



Project 8: DMND Portfolio

Building a Market strategy

1.Customer Journey Based Marketing Plan

What: your offer

Who: your customers

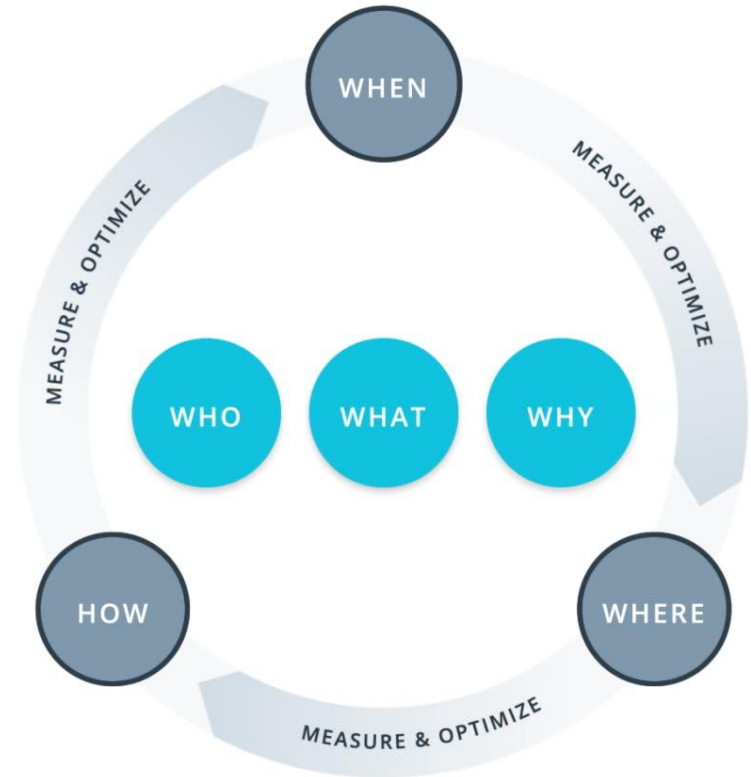
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



What: your offer

Option 1: Digital Marketing Nanodegree

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

Budget: \$50,000

Profit: For the purpose of this assignment, the cost of the Nanodegree is \$999, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money.

Marketing Objective: DMND

What is the marketing objective for your marketing efforts?

Answer: My objective is to collect at least 185 students within a quarter with a budget of \$50,000.

My ROI for this marketing plan is assumed to be $(\$299 \times 185) - \$50000 = \$5315$ and it is profit. I have planned to get above 167 students or else my ROI will be negative and it will be a loss.

Since the budget is high, it is possible to get 185 students or more and we have to analyse our customers interests thoroughly so that they take action.



