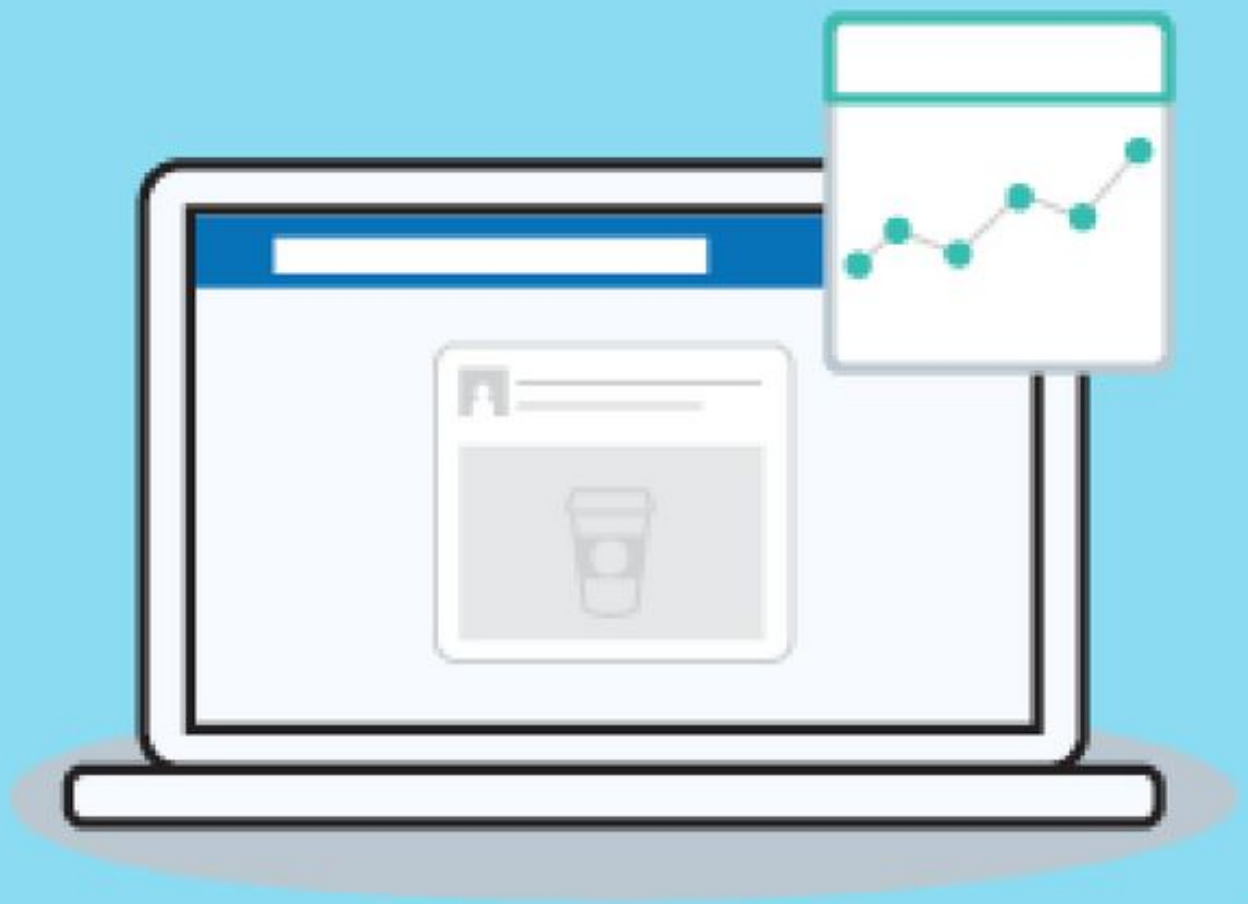


Project 3 - Part 2

Run a Facebook Campaign



Marketing Challenge: Udacity Enterprise

Campaign Approach

I picked the DMND competition for my Facebook marketing campaign. My aim is to provide prospective clients with a free Social Media Ads eBook. It is a good place for the general public to read about the initiative and start investigating more to offer better contents to an exchange of email addresses.

I target people from 25 to 35 years of age based on my persona who can read and write in English.

