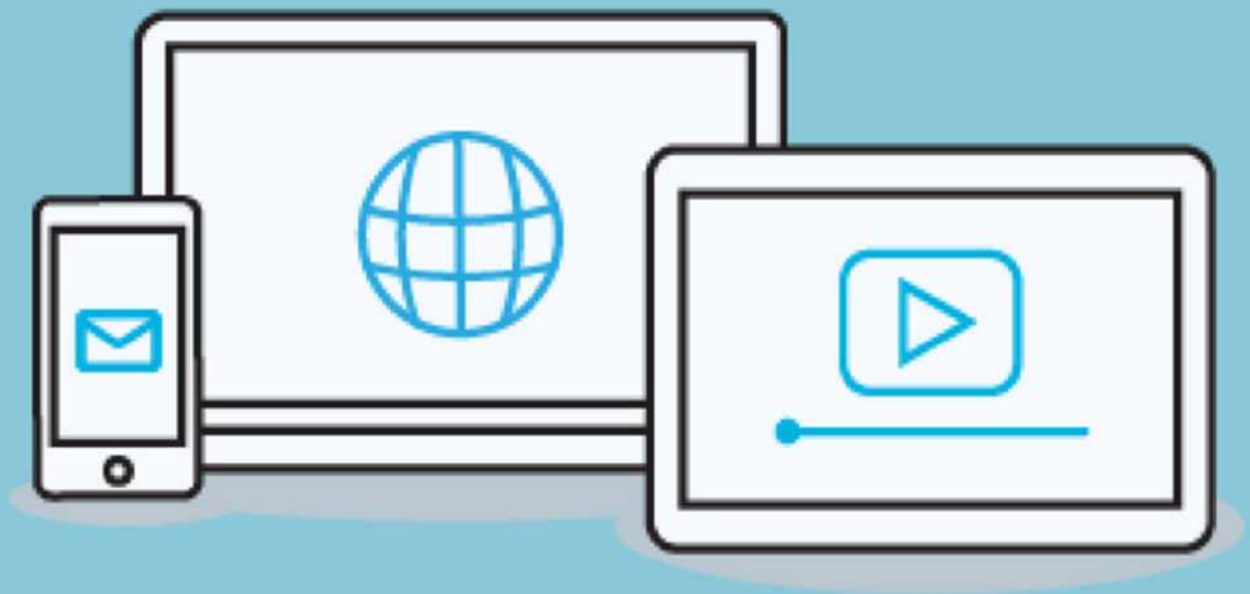


# Project 8

## Portfolio



---

# **1. Customer Journey Based Marketing Plan**

What: your offer

Who: your customers

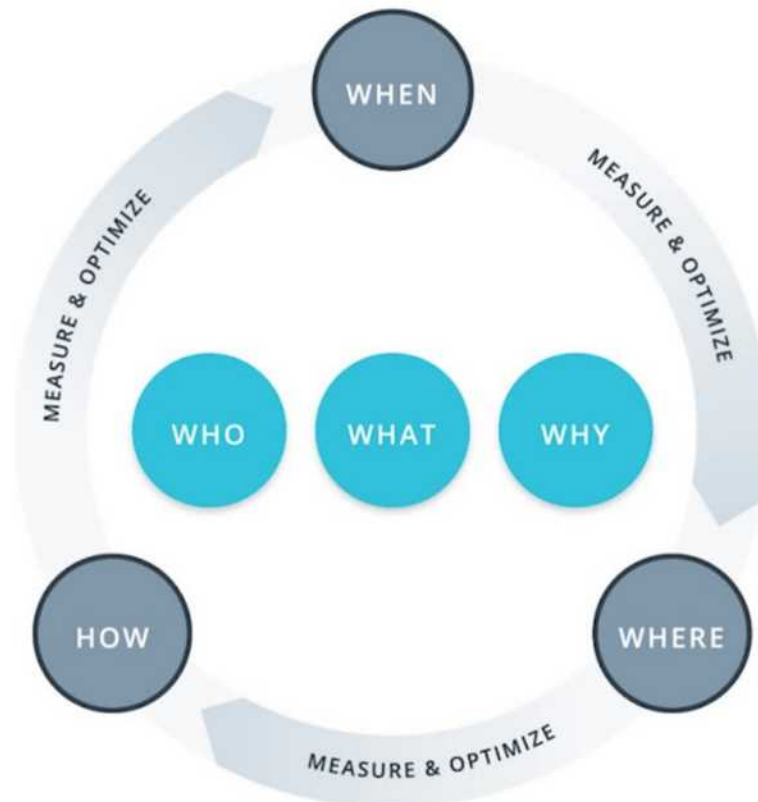
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics





## **What: Your Offer**

# Option 1:

## Digital Marketing Nanodegree Program

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

**Budget:** \$50,000

**Profit:** For the purpose of this assignment, the cost of the Nanodegree is \$999, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

**Campaigns:** We want to aggressively grow the program, but, we want to do it without losing money.

# Marketing Objective:

Your Company's Product/Service

signing up 250 new customers to the DMND Program in one quarter. With Budget 50,000\$

$$* 50,000\$ / 299\$ = 167.2$$

168 sign ups = Break even point



# Who Are Our Customers?

What: your offer

Who: your customers

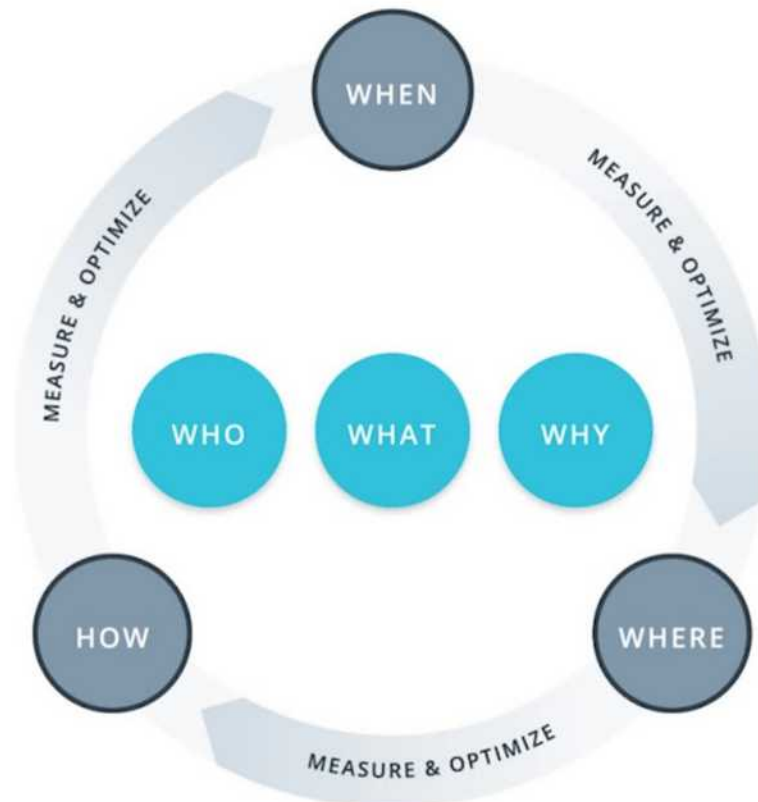
When: your customer's journey

Why: your marketing objective

How: your message


Where: channels your customers use

When+how+where = Marketing Tactics





# Target Persona

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

What: your offer

Who: your customers

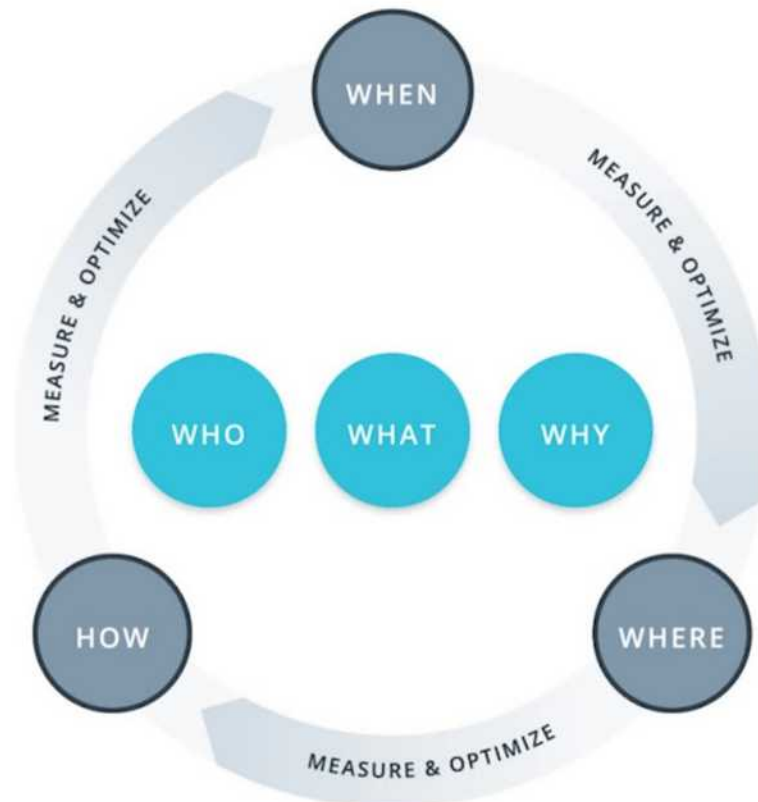
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