Who Are Our Customers

What: your offer

Who: your customers

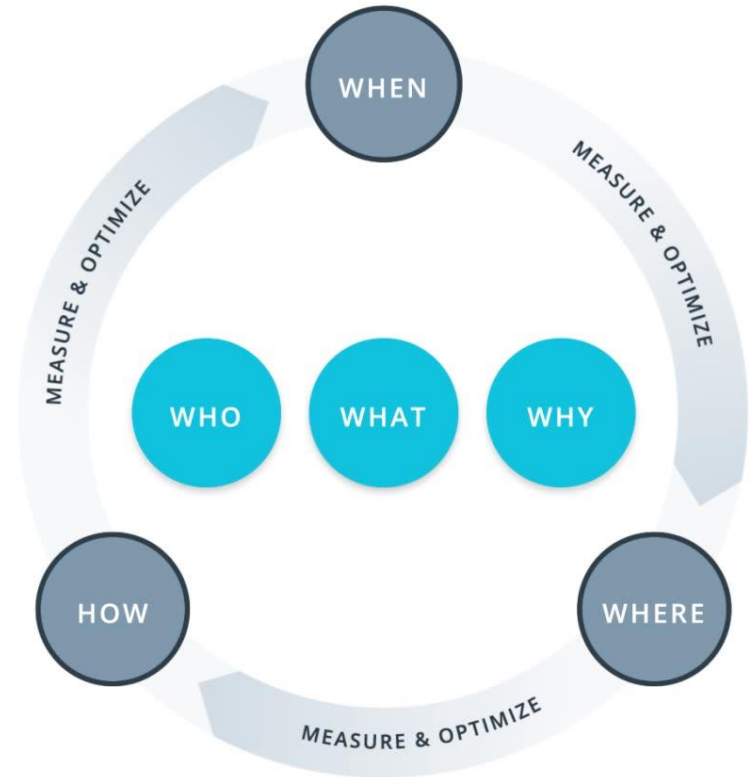
When: your customer's journey

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Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">1.Male,21yrs old2.About to get a graduate degree in Electrical Engineering.3. Lives in Hyderabad.4.Unmarried.5.No work experience.6.No income.7.Has a job offer in Tata Consultancy services.	<p>Chandra Prakash Reddy</p> 	<ul style="list-style-type: none">1.Looking for a job which requires less time.2.Need time for preparation GMAT exam.3.Wants to learn DMND or any DM course in resume to work as freelancer.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">1.Playing football.2.Watching movies.3.Travelling with friends.4.Blogging	<ul style="list-style-type: none">1.To be financially self dependent.2.To become a manager.3.To travel the world.	<ul style="list-style-type: none">1.Need time for GMAT preparation during the day after his work.2.Need money for education loan.3.Health problems.4.Laziness

