Project 3:
Evaluate a Facebook Campaign

Campaign Summary
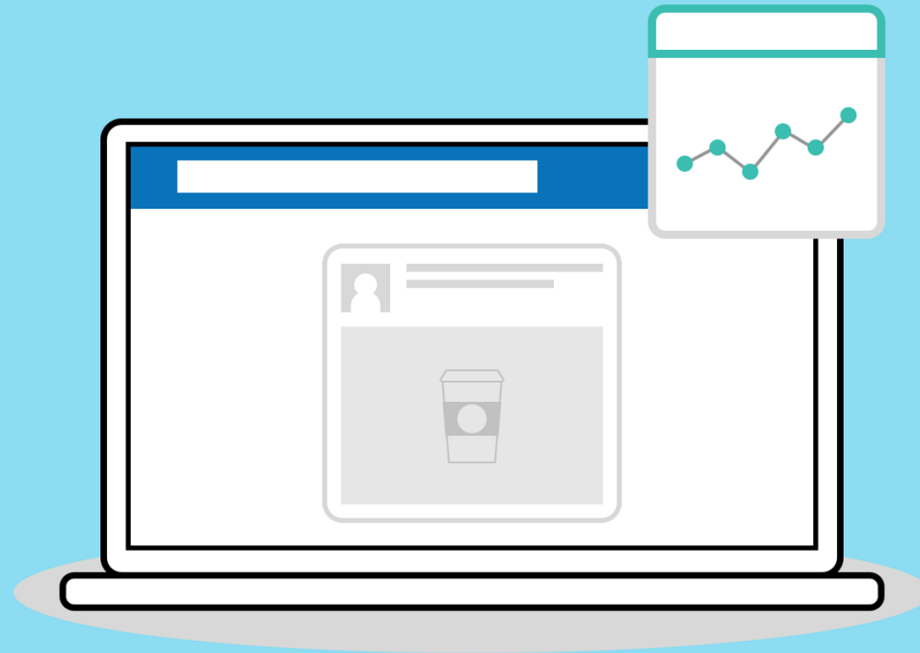
Marketing Objective & KPIs

Marketing Objective: To collect the email addresses of 50 potential students for the Digital Marketing Nanodegree Program, with a campaign running for one week and having a lifetime budget of $1000

KPI: Number of eBook downloads

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Target Persona

Background and Demographics	Target Persona Name	Needs
- Age 27 - Female - Graduated from university - Employed - Lives in a mid-size US city	Jessica	- Flexible study schedule "Bite-size" chunks of learning
Hobbies	**Goals**	**Barriers**
- Hiking - Photography - Walking her dog	- Transition into a new career in digital marketing - Get a job with higher earning potential/path to advancement - Meet other marketers	- Limited time for studying/learning new skills - Unsure how to break into a new industry

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Ad Set

The following three ads are the Ad Set we have designed to target that persona on the previous slide.

Ad One

Ad Two

Ad Three

Campaign Evaluation

a. Briefly describe the targeting of the ad set (demographics, location, interest, behavior etc.)

- *we ought to target age between 20 and 35 , lives in usa and graduated from university*
- *That interested in become a freelancer, get a job with high salary and market his own product*
- *Behavior that relevant to enjoying the quality of course and information, making relationships with people in this field*

b. the correct formulas for the following KPIs:

- **Cpm (cost per 1000impressions)**
  money spent* 1000/impressions
- **Link click –through rate**
  (number of clicks /impressions)*100 (%)
- **Cplc (cost per link click)**
  money spent / number of clicks
- **Click to lead rate**
  no of leads/number of clicks
- **Cost per results**
  money spent/results

c. Identify which ad performed best, and explain why you think this was the case.

- *The second* is the best because it had the best numbers in impressions, link clicks, reach, results lead, and has the lower rate of cost per result compared with the one and three

d. How would you optimize the campaign, and explain why do you think so?

- *We should stop **the first ad** because the result is so bad compared with the other ads*
- ***The third ad**, we should modify the ad copy and the landing page*

e. How well or not well the campaign performed, based on the marketing objective.

- *The campaign is very successful because it did the market objective (collected 66 lead and spend 1000$)*

Campaign Recommendations

- **Would you focus on certain ad groups or ads? If so, which ones and why?**

Yes, I will focus on the second ad because it has a good numbers in impressions, link clicks, reach, results lead

- **Would you change any of the existing ad copy or add any new ones? What would you add or change and why?**

yes I will add a new ones the ad copy of the first ad (successful social media advertising come from good knowledge get your free e-book to learn this knowledge) to be more relevant

Campaign Recommendations

- **What iteration would you make to the A/B test?**

In this campaign we a/b tested 3 ads with the same ad copy, headline, cta and landing page the changing in them is images
The next iteration I will tested the first and second ad put a new cta like (get your free e-book)

- **Would you make changes to the landing page, and if so, what kind of changes and why?**

i will put privacy policy or privacy message because it indicates that the email will not be shared or sold
Remove first name row
Change the submit bottom to get your free e-book to be more useful

- **How would you optimize the campaign, and explain why do you think so?**

The third ad, we should modify the ad copy and the landing page
The first ad, we should change the image

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