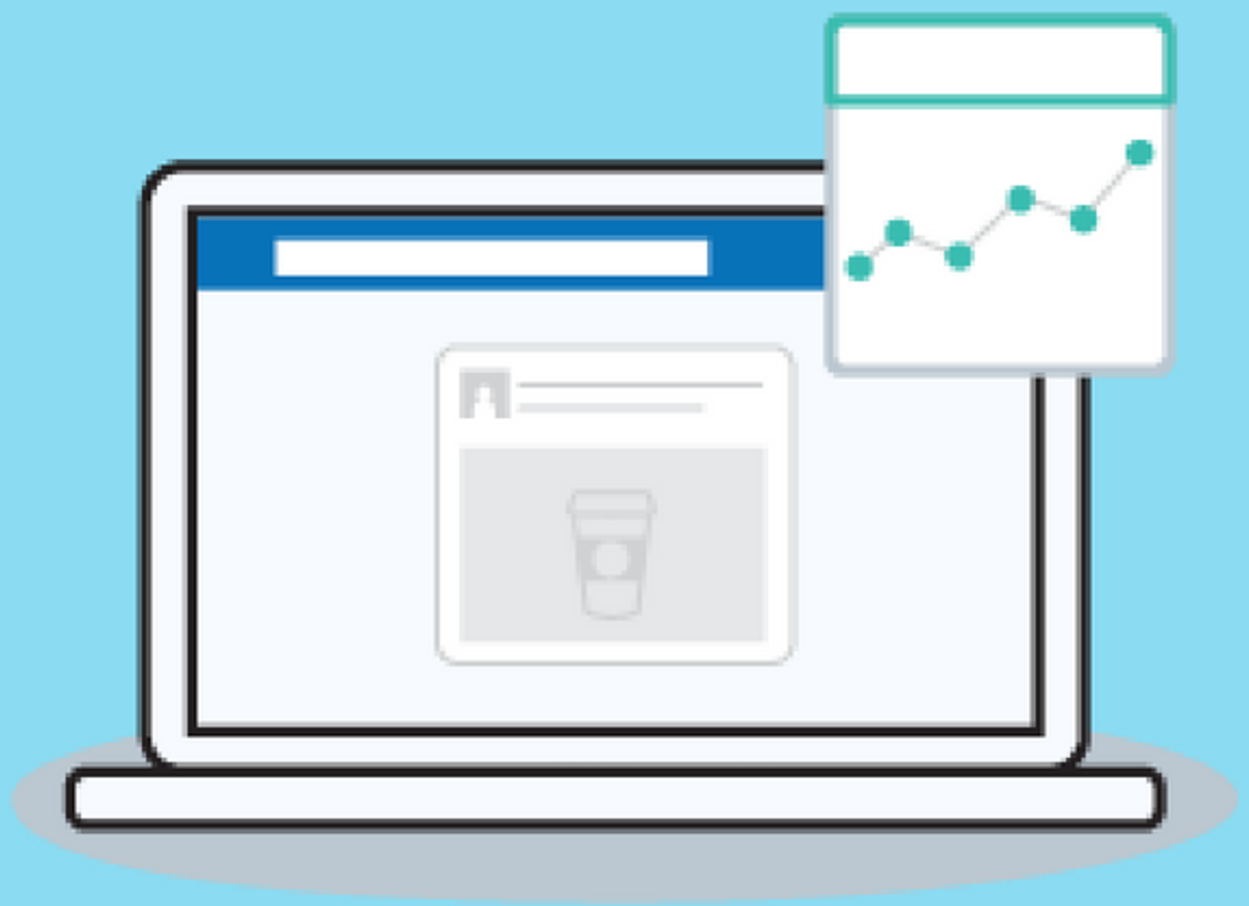


Project 3 - Part 2

Run 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	 Sarah	<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.

Copy slide from your submission for
Part 1 of the project

Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?
2. What Ad Copy and Ad Creatives did you use?
3. If you made any changes, please describe them.

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:

AD 1



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AD 2



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AD 3

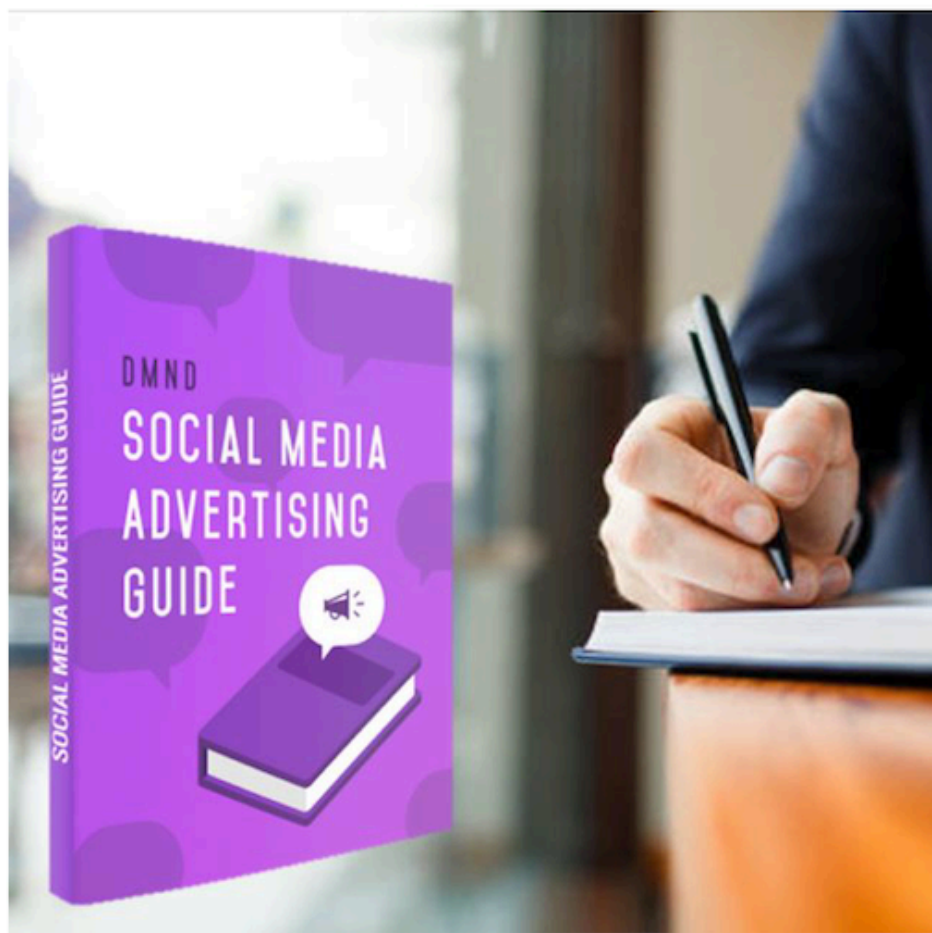


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Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
Ad One	241	68,032	\$0.30	\$71.71
Ad Two	7	3,459	\$0.41	\$2.87
Ad Three	5	1,304	\$0.39	\$1.93
Overall	253	70,400	\$0.30	\$76.51

Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.
 - a. Which ad performed best? **AD 1**
 - b. Was your campaign ROI positive? Please use this equation to calculate ROI:
 - i. $(\$15 * \# \text{ of leads}) / \text{cost} = \text{ROI for DMND}$

$$\text{ROI} = (\$15 * 253) / \$76.51 = 49.6$$

Campaign Evaluation: Recommendations

- Since the target audience is from Saudi Arabia , I have noticed that Ad 1 was more success than the other two Campaign , I Think because the Picture of AD1 which shows DMND Book with famous Saudi buildings that represents Saudi Arabia Culture in green colour which is the colour of the Saudi Flag.
- Target Audience was perfect.
- In the next campaign I would add \$50 more so it will be \$150 , And I would use more pictures with Saudi vibes.