What: your offer

Who: your customers

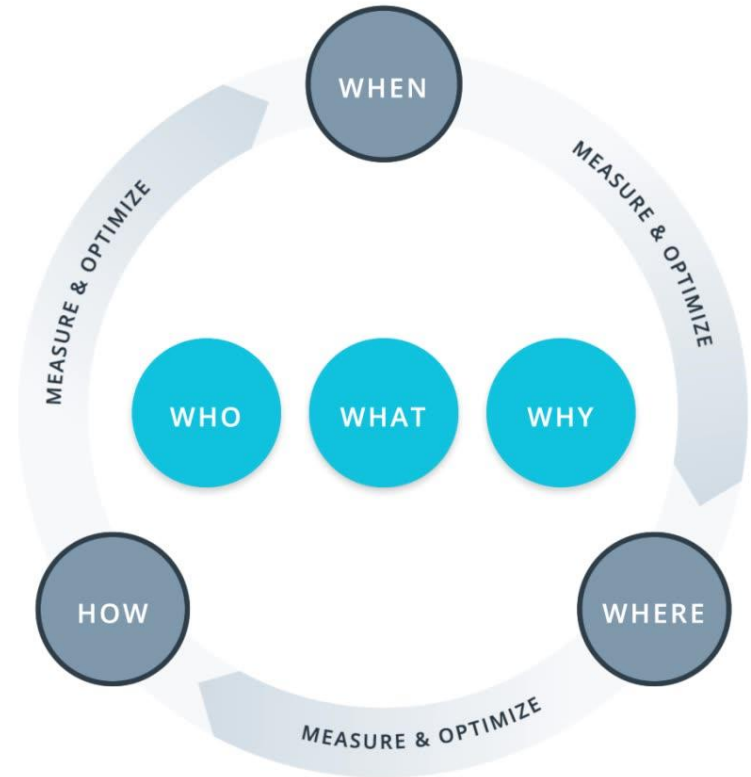
When: your customer's journey

Why: your marketing objective

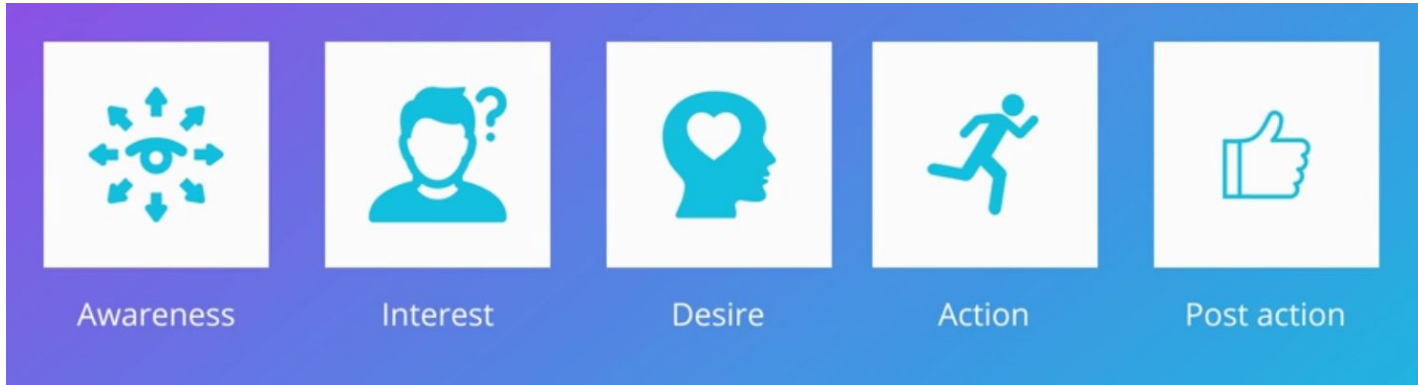
How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of the Customer Journey



When+How+Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	Learn Digital marketing from experts working in GOOGLE, FB, Mailchimp etc. and gain 360 degree understanding of Digital marketing	<i>7 day free trial or get 100% refunded without questions asked. Get enrolled in our DMND 3 months course and start working as a digital marketer.</i>	<i>45% discount promotional offer for you for a limited time. DM is a billion dollar industry and is expected to rise 30 times in the next few years.</i>	<i>Thank you for enrolling in our DMND course. Your DMND classroom batch will begin shortly. Any questions, feel free to contact us and our support team will be at your service. Also visit our forums for more questions.</i>	<i>Since you have shown interest in DMND, you would like to see these nanodegree courses. Any questions, feel free to contact us and our support team will be at your service. Also visit our forums for more questions.</i>
Channel	Facebook ads campaign.	<i>Fb ads, google adwords, video ads, display ads.</i>	<i>Fb ads, display ads, video ads, google adwords.</i>	<i>Email marketing.</i>	<i>Email marketing.</i>

2. Budget Allocation

Digital Marketing Nanodegree

Budget Allocation for Media

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$8000	\$1.25	6400	0.05%	3
AdWords Search	0	\$1.40	0	0.05%	0
Display	0	\$5.00	0	0.05%	0
Video	0	\$3.50	0	0.05%	0
Total Spend	\$8000	Total # Visitors	6400	Number of new Students	3



Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$7000	\$0.50	14000	0.1%	14
AdWords Search	\$3000	\$1.50	2000	0.1%	2
Display	\$2000	\$3.00	667	0.1%	1
Video	\$3000	\$2.75	1091	0.1%	1
Total Spend	\$15000	Total # Visitors	17758	Number of new Students	18



Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$17000	\$0.30	56667	0.3%	170
AdWords Search	\$5000	\$1.50	3334	0.3%	10
Display	\$3000	\$3.00	1000	0.3%	3
Video	\$2000	\$2.75	728	0.3%	2
Total Spend	\$27000	Total # Visitors	61729	Number of new Students	185



ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$8000	6400	3	\$299	\$897	-\$7103
Interest	\$15000	17758	18	\$299	\$5328	-\$9672
Desire	\$27000	61729	185	\$299	\$55315	+\$28315
Total	\$50000	85887	206		\$61540	+\$11,540

Additional Channels/Recommendations:

I feel that we can also include email marketing in the interest and desire stage as our customers would be very familiar with our products by now.

In this way we have a chance to know our customers personally and also build a long trust. It also carries a risk of huge bounce rate. Email marketing might be effective to use in the interest stage depending on the product we are trying to sell in the market.

