Project 5 - Part 1 Create an AdWords Campaign

Campaign Approach

Description, Marketing

Objective, and KPI

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

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NANODEGREE PROGRAM

2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?   To get 400 students form 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 Groups

Ads and Keywords

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
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
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
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
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
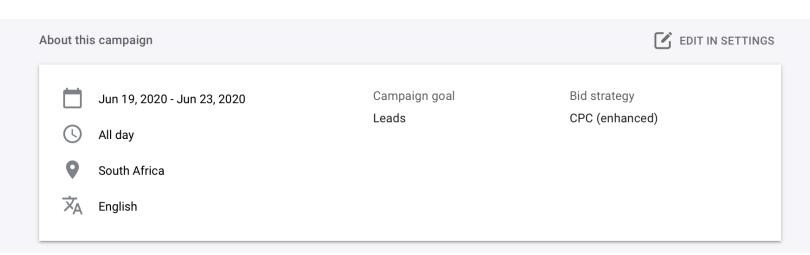Udacity interactive online courses
Udacity learning platform
Online self learning platforms

Appendix

Screenshots for Reference

Review your campaign
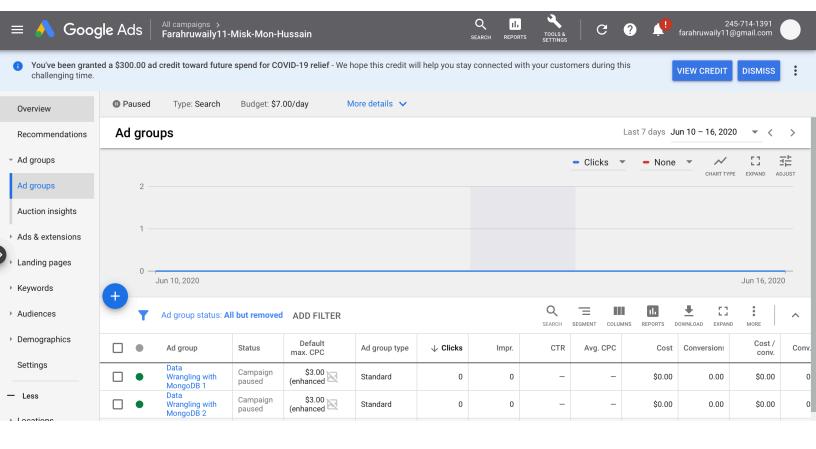
About this campaign

Jun 19, 2020 - Jun 23, 2020

All day

South Africa

English

Campaign goal

Leads

Bid strategy

CPC (enhanced)

Ad · udacity.com/freecourses/data-wra...

Udacity | Data Wrangling with MongoDB...

Start to learn Data Wrangling with Mong...

Example ad

< Ad 1 of 2 >

Ad group	Data Wrangling with MongoDB 1
Type	Standard
Max. CPC	$3.00 (enhanced)
Keywords	Business analyst courses, Data Analyst courses, Data Fundamentals + 17 more
Ad extensions	Sitelink extension, Location extension, Callout extension + 4 more

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Ad · www.udacity.com/Free/Data-Wran...

Udacity | Data Wrangling Free Course

Start learning Data Wrangling with Mon...

Example ad

< Ad 1 of 2 >

Ad group	Data Wrangling with MongoDB 2
Type	Standard
Max. CPC	$3.00 (enhanced)
Keywords	Best data courses, Data Analyst Nanodegree, Self-Paced Learning + 17 more
Ad extensions	Sitelink extension, Location extension, Callout extension + 4 more

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Campaign Summary

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