At first I tried to publish publicity across Europe, but the search was too big, so I limited it to the UK, Egypt, France and Italy. I have targeted people involved in digital marketing on the basis of audience preferences and habits, limiting it to social problems.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"> Students or professionals Have a very good internet access and mental shape that can learn according to HEXACO PI test.. 	Eyad	<ul style="list-style-type: none"> They want to create money online without official college degree barrier. A trigger to maximize their economic benefit per hour.
Hobbies	Goals	Barriers
<ul style="list-style-type: none"> Watching investigating movie and TV series. Have at least 1 to 3 extracurricular during period activities besides the job or college. 	<ul style="list-style-type: none"> Self-reassurance of established capabilities that stands out in the market. <ul style="list-style-type: none"> Feeling practically good, sharing and telling stories on social media for reflective wealth generated on his work by online. 	<ul style="list-style-type: none"> Commitment to the course as only 88% of people who did complete the course for countries speaking English

Marketing Objective

Collect at least 50 new e-mail addresses from the \$100 budget eBook DMND downloads from from Feb 14, 2021, at 4:17 am Pacific time until Feb 19, 2020, at 12 am Pacific time. Information on eBook downloads

KPI


- *Number of emails collected through eBook downloads.*

Campaign Summary


1. I target men and women aged between 25 and 35 years, living in Cairo, Egypt with my Ad Collection. I target people interested in digital marketing, especially social media marketing or online publicity. I have decreased their participation in entrepreneurship and home industry on the basis of my target person.
2. "Start your own business?" I wrote for the ad copy Learn how to successfully spread your concept with a free eBook! ". I selected Ad Creatives of three separate photos, a couple who worked on a phone, a man who worked on a tablet, and a woman who was working on a computer.

Ad Images: Sample

ALF

 **Digital Marketing by Udacity**
Sponsored · 🌐

GET YOUR
**FREE
E-BOOK
NOW**



UDACITY

DMND.UDACITY.COM
**Free Social Media
Advertising Guide**

LEARN MORE

👍❤️😂 Bahaa You... 18 Comments 7 Shares

👍 Like 💬 Comment ➦ Share

ALF-copy

 **Digital Marketing by Udacity**
Sponsored · 🌐

Financial Abundance! FREE Opportunity



Want to become a pioneer
in Digital Marketing?

LEARN MORE

👍 Like 💬 Comment ➦ Share

ALF-copy

 **Digital Marketing by Udacity**
Sponsored · 🌐

Financial Abundance! FREE Opportunity



**DIGITAL MARKETING
E-BOOK**

DMND.UDACITY.COM
**Free Social Media
Advertising Guide**

LEARN MORE

👍 Like 💬 Comment ➦ Share

Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
Ad One	503	107,064	\$0.50	\$166.87
Ad Two	1	3,224	\$0.40	\$1.62
Ad Three	82	29,555	\$0.60	\$24.89
Overall	586	124,968	\$0.60	\$193.22

Campaign Evaluation

My goal was to obtain at least 50 new email addresses in my initiative. We received 586!!, though. Moreover, only by Ad Three have we obtained this outcome.