After someone has bought a product from us, it is best to use email marketing.

But before someone buys a product from us, chances are that we can lose our customers if we use email marketing.

For DMND product, we can use email marketing for our old customers and it can reap huge profit.





3. Showcase Work

Market your Content

Blog Post

Always wanted to code?It's not too late.

Before joining a college,we always wonder if I am joining the right college,am I joining the right programme,is it worth spending this much amount of money,will I be able to complete the programme?



Image source:<https://goo.gl/CxjpCC>

People usually join colleges to get a degree and a job. Lots of money is spent in doing so and many have to pay back educational loan. Many have not got the job what they desire after finishing the degree. Some don't have the pre-requisite skills that the job industry needs. Some are left jobless due to many reasons like leaving the degree incomplete, low marks, financial problem.

When you are left jobless after finishing the degree, you have financial loan to give, you really need a job? You try your best searching for job to repay the loan and then start a living. But then again you find that you don't have the pre-requisite skills for the job. But you don't wanna start earning your money by selling food, doing some chores in restaurant after finishing a college degree. Won't you be disappointed?

Who comes to the rescue? Who can give you the skills that you want? Have you lost your dream of getting your dream job? Have you given up?



www.shutterstock.com - 214935481

Don't worry, we have found a solution to your problem. Treehouse comes to your rescue. What is treehouse? Treehouse is an online learning platform (online school).

Treehouse offers beginner to advanced courses in web design, web development, mobile development and game development taught by a team of expert teachers. They have 279 Courses and 232 Workshops spread across 20 Topics.

Let's take a look at some success stories.

<https://goo.gl/mY1PTf>

<https://youtu.be/Wnr8LRO7CiA>

Why is it worth it? Because you learn everything you need in a small amount of time (at your own pace) and money. You have to pay money on monthly subscriptions plans.

1) 1st plan : Basic pay-\$25/month

- 1000+ high quality video courses
- Interactive tools
- On-demand learning
- Supportive community of students

2)2nd plan:Advanced pay:\$49/month

- 1000+ high quality video courses
- Practice live with our Code Challenge Engine
- Get help in our members-only forums
- Watch talks from industry leaders
- Enjoy exclusive bonus content
- Download videos for offline learning

What's more?You get a 7 free trial and you won't be charged at all.You can also unsubscribed at any moment.

Blog website: kurosakidigital.com



Blog posts

Facebook blog post



Twitter blog post



Blog posts

Instagram blog post



Run a Facebook Campaign

Facebook Campaign-1- Build a campaign

CAMPAIGN

Campaign name A4567891240317

Campaign objective Conversions

ADVERT SET

Advert set name US, IN, IE, NG, SG - 18-43,Marketing

Location: Ireland, India, Nigeria, Singapore, United States

Age: 18-43

Language: English (All), English (UK), English (US) or Hindi

Targeting People who match: Interests: Digital marketing, Social media marketing, Content marketing, Search engine optimisation, Advertising, Google Analytics, Facebook for Business, AdWords or Marketing, Field of study: Internet marketing
Less +

Advert placement Facebook Feeds, Facebook Instant Articles, Facebook Right column, Instagram Feed and Audience Network

Budget & schedule \$125.00 Lifetime | 28 April 2017 - 2 May 2017

Optimise for Conversions

Bid Automatic

Pay for Impression

Less +



Facebook Campaign-1- Build a campaign

3 ADVERTS

Advert name

ebook

- Image no.

Headline

Free ebook: Social Media Marketing

Text

Check out now and learn from the experts from
Google, Hubspot Academy and more

Images



Each image will create a different advert.