# Phases of the Customer Journey



Awareness



Interest



Desire



Action



Post action

# When+How+Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> <li>- Informative Landing Page + Video content introducing the course.</li> </ul>	<ul style="list-style-type: none"> <li>- Blog post (The new skills you will learn from the course and how it matches the real world needed skills as a Digital Marketer)</li> <li>- Course Preview page shows the Course topics , projects and free career services.</li> </ul>	<ul style="list-style-type: none"> <li>- Course Preview page shows the Course topics , projects and free career services.</li> <li>- Email list subscription for offers and enrollment dates.</li> <li>- Content Marketing (Video of students sharing their successful experience with the course)</li> </ul>	<ul style="list-style-type: none"> <li>- (Enrollment closing soon) Emails or Display Ads or Social media Ads</li> <li>- Special offers</li> </ul>	<ul style="list-style-type: none"> <li>- Welcoming Confirmation Email</li> <li>- Instructions and guidance for the student about the course and the platform.</li> </ul>
Channel	<ul style="list-style-type: none"> <li>- Paid+Organic Social media Ads (facebook+ Instagram)</li> <li>- Display Ads.</li> <li>- Paid Search (Google Adwords)</li> <li>- Informative Landing Page.</li> </ul>	<ul style="list-style-type: none"> <li>- Organic + Paid Search.</li> <li>- Social media account for customer service.</li> <li>- Paid social media Ads</li> <li>- Content Marketing (blog)</li> </ul>	<ul style="list-style-type: none"> <li>- Organic + paid Search</li> <li>- Paid social media Ads</li> <li>- Email Marketing</li> <li>- Display Ads</li> <li>- Content marketing (blog)</li> </ul>	<ul style="list-style-type: none"> <li>- Email Marketing</li> <li>- Display Marketing</li> <li>- Social Media Ads</li> <li>- Organic + Paid Search</li> </ul>	<ul style="list-style-type: none"> <li>- Email Marketing</li> <li>- Organic search</li> </ul>

---

## 2. Budget Allocation



**DMND**

**Budget Allocation**

# Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$5,000	\$1.25	4,000	0.05%	2
AdWords Search	\$2,000	\$1.40	1,428	0.05%	1
Display	\$3,000	\$5.00	600	0.05%	0
Video	\$2,000	\$3.50	571	0.05%	0
Total Spend	\$12,000	Total # Visitors	6,599	Number of new Students	3

# Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$5,000	\$0.50	10,000	0.1%	10
AdWords Search	\$3,000	\$1.50	2,000	0.1%	2
Display	\$3,000	\$3.00	1,000	0.1%	1
Video	\$2,000	\$2.75	727	0.1%	1
<b>Total Spend</b>	<b>\$13,000</b>	<b>Total # Visitors</b>	<b>13,727</b>	<b>Number of new Students</b>	<b>14</b>



# Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$15,000	\$0.30	50,000	0.3%	150
AdWords Search	\$8,000	\$1.50	5,333	0.3%	16
Display	\$1,000	\$3.00	333	0.3%	1
Video	\$1,000	\$2.75	364	0.3%	1
<b>Total Spend</b>	<b>\$25,000</b>	<b>Total # Visitors</b>	<b>56,030</b>	<b>Number of new Students</b>	<b>168</b>

# ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$12,000	6,599	3	\$299	\$897	- \$11,103
Interest	\$13,000	13,727	14	\$299	\$4,186	- \$8,814
Desire	\$25,000	56,030	168	\$299	\$50,232	\$25,232
Total	\$50,000	76,356	185		\$55,315	\$5,315

# Additional Channels or Recommendations:

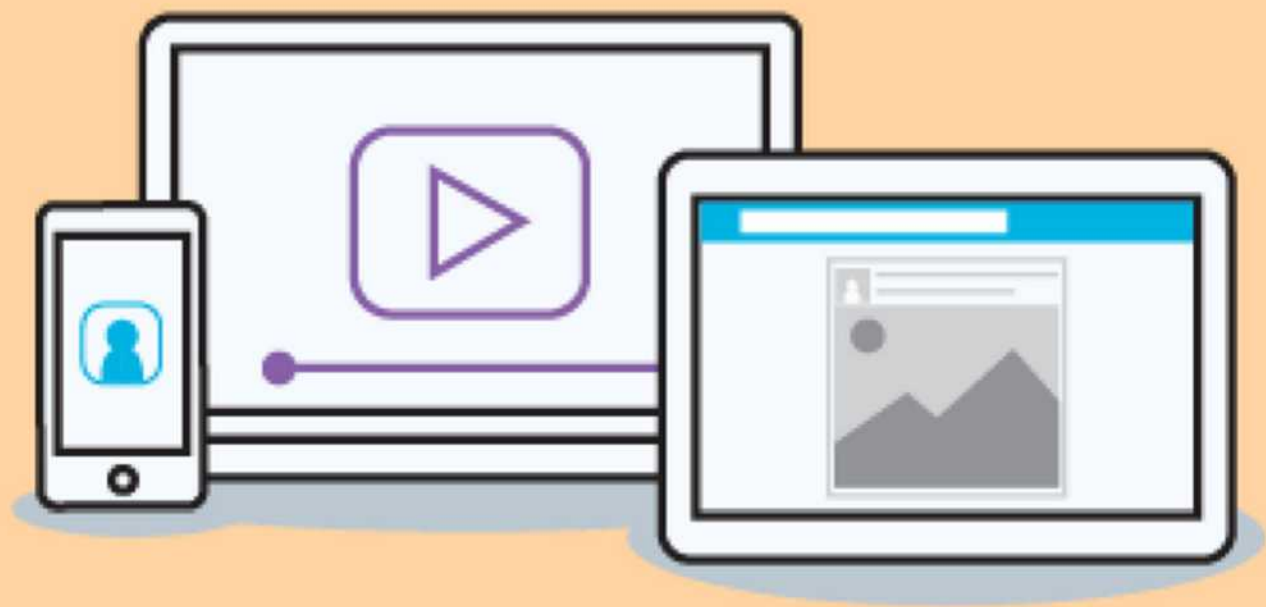
- Facebook & Google Adwords showed the Highest results , I suggest focusing on Social media Advertising.
- When it comes to the three different phases ( Awareness – Interest – Desire ) , Desire phase was the best and it had the only positive ROI **\$25,232** , The second phase was interest which had negative ROI - **\$8,814** but a little better than awareness phase ROI - **\$11,103**.
- I suggest focusing more on the Desire Phase , It did very well than the other phases.
- Overall, Campaign was successful at lea, KPI was 250 enrollments in one quarter within budget \$50,000 , We got **185 new enrollments Within the specified period and budget.**  
168 sign ups = Break even point



### **3. Showcase Work**

# Project 2

## Market your Content



# Marketing Objective & KPI :

**Objective :** *To get 100 visits within 3 months of publishing the blog post.*

**KPI :** *To measure the number of visits within the mentioned time or period.*

## What is the theme and framework of your blog post?

**1. Blog post Theme is :** *Why have you decided to take the Digital Marketing Nanodegree Program?*

**2. Frame work :** *Pixar Framework*

## Blog Post :

# Have you checked the new online program (Digital Marketing NanoDegree)?



# Blog Post

Once there was a lady called Sarah.

Sarah is a Fresh Graduate majored in Marketing.

Everyday, Sarah goes to her work at a successful marketing & advertising agency as a Marketing Specialist.

She is a determined person and a self-learner who loves to be updated and to develop new skills and hobbies from time to time.

Usually, She likes to attend new events or workshops or courses to meet new people, make new friends and to make new professional connections in addition to learning and developing her self.

Until one day, She realized that she became too busy at work lately and her personal responsibilities specially to her family are taking most of her time.

Because of that, She did not have that much of time and energy for attending new events and workshops as much as she usually did.

Until one day, she saw an advertisement on social media for a new online platform called (Udacity) that is providing a lot of qualified programs and courses in different topics, including a new program (Digital Marketing NanoDegree Program), She was so satisfied and happy that finally she can learn new skills and achieve her goals from home without spending a lot of time on the road.

Also, that DMND program is related to her major and she have always wanted to learn more about the function of digital marketing, Since it has been an important skill for every Marketer to have.

Ever since then, Online courses, Webinars and online workshops become her favorite learning methods.

**URL:**

<https://cutt.ly/AynMg6O>



# Crafting Social Media Posts :

## 1- Twitter

Twitter is a worldwide popular platform specially in Saudi Arabia, You can find on Twitter different nationalities and different cultures and people in different ages , Successful Ads and campaigns can go viral on Twitter!