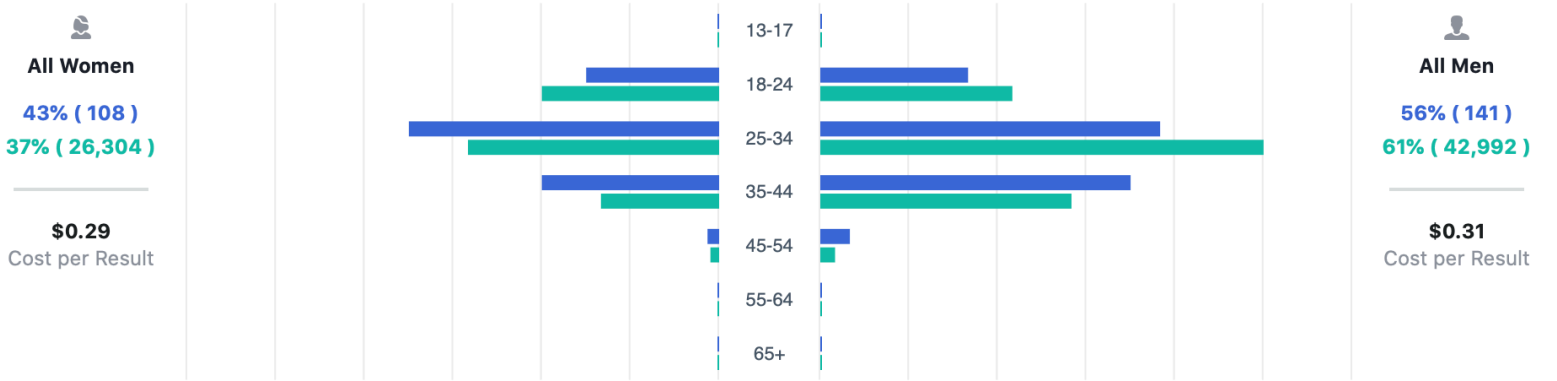


The chart displays the price of a 10-year Treasury note over a period from May 3 to June 7. The price starts at approximately \$120.50 on May 3, rises to about \$121.50 by May 10, and then fluctuates between \$121.00 and \$121.50 until June 7. A blue line segment shows a sharp increase from May 31 to June 7, starting at approximately \$121.50 and ending at \$122.50. A green line segment shows a sharp decrease from May 31 to June 7, starting at approximately \$121.50 and ending at \$120.50.

Campaign Results: Demographics

Performance Demographics Placement Delivery

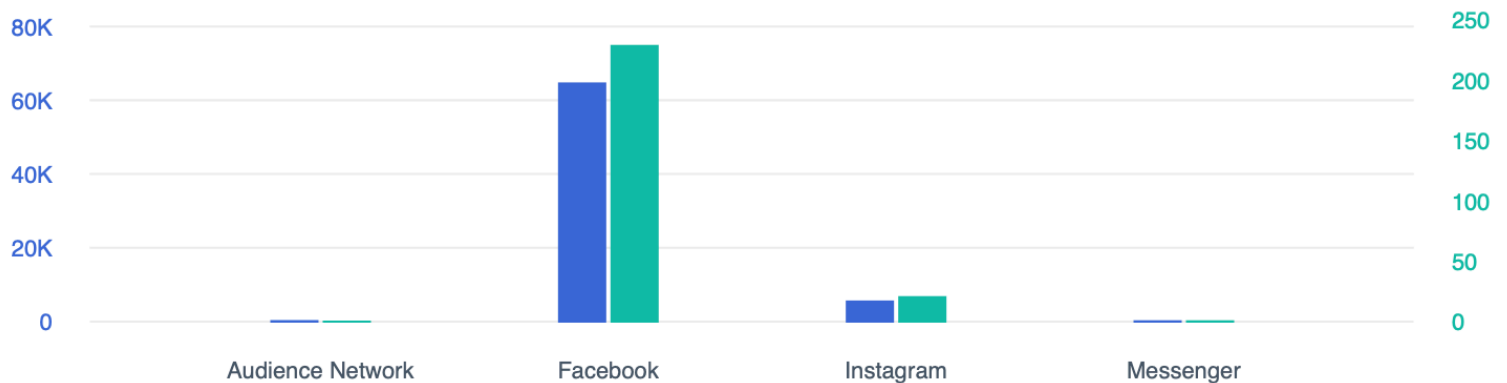
254 Results: ebook download 70,400 Reach



Campaign Results: Placement

Performance Demographics **Placement** Delivery

70,400 Reach ▾ 254 Results: ebook download ▾ \$76.51 Amount Spent



* You may see low delivery of ads to the Facebook Stories placement until it's available to everyone who uses Facebook Stories. A more accurate metric is cost per result.

Ad Set Data: Performance

<input checked="" type="checkbox"/>	Ad Set Name	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent
<input checked="" type="checkbox"/>	<div><div></div>KSA marketing grads</div>	\$100.00 Lifetime		254 ebook downl...	70,400	105,940	\$0.30 Per ebook do...	\$76.51
	> Results from 1 ad set ⓘ		—	254 ebook downlo...	70,400 People	105,940 Total	\$0.30 Per ebook do...	\$76.51 Total Spent

Ad Set Data: Demographics

<input checked="" type="checkbox"/>	Ad Set Name	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent
<input checked="" type="checkbox"/>	<div><div></div>KSA marketing grads</div>	\$100.00 Lifetime		254 ebook downl...	70,400	105,940	\$0.30 Per ebook do...	\$76.51
	> Results from 1 ad set ⓘ		—	254 ebook downlo...	70,400 People	105,940 Total	\$0.30 Per ebook do...	\$76.51 Total Spent

Ad Set Data: Placement

<input checked="" type="checkbox"/>	Ad Set Name	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> KSA marketing grads	57	1	50	9	575	2	\$0.13
	> Results from 1 ad set ⓘ	57 Total	1 Total	50 Total	9 Total	575 Total	2 Total	\$0.13 Per Action