Edit Order

Place Order

Facecook Campaign-2- Results

Campaign results:Performance



Facebook Campaign-2- Results

Campaign results:Demographic



Facebook Campaign-2- Results

Campaign results: Placement







Facebook Campaign-2- Results

Ad set data:Performance

FILTERS: Campaign name: A4567891240317 x + Save Filter Clear

Account overview Campaigns 1 selected Advert Sets 1 selected Adverts 1 selected

+ Create Advert Edit Duplicate Advert Preview Create Rule More Columns: Performance Breakdown Export

	Advert name	Delivery	Results	Reach	Cost per res...	Amount spent	Rel...	Button cli...
<input checked="" type="checkbox"/>	 ebook - Image 3	Not delivering Advert Set Completed	260 eBook Download	33,071	\$0.21 Per eBook Download	\$53.99	4	236
<input type="checkbox"/>	 ebook - Image 2	Not delivering Advert Set Completed	218 eBook Download	32,898	\$0.21 Per eBook Download	\$46.32	4	239
<input type="checkbox"/>	 ebook - Image 5	Not delivering Advert Set Completed	28 eBook Download	5,528	\$0.38 Per eBook Download	\$10.53	4	39
<input type="checkbox"/>	 ebook - Image 4	Not delivering Advert Set Completed	22 eBook Download	5,184	\$0.39 Per eBook Download	\$8.55	4	34
<input type="checkbox"/>	 ebook - Image 1	Not delivering Advert Set Completed	11 eBook Download	4,247	\$0.51 Per eBook Download	\$5.61	4	22
	Results from 5 adverts		539 eBook Download	65,903 People	\$0.23 Per eBook Download	\$125.00 Total Spent		570

Activate Windows






Facebook Campaign-2- Results

Ad set data:Delivery

Filters: Campaign name: A4567891240317 x + Save Filter Clear

Account overview Campaigns Advert Sets 1 selected Adverts 5 selected

+ Create Advert Edit Duplicate Adverts Preview Create Rule More # Columns: Delivery Breakdown Export

	Advert name	Delivery	Reach	Frequ...	Cost per 1,000 ...	Impressions	CPM (cost per 1...
<input checked="" type="checkbox"/>	 ebook - Image 3	❌ Not delivering Advert Set Completed	33,071	1.15	\$1.63	37,890	\$1.42
<input checked="" type="checkbox"/>	 ebook - Image 2	❌ Not delivering Advert Set Completed	32,898	1.10	\$1.41	36,123	\$1.28
<input checked="" type="checkbox"/>	 ebook - Image 5	❌ Not delivering Advert Set Completed	6,528	1.06	\$1.61	6,894	\$1.53
<input checked="" type="checkbox"/>	 ebook - Image 4	❌ Not delivering Advert Set Completed	5,184	1.08	\$1.65	5,590	\$1.53
<input checked="" type="checkbox"/>	 ebook - Image 1	❌ Not delivering Advert Set Completed	4,247	1.03	\$1.32	4,375	\$1.28
Results from 5 adverts			65,903 People	1.38 Per Person	\$1.90 Per 1,000 People Res...	90,881 Total	\$1.38 Per 1,000 Impressions

Activate Windows




Facebook Campaign-2- Results

Ad set data:Engagement

Filters: Campaign name: A4567891240317 x + Save Filter Clear

Account overview Campaigns Advert Sets 1 selected Adverts 5 selected

+ Create Advert Edit Duplicate Adverts Preview Create Rate More + Columns: Engagement Breakdown Export

	Advert name	Delivery	People tak...	Post reac...	Post com...	Post shares	Link clicks	Page likes
<input checked="" type="checkbox"/>	 ebook - image 3	Not delivering Advert Set Completed	736	176	6	9	524	126
<input checked="" type="checkbox"/>	 ebook - image 2	Not delivering Advert Set Completed	799	367	6	8	454	89
<input checked="" type="checkbox"/>	 ebook - image 5	Not delivering Advert Set Completed	195	118	—	1	79	8
<input checked="" type="checkbox"/>	 ebook - image 4	Not delivering Advert Set Completed	190	128	—	—	63	11
<input checked="" type="checkbox"/>	 ebook - image 1	Not delivering Advert Set Completed	85	50	—	2	38	7
	Results from 5 adverts		1,868 People	779 Total	12 Total	20 Total	1,158 Total	241 Total

