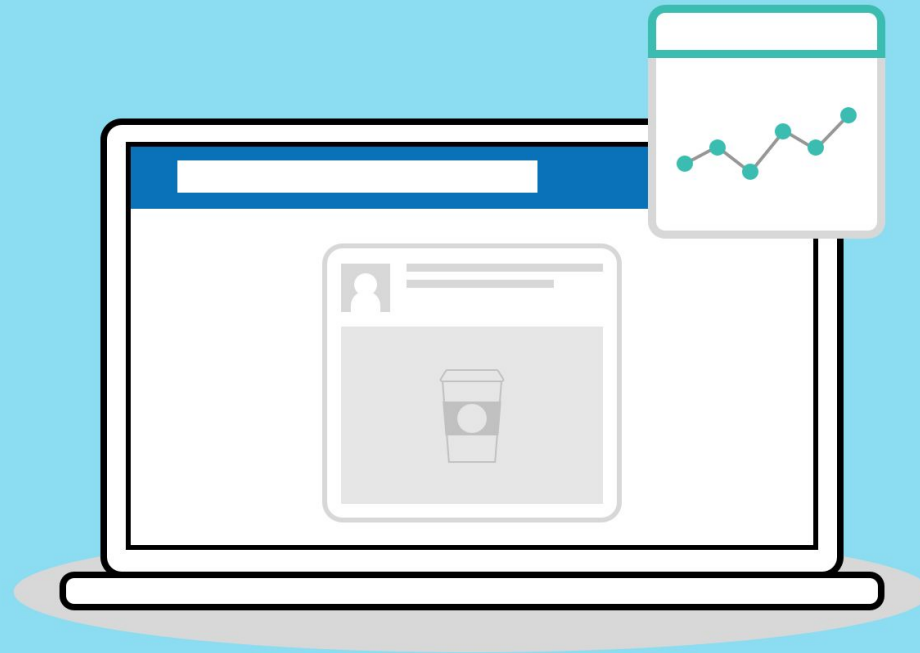


Project 3:

Evaluate a Facebook Campaign



Marketing Challenge #1:

Digital Marketing Nanodegree Program

Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might be interested in taking this course. In order to do this, we have created a [landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$25 per collected email address.



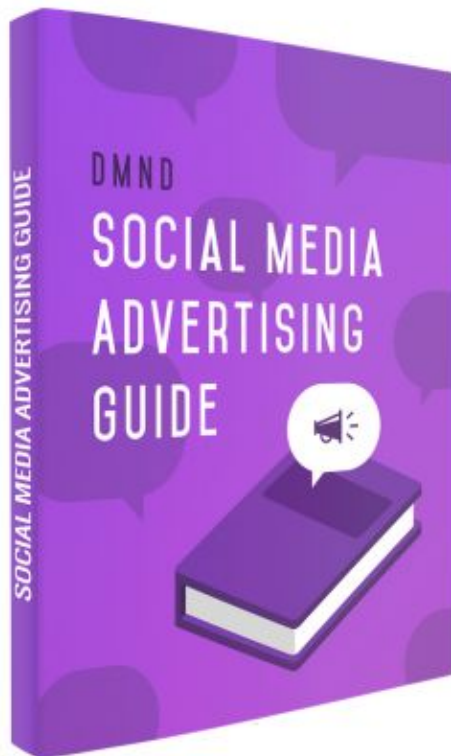
The screenshot shows a web browser window displaying the Udacity landing page. The page has a clean, modern design with a white background. At the top, the Udacity logo is visible. Below it, the title "Free Social Media Advertising Guide" is prominently displayed, followed by a subtitle "An excerpt from the Udacity Digital Marketing Nanodegree Program". On the left side, there is a graphic of a purple book titled "SOCIAL MEDIA ADVERTISING GUIDE". To the right of the book, there is a section titled "Get your free copy of the eBook today!" which lists three bullet points: "A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat", "Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads", and "Everything you need to get started!". Below this list, there is a text input field labeled "Email" and a blue button labeled "DOWNLOAD EBOOK". At the bottom, there is a small disclaimer: "By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here."

Landing Page



Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program



Get your free copy of the eBook today!

- ✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- ✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- ✓ Everything you need to get started!

SUBMIT




By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time.
Please find our [Privacy Policy](#) here.