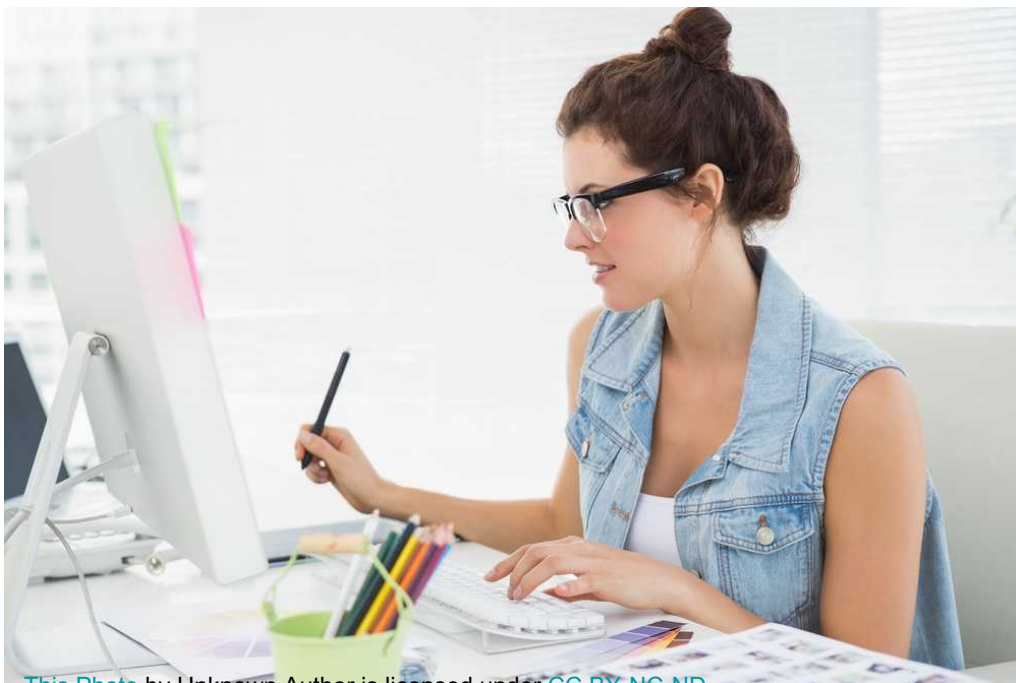
( UDACITY Digital Marketing Nanodegree Program is a professional, Qualified program.

I Highly recommend the program i learned a lot of great new skills in Digital Marketing, I think it is an important opportunity to take an advantage from. Check out my Post !

<https://cutt.ly/AynMg6O> )

## 2- Instagram

Instagram is another worldwide popular platform, Everyone shares their Photos and people write comments and be active. Also you can make Campaigns and ads and reach the wanted Market Segment on Instagram.



[This Photo](#) by Unknown Author is licensed under [CC BY-NC-ND](#)

Digital Marketing Nanodegree program from UDACITY will provide you with most important and updated skills, Tools and lessons in Digital Marketing.

I have written about my experience with the program on a Blog post, Check it out! <https://cutt.ly/AynMg6O>

# 3- Linked in

Linked in is a professional platform, where you can make new professional connections, Learn new skills from Linked in courses and to find more about available jobs worldwide from different companies and organizations.



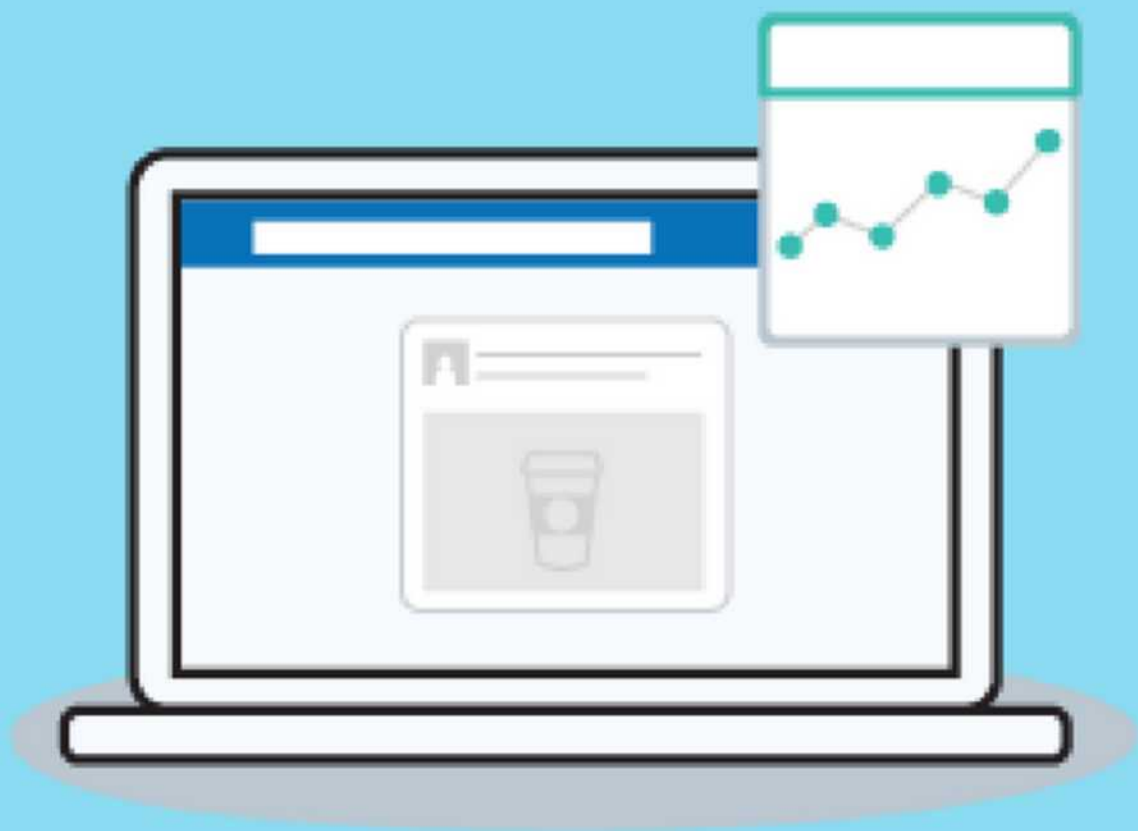
Digital Marketing Nanodegree program from UDACITY will provide you with the updated skills, Tools and lessons you need in Digital Marketing.

Learn, Grow , Fill your CV with great skills to get closer to your dream job.

I have written about my experience with the program on a Blog post, Check it out! <https://cutt.ly/AynMg6O>

# 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 30<sup>th</sup> of May 2020 to 2<sup>nd</sup> 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 30<sup>th</sup> of May 2020 to 2<sup>nd</sup> of June 2020.

## **Marketing Objective :**

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

## **KPI :**

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

# 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.

# Campaign Ad Images:

## Ad 1



**Digital Marketing by Udacity**

Sponsored ·



Free Social Media Advertising Guide



DMND.UDACITY.COM

**Get your free copy of the  
eBook today!**

DOWNLOAD



## Ad 2



**Digital Marketing by Udacity**



Sponsored ·

Free Social Media Advertising Guide



DMND.UDACITY.COM

**Get your free copy of the  
eBook today!**

DOWNLOAD

# Ad 3

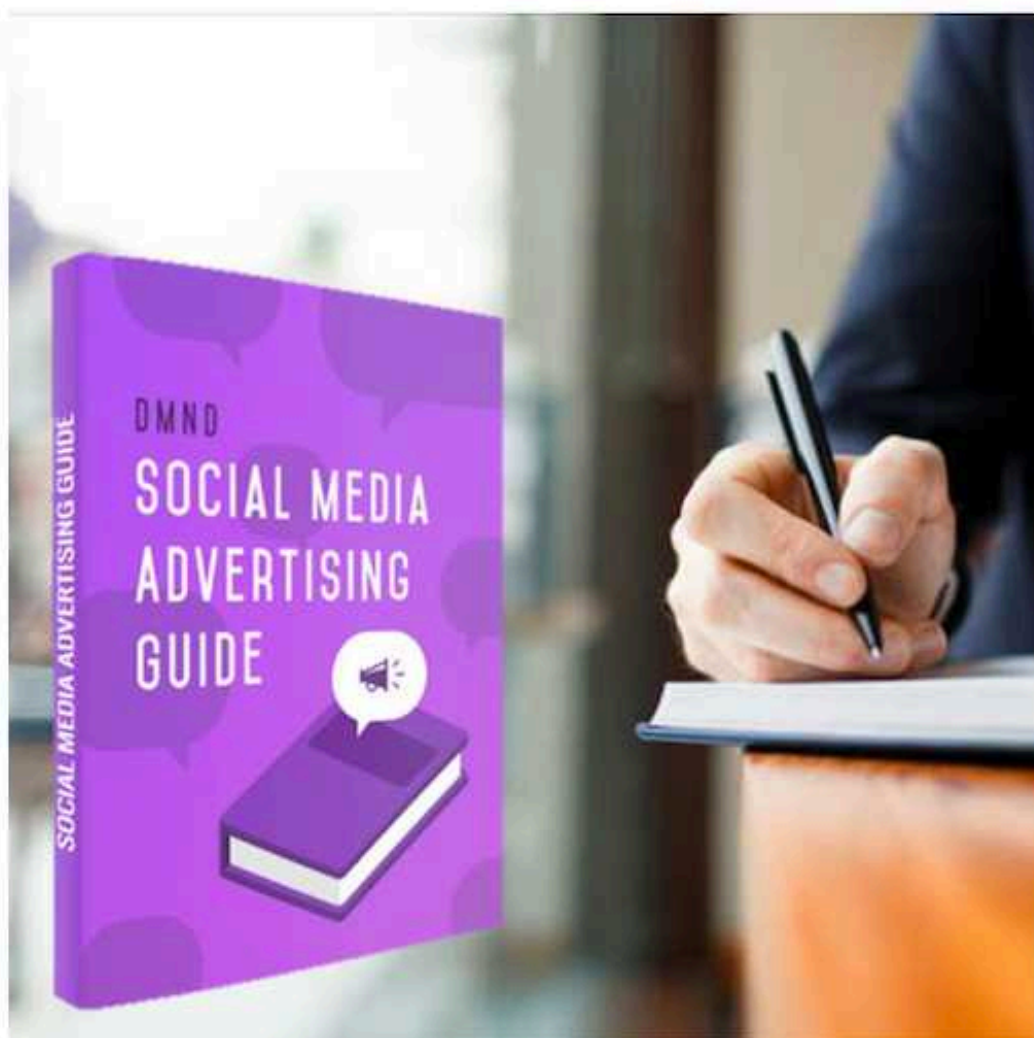


**Digital Marketing by Udacity**



Sponsored · 

Free Social Media Advertising Guide



DMND.UDACITY.COM

**Get your free copy of the  
eBook today!**

DOWNLOAD

# 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.  $(\$15 * \# \text{ of leads}) / \text{cost} = \text{ROI for DMND}$