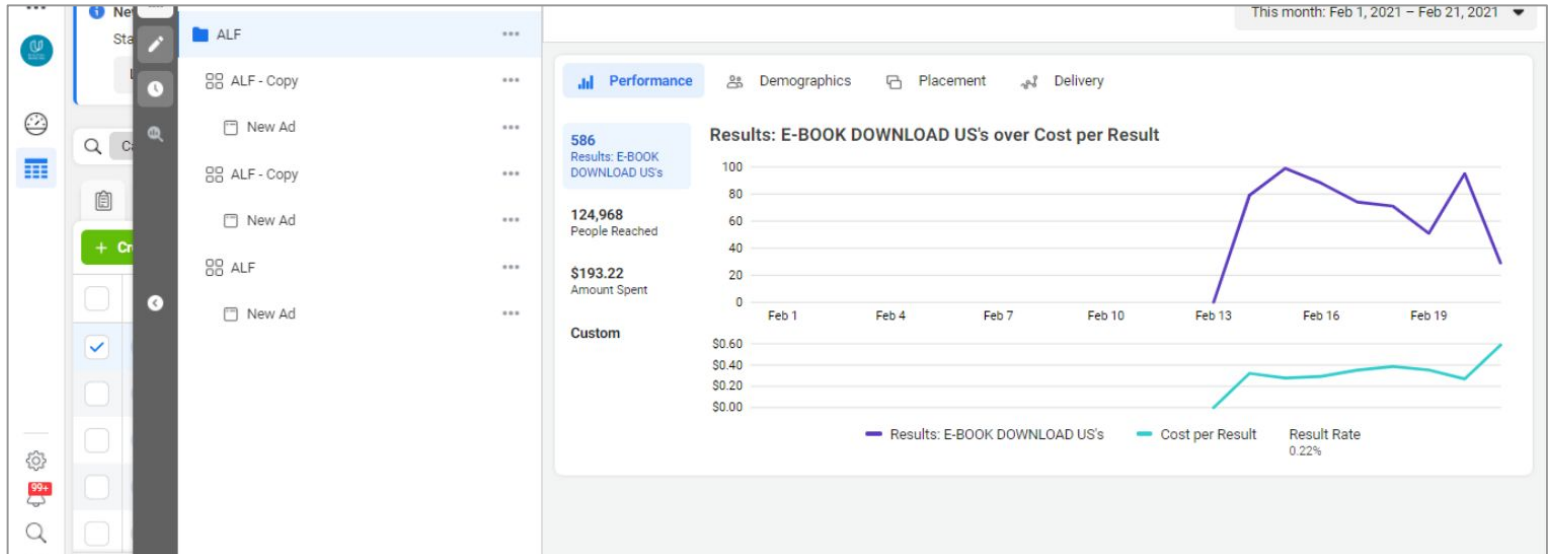
$ROI = (\$15 * 586) / \$193.22 = 45.49$, Very optimistic

Campaign Evaluation: Recommendations

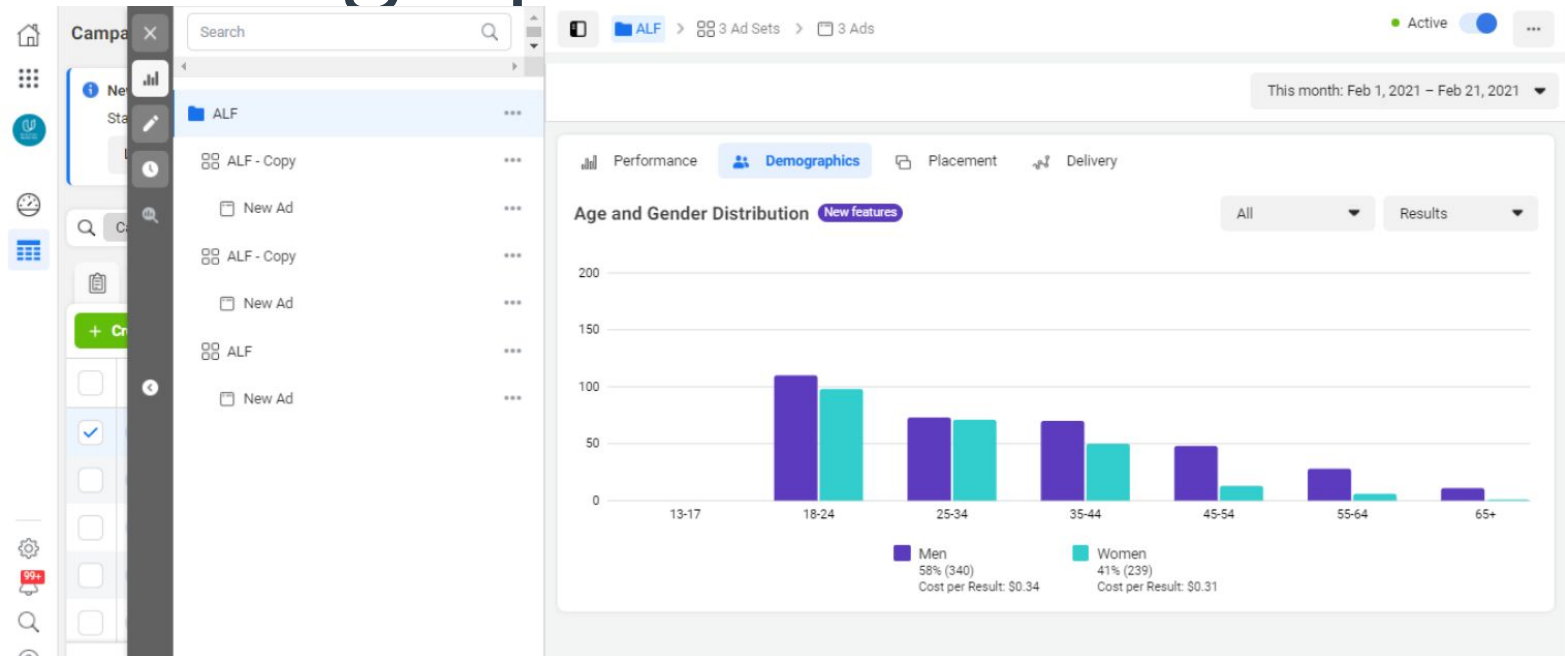
I can say, on the basis of the ROI, that the outcome of my campaign was far great about x50 the goal.