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

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">● Age 27● Female● Graduated from university● Employed● Lives in a mid-size US city	<p>Jessica</p> 	<ul style="list-style-type: none">● Flexible study schedule● “Bite-size” chunks of learning
Hobbies	Goals	Barriers
<ul style="list-style-type: none">● Hiking● Photography● Walking her dog	<ul style="list-style-type: none">● Transition into a new career in digital marketing● Get a job with higher earning potential/path to advancement● Meet other marketers	<ul style="list-style-type: none">● Limited time for studying/learning new skills● Unsure how to break into a new industry

Ad Set

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

Ad One



Digital Marketing by Udacity

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising

digitalmarketing.udacity.com

Download

Ad Two



Digital Marketing by Udacity

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!







Free eBook: Social Media Advertising


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Download

Ad Three

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising

digitalmarketing.udacity.com

[Download](#)

Campaign Evaluation

1. Evaluate the success of the campaign, given its marketing objective. Feel free to use bullet points, and add as many slides as you need.
 - a. Briefly describe the targeting of the ad set (demographics, location, interest, behavior etc.)
 - b. Provide the correct formulas for the following KPIs:
 - i. CPM (Cost per 1,000 Impressions)
 - ii. Link Click-Through Rate
 - iii. CPLC (cost per link click)
 - iv. Click To Lead Rate
 - v. Cost per Results
 - c. Based on the “Key Results” table, identify which ad performed best, and explain why you think this was the case.
 - d. How would you optimize the campaign, and explain why do you think so?
 - e. Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective.

Campaign Evaluation

The targeting of the ad set (demographics, location, interest, behavior etc.):

- Demographics: Age 25-40, Employed, Education level: University/College.
- Location: Mid-size US cities, Large-size US cities, Large-size international cities
- Interest: Internet
- Behavior: Searching marketing content, interested in online study, looking for promotion at work.

Campaign Evaluation

Formulas for the following KPIs:

- i. CPM (Cost per 1,000 Impressions)
$$= \text{Amount Spent} / \text{Impressions} * 1000$$
- ii. Link Click-Through Rate
$$= \text{Link clicks} / \text{Impressions} * 100\%$$
- iii. CPLC (cost per link click)
$$= \text{Amount spent} / \text{link clicks}$$
- iv. Click To Lead Rate * 100%
$$= \text{Results (Leads)} / \text{link clicks}$$
- v. Cost per Results
$$= \text{Amount Spent} / \text{Results (Leads)}$$

Campaign Evaluation

Based on the “Key Results” table, identify which ad performed best, and explain why you think this was the case.

I think Ad two (Media guided book) has the best performance among three ads. Because it has the highest Click to Lead rate, and lowest Cost per Results. And for other KPIs such as CPLC, CPM, Link click through rate Ad three performed slightly better than Ad two, but very closed.

Campaign Evaluation

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

I would replace the photo in Ad One with another photo. Obviously, the Ad One has worst performance in terms of most of KPIs. The photo in Ad One is not straightforward and confusing.

Ad Three has lowest CPM and CPLC, but lowest Lead-to-results. The reason can be that the photo was attractive for many users, but it did not directly related to our marketing content (Digital Marketing). Thus I would change the photo with signs of Digital Marketing, and conducted A/B test of this image to see the performance.

Campaign Evaluation

Overview:

Our marketing objective is to collect 50 email address in one week with budget of \$1,000.

The Campaign collected 66($13+43+10$) email address, which is larger than 50. And the all the cost per results are below \$25, for example, \$13 for Ad Two, and \$17 for Ad Three.

Since the revenue for each email address is \$25, thus we have a positive ROI here, and total amount spent is within our budget. Therefore overall, I think the marketing campaign help to achieve our marketing objectives.

Campaign Recommendations

- 1. I would focus on Ad Three, because it has the lowest CPM and the lowest CPLC. I want to find out why the Click-to-Lead rate is not good.**
- 2. I would change the text content on Ad Three and conduct A/B test for this. For example, I would enter something highlights Digital Marketing. "Want to know more about Digital Marketing?"**
- 3. I would consider change the bid strategy from Cost-per-impression to Cost-per-click, and conduct A/B test to see our ROI performance.**

Campaign Recommendations

Landing page:

I would delete the first name input option. Because this extra information may be a bad friction, and first name is easy to collect later once we have the email address.