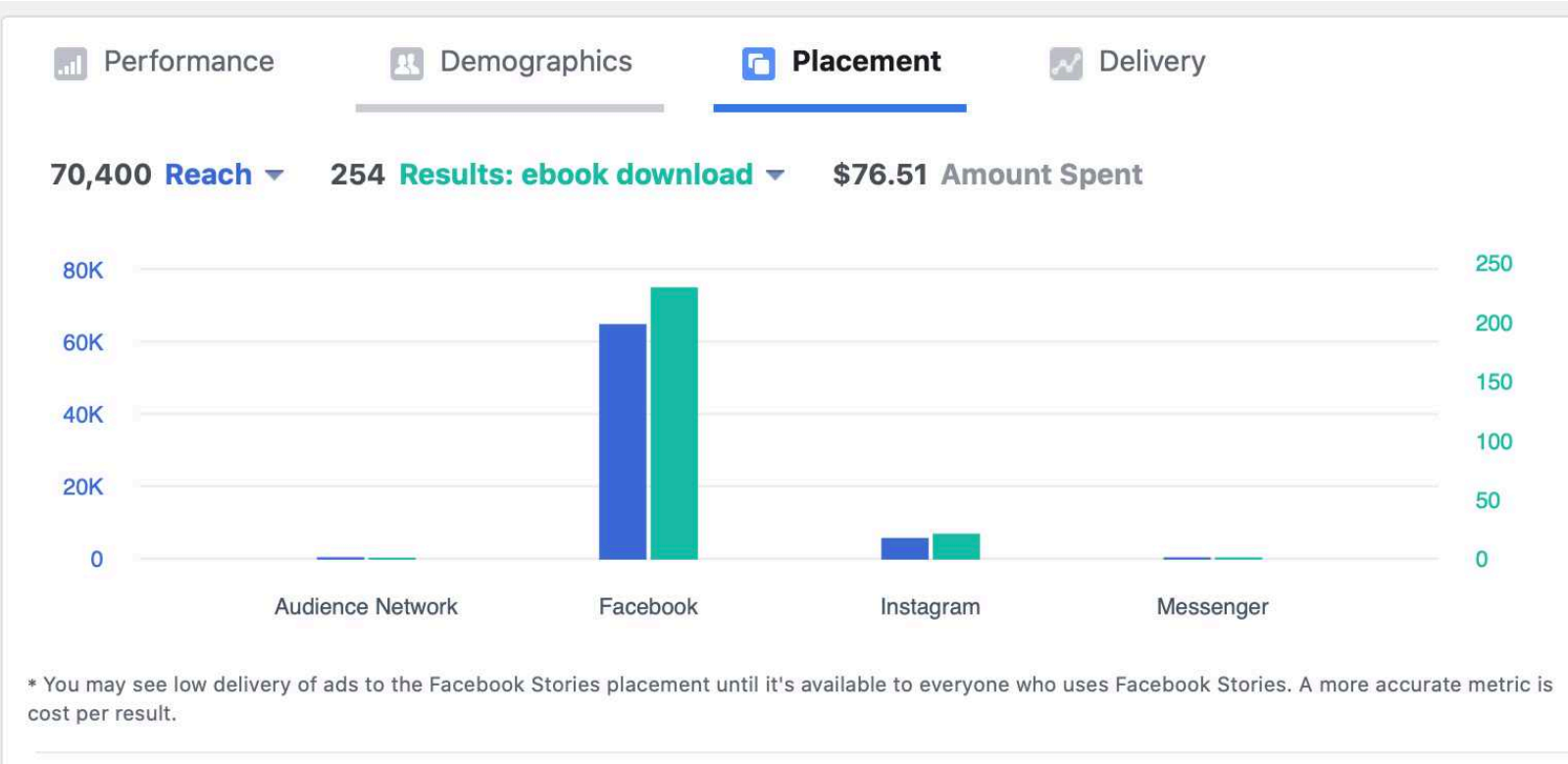
$$\text{ROI} = (\$15 * 253) / \$76.51 = 49.6$$

## - Performance




# Campaign Results:

## - Placement




# 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"/>	 KSA marketing grads	\$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

## - Demographics

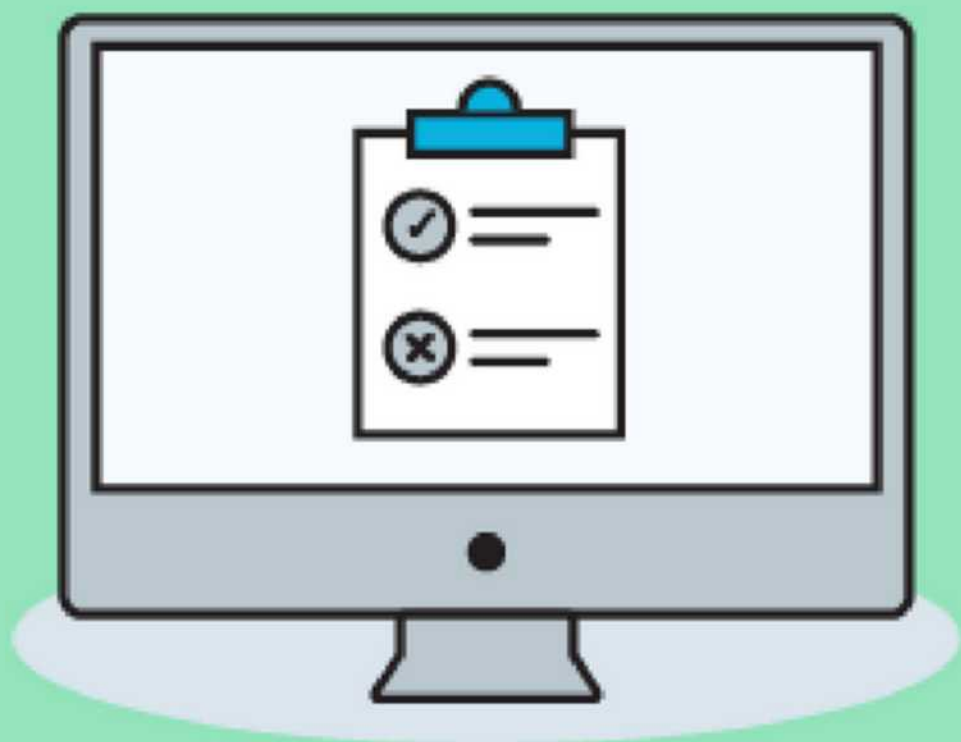
<input checked="" type="checkbox"/>	Ad Set Name	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent
<input checked="" type="checkbox"/>	 KSA marketing grads	\$100.00 Lifetime		254 ebook downl...	70,400	105,940	\$0.30 Per ebook do...	\$76.51
	> Results from 1 ad set ⓘ	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

## - 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"/>	 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

# Project 4

## Conduct an SEO Audit





# Marketing Objective & KPI

**Marketing Objective** - Increase Raw Traffic to DMND.Udacity.com by 50% in 6 months.

**KPI** - To measure the goal 50% increase raw traffic of DMND.Udacity.com by the mentioned period of time.

# Keywords

Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to this page. Be sure to use a mix of branded and non-branded Keywords.

	Head Keywords	Tail Keywords
1	misk courses	digital marketing nanodegree
2	udacity - misk	facebook ads online course
3	self learning	social media marketing online course
4	digital marketing	udacity online marketing courses
5	online courses	google analytics online course

# Keyword with the Greatest Potential

- Which Head Keyword has the greatest potential?

Misk Courses ( Priority = 33)

- Which Tail Keyword has the greatest potential?

Digital Marketing Nanodegree (Priority = 28)

# Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

URL: DMND.Udacity.com	
Current	
Title Tag	Udacity Digital Marketing Nanodegree Program website
Meta-Description	Blank
Revision	
Title Tag	Udacity Digital Marketing Nanodegree Program
Meta-Description	The homepage of Udacity DMND Program, It shows the logo of Udacity and the logos of the Collaborators with Udacity DMND program , in addition to the features and the benefits of DMND program and the social media accounts of udacity .

# Suggested Blog Topics

Topic 1 - **Launch your career with a 360-degree understanding of Digital Marketing**

Topic 2 – **Join Udacity-Misk program and study for free!**

Topic 3 – **Get your digital marketing nanodegree with Udacity**

A topic in our object could be so effective and reasonable for the customer/student to be interested or not.