However, there was only one ad which yielded results with a social media advertising. In view of the population findings, 41% of downloads from the eBook were women. I would have begun with the division of the three advertisements for men and women, retaining the ad copy and Ad Artistic as they were based on that and had I earned a higher budget. I will start making improvements to the ad creatives if the ad with a woman's image especially mothers as they could see they can retain much value from it and could yield the best outcome. I'd want to change the ad copy later, too.

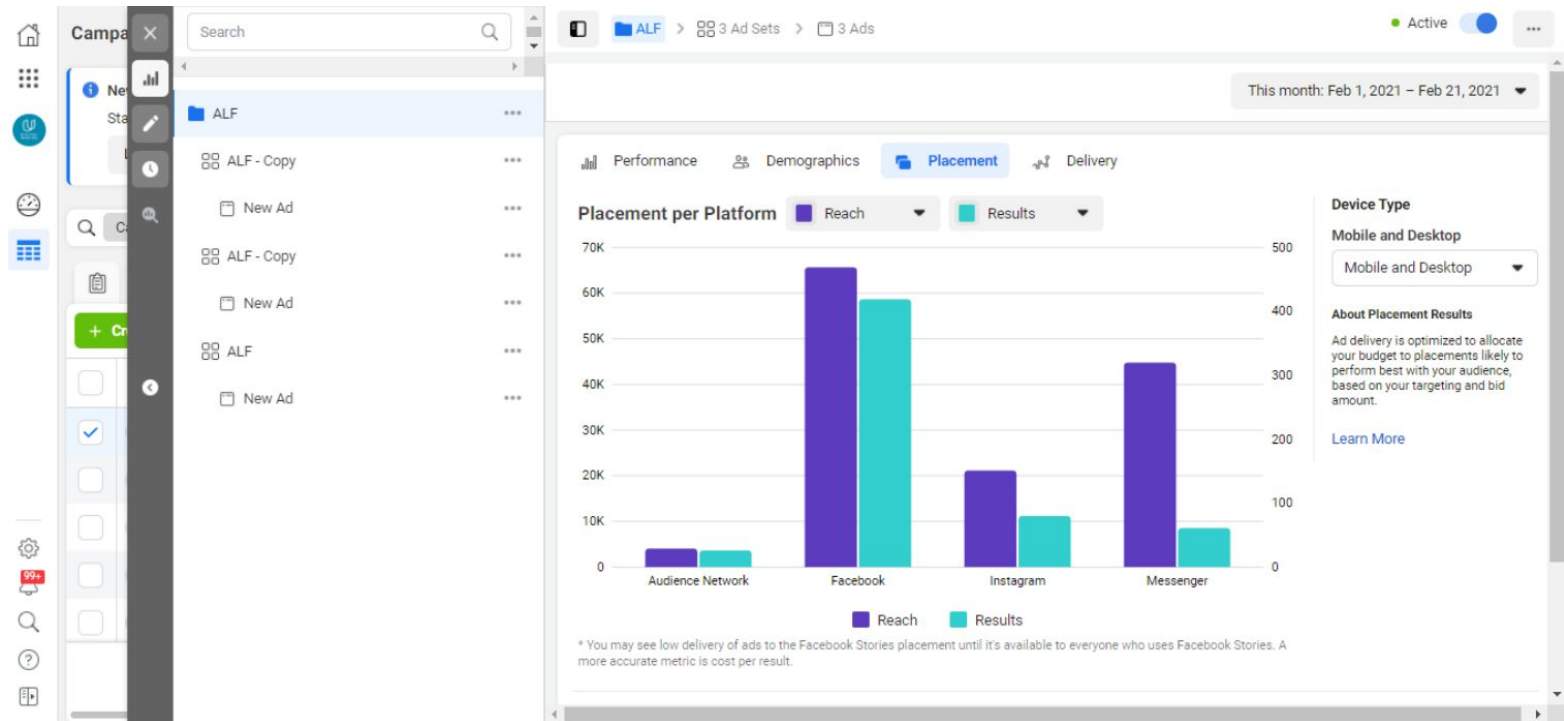
Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

