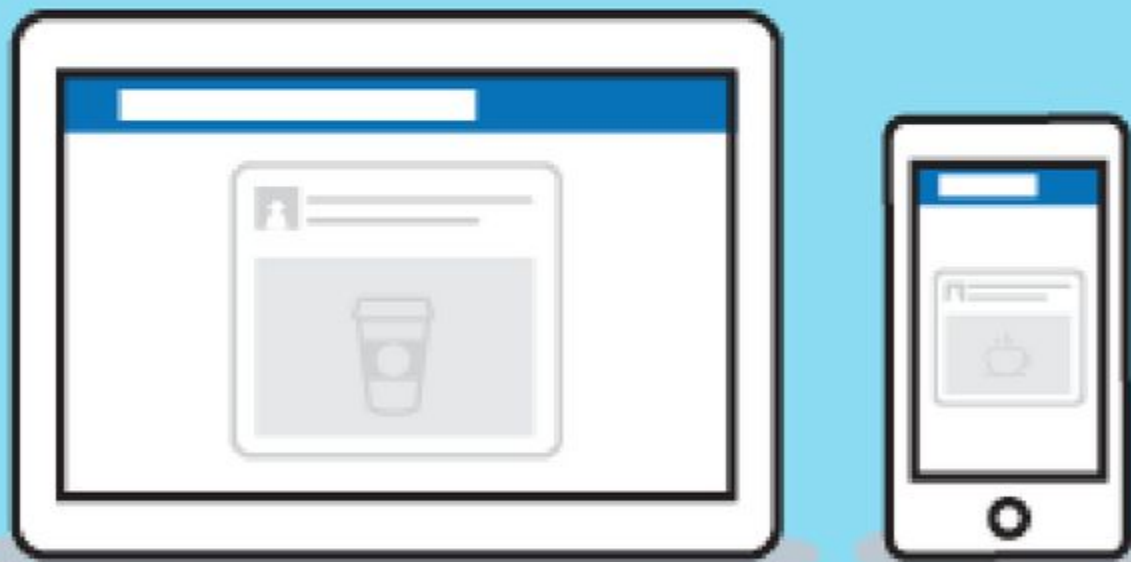


Project 3 - Part 1


Create a Facebook Campaign



Campaign Motive

- Advertiser name : Udacity
- Campaign approach : Generating leads for DMND for Udacity eventually by downloading the ebook.
- Target Location: **Bangladesh, India, United States, Africa**
- Call to action button is **Download** the ebook..
- After clicking , the user that fill in e - mail and contact name goes to the landing page

Target Persona

| Background and demographics | Target persona name | Needs |
|---|---|---|
| <ul style="list-style-type: none"> i) Female, 28 years old ii) Single iii) Masters degree in business administration from Toronto University iv) Owns a mid-sized restaurant in Toronto, Canada. v) Recently became interested in digital marketing and wants to learn about it, but as the business is only popular among the market, she wants to use fortunes on it. vi) Income 90K CAD. | <p>Kathrine</p>  | <ul style="list-style-type: none"> i) Easy, the beginner-friendly source that can teach her basics. ii) Reliable source to know the “right” knowledge. iii) Easy to access, so that whenever she has time, she can learn and cost effective. |
| Hobbies | Goals | Barriers |
| <ul style="list-style-type: none"> i) Reading Books ii) Cooking iii) Learning | <ul style="list-style-type: none"> i) Learn the basics of social media marketing in order to expand the business. ii) Wants to create brand awareness and attract more customers to her business. iii) In the next 5 years wants to open 2 more restaurants in Toronto | <ul style="list-style-type: none"> i) Have not much spare time to learn every detail of the subject. ii) Too complicated information is distributed all over the web. iii) cannot afford too many costly courses. |

Marketing Objective

The Campaign has a marketing objective of gathering the email ids of 30 people interested in DMND during 7 days .

And getting at least 2 leads from the conversions.

KPI

What primary KPI did you track in your campaign and why?

The primary KPI for marketing objective is the number of emails that will be collected (of interested people) after they download the free ebook.

The final motive is to generate 10 leads during seven days and the lifetime budget is \$100,00.

Campaign Overview

Directions

Ad set name

US, India, africa, bangladesh - 18+ – Copy



Conversion

Conversion event location



App



Website



WhatsApp

Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.



Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people who are more likely to open Messenger.

Pixel

Custom Conversion from Udacity's eBook Pixel



| | | | | | | | | | | | |
|--------------------------|-------------------------------------|--------------|-----------------------|-------------|-------------------|--------------------|--------|--------|--------------------------|---------|---------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | HarDevMar-20 | ● Active | Lowest cost | \$100.00 Daily | 558 E-book b... | 90,812 | 99,163 | \$0.11 Per E-book ... | \$62.22 | Ongoing |
|--------------------------|-------------------------------------|--------------|-----------------------|-------------|-------------------|--------------------|--------|--------|--------------------------|---------|---------|

Campaign & Ad Set: Sample

Who did you target with your Ad Set and how (demographics, location, interest, behavior, etc.)?

(Make sure to click on “More” to ensure that all of the necessary information is present for your reviewer to read.)

Audience

Define who you want to see your ads. [Learn more](#)

Create new audience

Use saved audience ▼

Udacity page followers

Location:

Bangladesh, India, United States, Africa

Age:

18-50

Language:

English (UK) or English (US)

Detailed targeting expansion:

On

Edit

Budget & schedule

Start date

24/4/2020

08:15

Pacific Time

End - Optional



Set an end date

28/4/2020

00:00

Pacific Time

Ad Summary: Sample

Media

[Clear images](#)



Facebook3.png
1200 × 1200

Edit image ▼

Turn into Video

Customise placement



Select a placement to customise ▼

Primary text

Tired of just learning digital marketing, want to work on some live projects, craft FB ads with a real budget, and that too for UDACITY itself, work with premium tools like MOZ and build your own email list. Here you go with the free ebook to kick start your career as a digital marketer.

Headline · Optional

Get placed immediately after you complete the course and

Description · Optional

Include additional details

Description · Optional

Include additional details

Destination



Website



Facebook event

Website URL

<https://dmnd.udacity.co>

Preview URL

[Build a URL parameter](#)

Display link · Optional

Enter the link that you want to show on your ad

Call to action

Download ▼

Stories customisations



Edit stories background colours ⓘ

Ad Images: Sample

 **Digital Marketing by Udacity**
Sponsored · 



Tired of just learning digital marketing, want to work on some live projects, craft FB ads with a real budget, and that too for UDACITY itself, work with premium tools like MOZ and build your own email list. Here you go with the free ebook to kick start your career as a digital marketer.



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 Tajul Islam Najim, Olayiwola Timothy Jnr and 30 others 2 shares



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