Our chosen topics has a positive and exciting tone to encourage viewer to take action.

some topics may include words used by customers to reach the desired results, but its not convincing enough. A perfect topic to get the wanted result must include the most searched-about keywords and a clear way to write it.

A topic is the first contact between the learning platform and the student, and a first impression is always judged.

To be special, your topics needs to be special also.

The 3 Topic I chose has an exciting positive tone to encourage the student/customer to read more about the Digital Marketing Nanodegree Program, Also I chose simple keywords that most people would use to look for courses or related topics .

# Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.

Note: If you are doing the DMND challenge, dmnd.udacity.com is a new site, **perform this exercise on Udacity.com.**

List **three** of the top backlink URLs you discovered for the website. These backlinks should add value to the website and not be spam.

	Backlink	Domain Authority (DA)
1	<a href="http://en.wikipedia.org/wiki/Uncertainty">http://en.wikipedia.org/wiki/Uncertainty</a>	98
2	<a href="http://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Promise">http://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Promise</a>	97
3	<a href="http://en.wikipedia.org/wiki/Peter_Norvig">http://en.wikipedia.org/wiki/Peter_Norvig</a>	98

# Link-Building

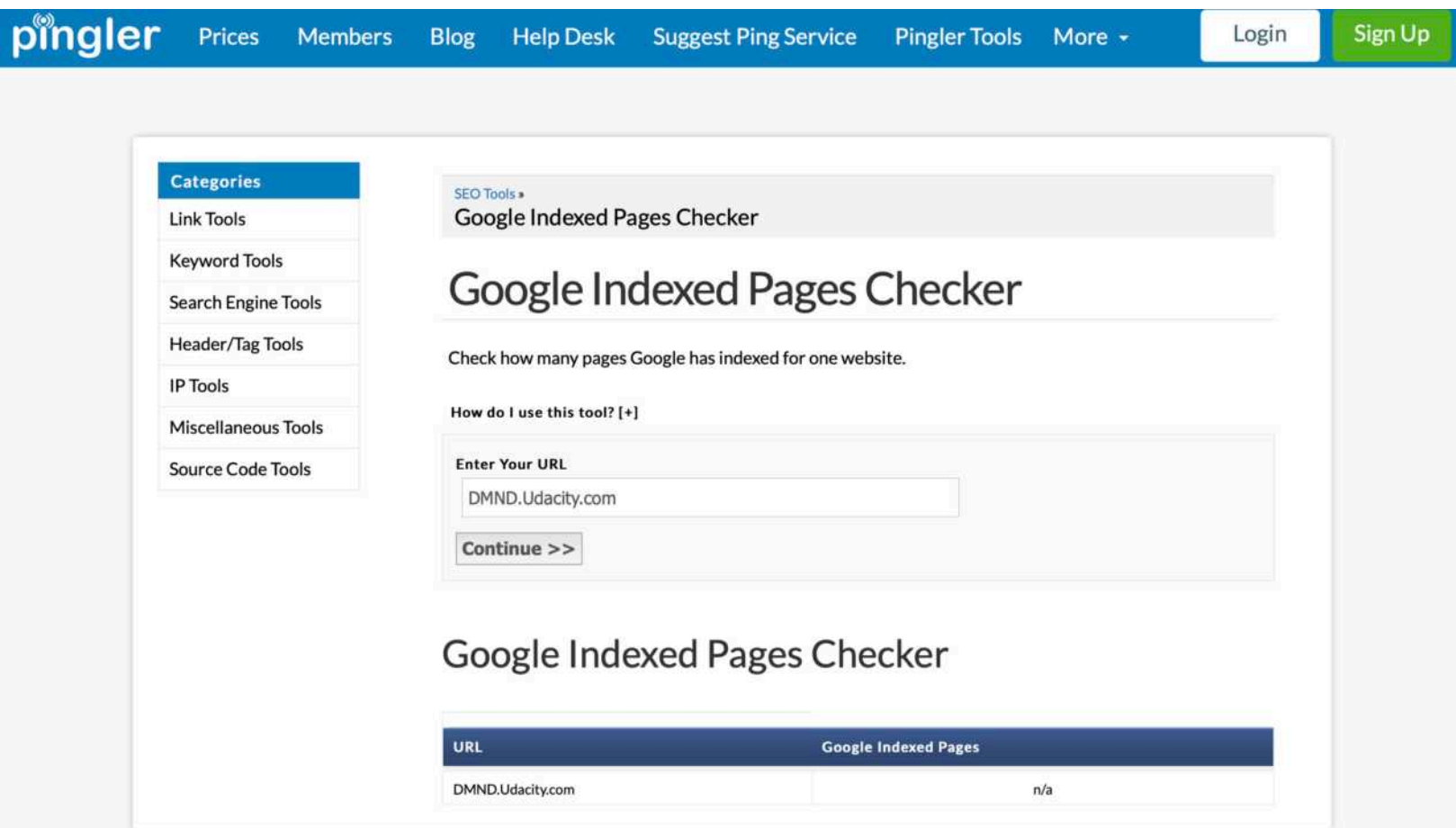
Using the [SEMRush](#) tool and research, strategize a link-building campaign.

Identify **three** websites that you think would be relevant, high traffic sites that you would like to gain backlinks from to help drive traffic to [dmnd.udacity.com](#).

Site Name	Digitalmarketer
Site URL	Digitalmarketer.com
Organic Search Traffic	178
Site Name	NeilPatel
Site URL	NeilPatel.com
Organic Search Traffic	14.7K
Site Name	Hootsuite
Site URL	Hootsuite.com
Organic Search Traffic	7.8K

# Performance Testing :

## Page Index



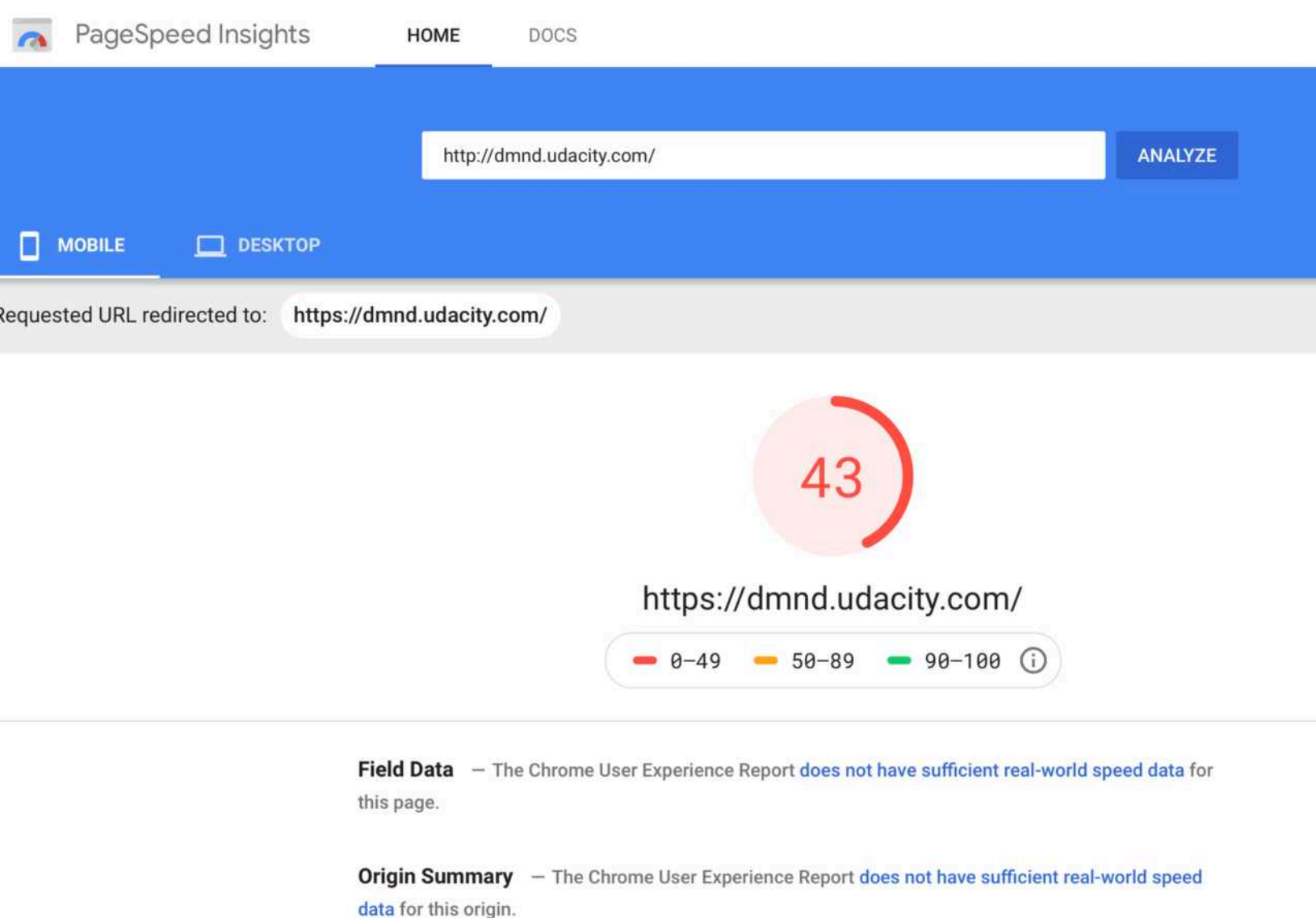
The screenshot shows the Pingler website's navigation bar with links for Prices, Members, Blog, Help Desk, Suggest Ping Service, Pingler Tools, and a More dropdown. Login and Sign Up buttons are also present. The main content area features a left sidebar with a 'Categories' menu listing various tool types. The central section is titled 'Google Indexed Pages Checker' and includes a description, a 'How do I use this tool?' link, a URL input field with 'DMND.Udacity.com', and a 'Continue >>' button. Below this is a table showing the search results.