Ad Sets

Udacity MENA Connect (1321449044...

Updated just now

Discard Drafts

Review and Publish

New Maximum Date Range

Starting late February, ads metrics data older than 37 months will no longer be reported.

Learn More

Campaign Name contains ALF

Search and filter

Save Clear

This month: Feb 1, 2021 – Feb 21, 2021

Resource Center

Campaigns

Ad Sets

3 Selected

Ads for 3 Ad Sets

Create

Duplicate

Edit

Rules

View Setup

Reports

	Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Attribution Setting	Results	Reach
<input checked="" type="checkbox"/>	ALF - Copy	Active	Lowest cost Conversions	Using campaig...	Feb 21, 2021, 2:1... Today	7-day click or ...	80 E-BOOK DOWNLOAD ...	29,317
<input checked="" type="checkbox"/>	ALF - Copy	Active	Lowest cost Conversions	Using campaig...	Feb 19, 2021, 3:2... 2 days ago	7-day click or ...	1 E-BOOK DOWNLOAD ...	3,202
<input checked="" type="checkbox"/>	ALF	Active	Lowest cost Conversions	Using campaig...		7-day click or ...	503 E-BOOK DOWNLOAD ...	106,976
<input type="checkbox"/>	Saudi Arabia- 20-50 - eBook - Image-3	Campaign Off	Lowest cost Conversions	\$100.00 Lifetime	Jun 2, 2020, 12:3... 264 days ago	28-day click o...	— E-BOOK DOWNLOAD ...	—
<input type="checkbox"/>	Saudi Arabia- 20-50 - eBook - Image-2	Campaign Off	Lowest cost Conversions	\$100.00 Lifetime		28-day click o...	— E-BOOK DOWNLOAD ...	—
Results from 24 ad sets					—	Multiple Attrib...	Multiple Conversions	124,729 People

Ad Set Data: Delivery

Ads

Udacity MENA Connect (1321449044...

Updated just now

Discard Drafts

Review and Publish

New Maximum Date Range

Starting late February, ads metrics data older than 37 months will no longer be reported.

Learn More

Campaign Name contains ALF

Search and filter

Save

Clear

This month: Feb 1, 2021 – Feb 21, 2021

See All

Resource Center

Campaigns

Ad Sets

3 Selected

Ads for 3 Ad Sets

+ Create

Duplicate

Edit

A/B Test

Preview

Rules

View Setup

Reports

	Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
	New Ad	Active	29,299	1.47	\$0.82	47,070	\$0.56
	New Ad	Active	3,202	1.39	\$0.51	4,869	\$0.37
	New Ad	Active	107,008	2.07	\$1.55	228,087	\$0.75
	Results from 3 ads		129,139 People	2.17 Per Person	\$1.54 Per 1,000 People Reac...	279,940 Total	\$0.71 Per 1,000 Impressions

Ad Set Data: Engagement

Ads

Udacity MENA Connect (1321449044...

Updated just now

Discard Drafts

Review and Publish

New Maximum Date Range

Starting late February, ads metrics data older than 37 months will no longer be reported.

Learn More

Campaign Name contains ALF

Search and filter

Save

Clear

This month: Feb 1, 2021 – Feb 21, 2021

See All

Resource Center

Campaigns

Ad Sets

3 Selected

Ads for 3 Ad Sets

+ Create

Duplicate

Edit

A/B Test

Preview

Rules

View Setup

Reports

	Ad Name	Delivery	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Lik Follower
	New Ad	Active	42	—	4	1	239	
	New Ad	Active	8	—	1	—	23	
	New Ad	Active	174	13	36	13	1,177	
	Results from 3 ads		224 Total	13 Total	41 Total	14 Total	1,439 Total	