URL	Google Indexed Pages
DMND.Udacity.com	n/a

It is very important to index Dmnd.udacity.com on Google, It is one of the greatest ways to attract internet users to find and visit your website easily.



# Page Speed



Page Speed is very important to Internet users, If the page of the website is taking long time loading , users usually will get bored and close or change the website.

It is important to increase the page speed on desktop and mobile pages as well since most of people are using their mobile searching and visiting sites more than using computers.

# Mobile-Friendly Evaluation

Think with Google

Test My Site Overview Optimise Other Tools ? GENERATE REPORT

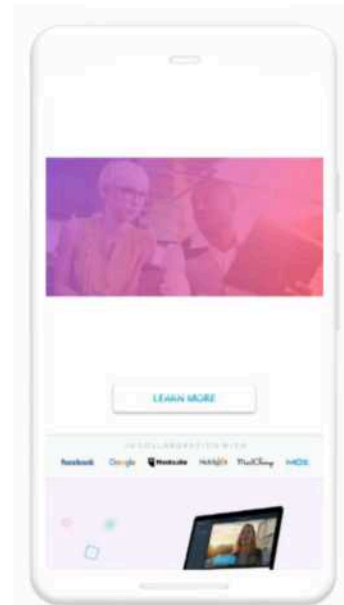
Your results for dmnd.udacity.com ⓘ

Your mobile page speed is 3.7 seconds on a 4G+ connection.

RATING

Slow

Slow sites start to load in over 2.5 seconds.



Nowadays, Most of people are using their tablets and smart phones accessing the internet, If you have a mobile-Friendly website , Anyone who visits your website will have a comfortable and easy experience, It will also encourage them to go through your website, see you offers , Get more engagements and more actions from the customers.

# Recommendations

- **Mobile-Friendly website**

First of all, a prioritized website from google can reach the audience way faster and easier than other non-prioritized websites.

And that is one of the most important reasons to build a mobile-friendly website.

Besides, mobiles are the most common way to browse the internet nowadays. So as an organization/Company your goal must be to exhibit and show yourself and be well-known as possible you can.

It can help also to build credibility with every person who is interacting with your organization as a customer, client or influencer. And it could encourage them to trust you as an information resource or even if you are a producer or service provider.

DMND.Udacity.com on mobile is slow and UX needs to be improve, They need to improve their website, It needs to be more mobile friendly.

- **Improve Content**

DMND.Udacity.com page needs to add more unique content about the program to get more attention and to raise the Ranking of the website.

- **Page speed**

Almost every user in any field wants the most efficient way to complete and fulfill their needs. And If you asked any internet user about the most things he doesn't like while browsing internet, slow pages will be in the list with no doubts.

Speaking in a bigger field, page speed can control the google ranking in the search index and that is the main factor in the SEO.

Starting in 2010, google considered page speed as a factor in their ranking of search index. Then in 2017 they announced to give that factor more consideration to clarify how speed is important.

Page speed insights shows that DMND.Udacity.com score is 43 which means it is too low and it needs improvement specially when browsing from a mobile.

# Project 5 - Part 2

## Run an AdWords Campaign



# Run an Adwords Campaign

## 1. Approach Description

- Campaign goal is to reach the target segment, by using specific Keywords they would search about that would be related to (Data Wrangling with MongoDB Free Course) , Also by using unique headlines and descriptions in the Ads.

Campaign consists of 2 Ad Groups and each Ad Group has Two Ads in it which means 4 Ads in total and it will run for 5 days.

**Course:** Data Wrangling with MongoDB

**URL:** <https://www.udacity.com/course/data-wrangling-with-mongodb--ud032>

**Country:** South Africa

## 2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign? To get 400 students from South Africa to attend the course in 5 days
2. What primary KPI are you going to track in your campaign? To measure leads within mentioned period.

# Ad Group1 & Keywords List

## Data Wrangling with MongoDB for South Africa

Ads



● Data Wrangling with MongoDB 1

Udacity | Data Wrangling with MongoDB | Free Online Course

Ad [udacity.com/freecourses/data-wrangling](https://udacity.com/freecourses/data-wrangling)

Start to learn Data Wrangling with MongoDB step by step for free ! Start your Data Wrangling Course for free now !

Ads



● Data Wrangling with MongoDB 1

Udacity | Study Data Wrangling for free

Ad [udacity.com/freecourses/data-wrangling](https://udacity.com/freecourses/data-wrangling)

Start your Data Wrangling Course for free now !

### Keyword List:

- Free courses
- Self learning
- Data science online courses
- Data scientist experience
- Udacity free courses
- Business analyst courses
- Mongo DB
- Free online courses
- Udacity courses
- Data Wrangling
- Data fundamentals
- Udacity data courses
- Data analyst courses
- Self tuition
- Free data courses
- Data analyst courses for beginners
- Data and programing courses
- Entry-level data science
- Udacity data analyst free course
- Experience in data analyzing



# Ad Group2 & KeyWords List

## Data Wrangling with MongoDB for South Africa

Ads



● Data Wrangling with MongoDB 2

**Udacity | Data Wrangling Online Course**

**Ad** [udacity.com/Free/Data-Wrangling](https://udacity.com/Free/Data-Wrangling)

Start learning Data Wrangling with MongoDB today for free!

Ads



● Data Wrangling with MongoDB 2

**Udacity | Data Wrangling Free Course**

**Ad** [udacity.com/Free/Data-Wrangling](https://udacity.com/Free/Data-Wrangling)

Start learning Data Wrangling with MongoDB now !





### Keyword List:

- Online education
- Distance education
- Online business
- What to study to be a data scientist
- Coursera introduction to data science
- introduction to data science coursera
- Python and big data analytics
- Self-paced learning
- Data analyst Nanodegree
- Interactive education
- Udacity
- Data science master course
- Data science course edx
- Data scientist graduate program
- Professional data courses
- Best data courses
- Top data courses
- Udacity interactive online courses
- Udacity learning platform
- Online self learning platforms

# Ad Groups

<input type="checkbox"/>		Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>		Data Wrangling with MongoDB 2	Campaign ended	\$3.00 (enhanced)	Standard	12	805	1.49%	\$1.77	\$21.20	0.00	\$0.00	0.00%
<input type="checkbox"/>		Data Wrangling with MongoDB 1	Campaign ended	\$3.00 (enhanced)	Standard	7	361	1.94%	\$1.97	\$13.80	0.00	\$0.00	0.00%
		Tota...				19	1,166	1.63%	\$1.84	\$35.00	0.00	\$0.00	0.00%
		Tota...				19	1,166	1.63%	\$1.84	\$35.00	0.00	\$0.00	0.00%

# Ads

<input type="checkbox"/>		Ad	Ad group	Status	Ad type	Clicks	 Impr.	CTR	Avg. CPC	Cost	Conver.	Cost / conv.	Conv. rate
<input type="checkbox"/>		Udacity   Data Wrangling Online Course <a href="http://www.udacity.com/Free/Data-Wrangling">www.udacity.com/Free/Data-Wrangling</a> Start learning Data Wrangling with MongoDB today for free!	Data Wrangling with MongoDB 2	Campaign ended	Expanded text ad	5	470	1.06%	\$1.80	\$9.00	0.00	\$0.00	0.00%
<input type="checkbox"/>		Udacity   Data Wrangling Free Course <a href="http://www.udacity.com/Free/Data-Wrangling">www.udacity.com/Free/Data-Wrangling</a> Start learning Data Wrangling with MongoDB now !	Data Wrangling with MongoDB 2	Campaign ended	Expanded text ad	7	335	2.09%	\$1.74	\$12.20	0.00	\$0.00	0.00%
<input type="checkbox"/>		Udacity   Study Data Wrangling for free <a href="http://udacity.com/freecourses/data-wrangling">udacity.com/freecourses/data-wrangling</a> Start your Data Wrangling Course for free now !	Data Wrangling with MongoDB 1	Campaign ended	Expanded text ad	6	286	2.10%	\$1.84	\$11.04	0.00	\$0.00	0.00%
<input type="checkbox"/>		Udacity   Data Wrangling with MongoDB   Free Online Course <a href="http://udacity.com/freecourses/data-wrangling">udacity.com/freecourses/data-wrangling</a> Start to learn Data Wrangling with MongoDB step by step for free !	Data Wrangling with MongoDB 1	Campaign ended	Expanded text ad	1	75	1.33%	\$2.76	\$2.76	0.00	\$0.00	0.00%
		Total: All but removed ads 				19	1,166	1.63%	\$1.84	\$35.00	0.00	\$0.00	0.00%
	Total: Campaign 					19	1,166	1.63%	\$1.84	\$35.00	0.00	\$0.00	0.00%

# Keywords

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Ad group	Status	Max. CPC	Match type	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Total: All but removed... <span>?</span>									19	1,166	1.63%	\$1.84	\$35.00	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	online education	<a href="#">Data Wrangling with MongoDB 2</a>	Campaign ended	\$3.00 (enhanced)	Broad match	Eligible	—	6	609	0.99%	\$1.42	\$8.53	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	Free courses	<a href="#">Data Wrangling with MongoDB 1</a>	Campaign ended	\$3.00 (enhanced)	Broad match	Eligible	—	5	180	2.78%	\$1.92	\$9.58	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	distance education	<a href="#">Data Wrangling with MongoDB 2</a>	Campaign ended	\$3.00 (enhanced)	Broad match	Eligible	—	2	90	2.22%	\$2.20	\$4.40	0.00	\$0.00	0.00%

# Key Campaign Results

## (Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Data Wrangling with MongoDB 1	3	361	7	1.94%	\$1.97	0.00	0.00%	\$0.00	\$13.80
Data Wrangling with MongoDB 2	3	805	12	1.49%	\$1.77	0.00	0.00%	\$0.00	\$21.20
Total	6	1.166	19	1.63%	\$1.84	0.00	0.00 %	\$0.00	\$35

# Key Campaign Results

## (Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	1	1.33%	\$2.76	0.00	0.00%	\$0.00
Ad Group 1, Ad 2	6	2.10%	\$1.84	0.00	0.00%	\$0.00
Ad Group 2, Ad 1	7	2.09%	\$1.74	0.00	0.00%	\$0.00
Ad Group 2, Ad 2	5	1.06%	\$1.80	0.00	0.00%	\$0.00

# Key Campaign Results

## (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Online education	6	0.99%	\$1.42	0.00	0.00%	\$0.00
Free courses	5	2.78%	\$1.92	0.00	0.00%	\$0.00
Distance education	2	2.22%	\$2.20	0.00	0.00%	\$0.00

# Campaign Evaluation

**Evaluate how successful your campaign was, given what your Marketing Objective has been.**

- I think campaign did not reach the wanted results , ROI was negative since the conversions were 0
- Max CPC bid was \$3 , the average CPC was less than \$2 in both Ad Groups.
- (Data Wrangling with MongoDB 2) ad group had better result than the First Ad groups, I think because 2 out of 3 top keywords were in this Ad group.
- The keywords performed best are ( Online education, Free courses, Distance education) , It show clearly that people are looking for online/distance courses , It is the future of education and it is an opportunity for the online education platforms to improve and develop and keep up with the demand.



# Recommendations for future campaigns

**Imagine you had additional budget, how would you use it, given your campaign evaluation?**

- I would focus on using keywords has online/distance/free/education/learn/courses , the results shows that people are looking for these keywords since top 3 keywords were (online education, free courses, distance education).
- I would work on the headline and the descriptions of the Ads.
- I Would set up an A/B test, to know which Ad groups performing better than the other and improve the one with less results.
- I Would make changes to the landing page, Improve the content, add the right keywords with high CPC to attract customers , description of the course should be clear and has the information the customer need to encourage them to enroll the program.

# Project 6

## Evaluate a Display Campaign



# Evaluate a Display Advertising Campaign

## Assumptions

**Marketing Objective:** You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

**Cost:** The cost of the degree is \$999

**Profit:** For the purpose of this assignment, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

**Campaigns:** We want to aggressively grow the program, but, we want to do it without losing money. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

# Formulas:

**Conversion Assumption:** 0.2% Conversion via Landing page

**Calculating #of Sign Ups:** Clicks to the landing page  
\*0.002 = # of Student Sign Ups

*Note: Please round to the nearest whole number*

**CPA:** Cost of Campaign/# sign ups = CPA

*Note: Please round to the nearest cent*

**ROI:** [(299 Profit) - CPA] \* # of Student Sign Ups = ROI

# Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	
Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36	\$44

### Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

# Results:

## Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. Highlight Key Results ?
- 3. What was the overall ROI of the campaign? Was it Positive or Negative? The overall ROI is 150, Positive

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,975	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	2.482	\$224	150

# How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting)

**Suggestion 1:** for the Ad I would choose a picture of a guy who is sitting in front of a laptop who looks happy and excited in his learning journey, I would choose different design, colours and text font to enhance the content of the Ad.

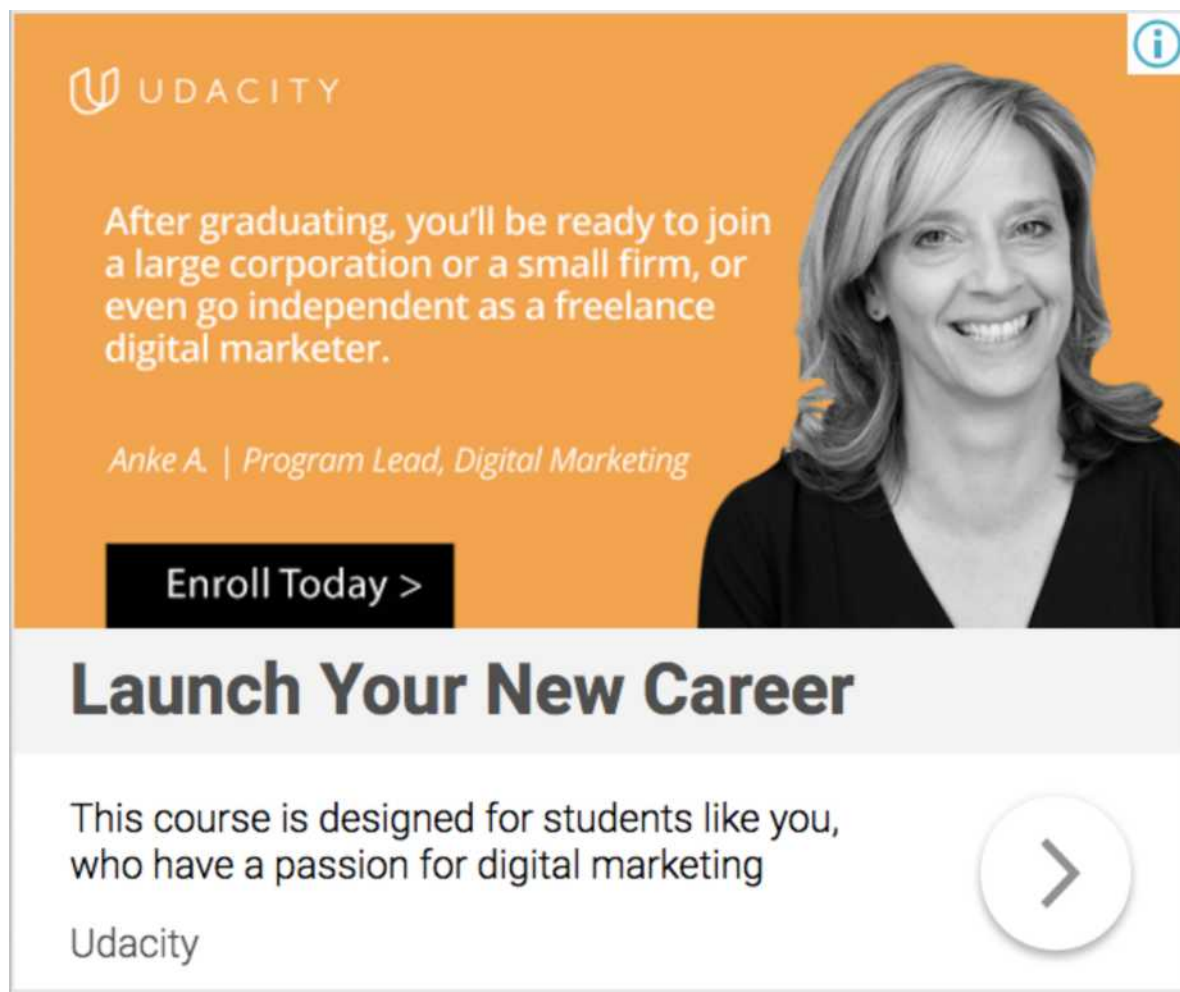
**Suggestion 2:** I would use more common searched key words related to the AD

**Suggestion 3:** I would make a 10% discount to encourage the students to sign up.

# Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
ampaign ed	\$5.00 (enhanced)	--	407	67,833	.6%	\$0.57	\$231.99	Display



The advertisement features an orange background with the Udacity logo in the top left. On the right is a portrait of Anke A., Program Lead for Digital Marketing. The main text reads: 'After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.' Below this is a black button with 'Enroll Today >'. At the bottom, a white banner contains the text 'Launch Your New Career', followed by 'This course is designed for students like you, who have a passion for digital marketing' and the Udacity logo. A large circular arrow icon is on the right side of the bottom section.

UDACITY

After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.

Anke A. | Program Lead, Digital Marketing

Enroll Today >

**Launch Your New Career**

This course is designed for students like you, who have a passion for digital marketing

Udacity



# Results: Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. What was the overall ROI of the campaign? Was it Positive or Negative? 67.01 , Positive

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	\$231.99	67.01

# How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting etc...)

**Suggestion 1:** I would change the targeting from students to professionals who's interested to change their career path or wants to get digital Marketing skills because of the picture of the matured woman.

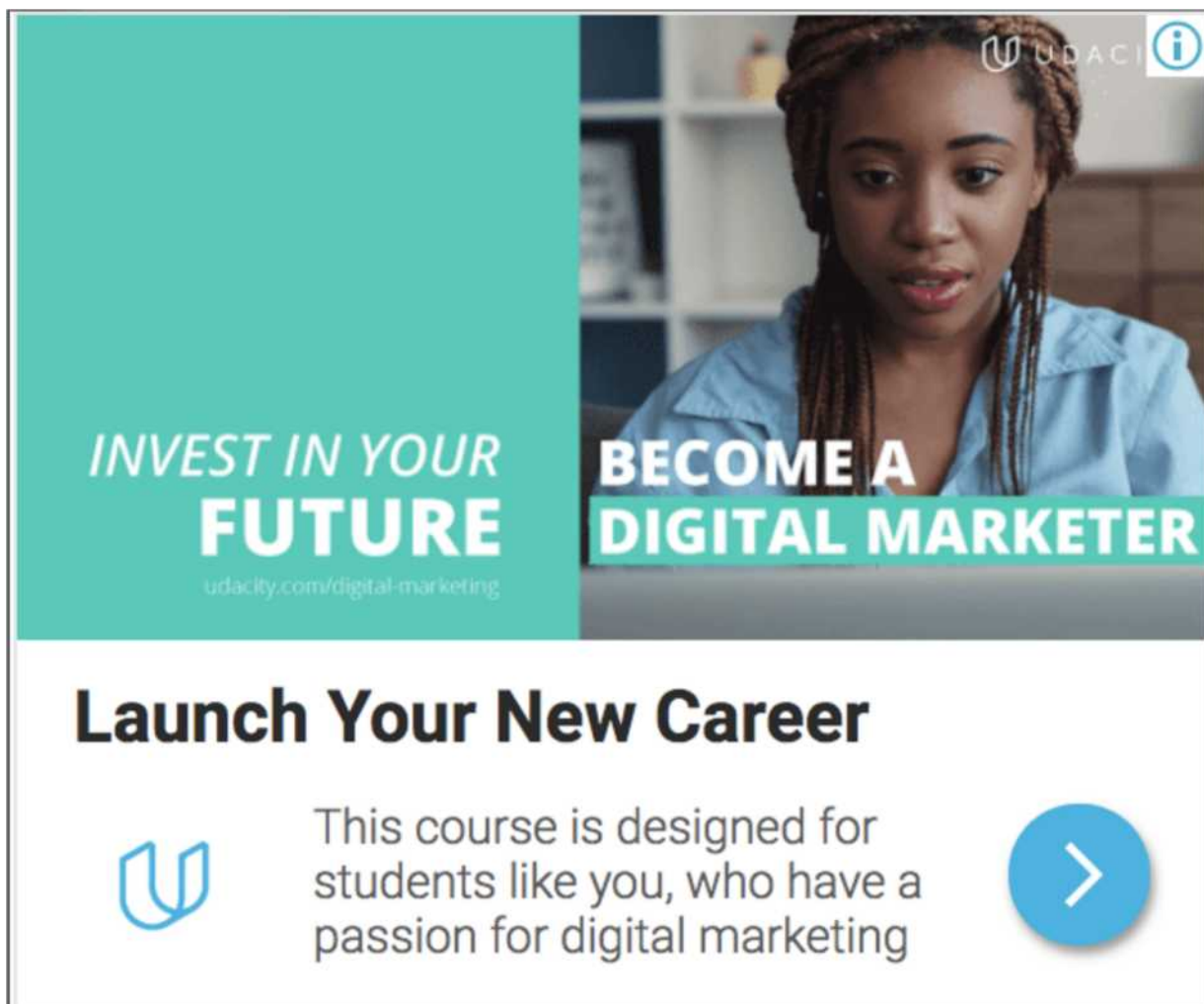
**Suggestion 2:** changing the content to match the new targeting into something unique such as "it is never too late to learn a new skill"

**Suggestion 3:** I would Raise the budget

# Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

<input type="checkbox"/>	<input type="radio"/>	Ad group <span>↑</span>	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
<input type="checkbox"/>	<input checked="" type="radio"/>	Remarketing	Campaign ended	\$3.00 (enhanced)	--	670	109,994	.61%	\$0.35	\$234.50	Display



The advertisement features a teal background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a woman with braids looking at a laptop, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner. Below the image, the headline "Launch Your New Career" is followed by the text "This course is designed for students like you, who have a passion for digital marketing". A blue circular button with a white right-pointing arrow is located at the bottom right.

**INVEST IN YOUR FUTURE**  
udacity.com/digital-marketing

**BECOME A DIGITAL MARKETER**

**Launch Your New Career**

This course is designed for students like you, who have a passion for digital marketing

# Results: Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. What was the overall ROI of the campaign? Was it Positive or Negative? 65, Positive

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109.994	.61%	0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	\$234.50	65

# How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or changes to targeting, etc...)

**Suggestion 1:** raise the budget to \$400

**Suggestion 2:** change the description of the AD to match the targeting and use more high CPC Keywords

**Suggestion 3:** The logo and the name (Udacity) is not clear enough and the Course name is not shown in the AD.

# Which campaign performed the best? Why?

The first campaign performed the best , It had the highest ROI 150, It has the highest number of new students sign ups which is 2 students , and had the highest impressions and clicks of all campaigns.

# Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- I would create 1 Ad group that has 3 Ads working for a specific period.
- I would work more on the content to be more unique in every Ad to match the targeting and be more recognized.
- I would do an A/B Testing to know which Ad has the best results, to make changes to the ones with low results.
- I would work on the content of the landing page and use the right keywords with high CPC to attract the customers , the description of the course should be clear and has the information the customer need to encourage them to enroll the program.

# Project 7

## Market with Email





# Market with Email

## Marketing Objective & KPI

- **Marketing Objective** To enroll 30 student to Udacity DMND Program in 30 days via Email.
- **KPI** – Is the number of enrollments within the mentioned period .

# Email Series

Email 1: *Interested in becoming a Digital Marketer?*

Email 2: *Preview Digital Marketing Nanodegree Program Sample Content for free!*

Email 3: *Digital Marketing Nanodegree enrollment closing soon!*

# Creative Brief: Email 1

Overarching Theme: 3-5 Sentences

## General

*First email serves a general introduction and information about DMND Program.*

## Subject Line 1

*Interested in becoming a Digital Marketer?*

## Subject Line 2

*Study Digital Marketing Today!*

## Preview Text

Digital Marketing Nanodegree Program from Udacity is the perfect online course to discover Digital Marketing best practices and skills.

## Body

Hey "Name",

Digital Marketing Nanodegree Program from Udacity is the perfect online course to discover Digital Marketing best practices and skills.

*DMND Program is designed for those who wants to learn Digital Marketing starting from Fundamentals until becoming a Professional Digital Marketer.*

## Outro CTA

*Learn more*

# Creative Brief: Email 2

Overarching Theme: 3-5 Sentences

## General

*This second email is encouraging prospective students to visit DMND website page to learn more about the program , To download Syllabus and explore sample content before enrolling.*

## Subject Line 1

*Preview Digital Marketing Nanodegree Program Sample Content for free!*

## Subject Line 2

*Preview Sample Lessons and projects Now!*

## Preview Text

*If you want to know more about the lessons, projects and content of the program, you can find out now for free!*

## Body

*Hey "Name",*

*If you want to know more about the lessons, projects and content of the program, you can find out now for free!*

*Visit <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>*

*If you are interested in becoming a Digital Marketing, You should definitely Check it out !*

## Outro CTA

*Preview for free*

# Creative Brief: Email 3

Overarching Theme: 3-5 Sentences

## General

*This Third and final Email is to encourage prospective students to enroll as soon as possible before the closing of enrollment .*

## Subject Line 1

*Digital Marketing Nanodegree enrollment closing soon!*

## Subject Line 2

*Digital Marketing Nanodegree enrollment closing soon!  
Enroll By July 20, 2020 !*

## Preview Text

Here is a quick reminder that enrollment to our Digital Marketing Nanodegree Program is closing soon.

## Body

Hey "Name",

Here is a quick reminder that enrollment to our Digital Marketing Nanodegree Program is closing soon.

*Enroll by July 20 ,2020 and learn the newest and most in-demand skills and gain real world experience through our projects.*

## Outro CTA

*Enroll Now!*

# Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	June, 15	June,16	June, 17	June, 22
Email 2	June, 22	June, 23	June, 24	June, 29
Email 3	June, 24	June, 25	June, 26	July, 3

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Color Key			Planning Phase		Testing		Send Phase		Analyze Phase					

# Final Email



Hey “Name”,

Digital Marketing Nanodegree Program from Udacity is the perfect online course to discover Digital Marketing best practices and skills.

DMND Program is designed for those who wants to learn Digital Marketing starting from Fundamentals until becoming a Professional Digital Marketer.

[Learn More](#)

# Results Email #1

After you have hit send on the first email of your campaign, you can spend some time analyzing the results.

- 1. Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	0.22	225



# Results Continued Email #1

Results can be monitored within the first 24 hours of an email send, after a couple days or even after a week.

- 1. Calculate the CTR and the Conversion Rate

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	0.08	75	0.033	30

# Final Recommendations

- Adding Personal touch by sending email with the Name of email recipient might improve open rate , CTR and Conversion.
- Content should be clear and direct and has a positive tone , choosing a positive tone will help you build and maintain positive relationships with your prospective students and would help you accomplish your short-term or long-term Goals.
- Timing is important .
- Also Not sending to many emails in a short period of time, It will be disturbing.