Activate Windows



Search Engine Optimization (SEO) Audit

Content Audit: Keywords


	Head Keywords	Tail Keywords
1	affiliate marketing	Digital marketing freelance
2	blogging	digital marketing earn online
3	facebook admin	earn money at home
4	social media	earn money part time job
5	seo course	how to become a digital marketer?
6	facebook campaign	salary of digital marketer
7	google analytics	top digital marketing courses
8	content marketing	how to get a high paying digital marketing job?

	Head Keywords	Tail Keywords
9	display marketing	udacity digital marketing course
10	digital marketing jobs	where to get certified as a digital marketer?
11	marketing online	digital marketing nanodegree course
12	digital marketing course	digital marketing udacity
13	email marketing	best place to learn digital marketing
14	content marketing	live projects digital marketing
15	digital marketing career	udacity new nanodegree course
16	social media marketing	
17	digital marketing campaign	



Technical Audit: Metadata

DMND URL: dmnd.udacity.com

	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Udacity DMND
Meta-Description	NA	Learn digital marketing in this 3-month nanodegree course from the experts. Working in collaboration with big companies like Google, Facebook, Hootsuite, Hubspot, Mailchimp, Moz ,get access to all the tools and jumpstart your career as a Digital Marketer.
Alt-Tag	Become a Digital marketer Gain real world experience running live campaigns as you learn from top experts from this field. Launch your career with a 360-degree understanding of digital marketing	Become a Digital Marketer. Launch your career as a Digital Marketer by gaining real world experience from live projects. Gain 360-degree understanding of digital marketing from the top experts in this field.  DIGITAL MARKETING NANODEGREE PROGRAM

Technical Audit: Backlink Audit

Tool used: Moz OpenSite Explorer tool

	Backlink	Domain Authority(DA)
1	http://blogs.adobe.com/jkost/2013/05/lightroom-beta-5-new-smart-collectioncriteria.html	100
2	http://lists.w3.org/Archives/Public/public-vocabs/2014Feb/0131.html	100
3	http://people.apache.org/%7Erobbytype%20issers/	99



Link-Building

Tool used: SEMRush tool

	Site Name	Site URL	Organic Search Traffic
1	Parallel Programming and Computing Platform CUDA NVIDIA NVIDIA	http://www.nvidia.com/object/cuda_home_new.html	3.5k
2	The Manifesto CRV	http://www.crv.com/manifesto	0
3	freespaceships - Atom	http://www.freespaceships.com/	0



Site Performance Audit: Performance Tests

Pingler tool

Categories

Link Tools

Keyword Tools

Search Engine Tools

Header/Tag Tools

IP Tools

Miscellaneous Tools

Source Code Tools

SEO Tools » Google Indexed Pages Checker

Google Indexed Pages Checker

Check how many pages Google has indexed for one website.

How do I use this tool? [+]

Enter Your URL

Continue >>

Google Indexed Pages Checker

URL	Google Indexed Pages
http://dmnd.udacity.com/	n/a

Google Page Speed Insights tool

http://dmind.udacity.com/ ANALYZE


Mobile Desktop

Poor
54 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.

1 Possible Optimizations

- Eliminate render-blocking JavaScript and CSS in above-the-fold content**
• [Show how to fix](#)
- Optimize images**
• [Show how to fix](#)
- Enable compression**
• [Show how to fix](#)

 A smartphone displaying the website being analyzed. The screen shows a header with 'DIGITAL MARKETING' and 'NANODEGREE PROGRAM', followed by a large pink banner with the text 'Become a Digital Marketer' and a 'LEARN MORE' button. Below the banner, there are several smaller images and text blocks, including one with a laptop and the text 'Automated Windows'.

Google Page Speed Insights tool

http://dmind.udacity.com/ ANALYZE


Mobile Desktop


Poor
52 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.

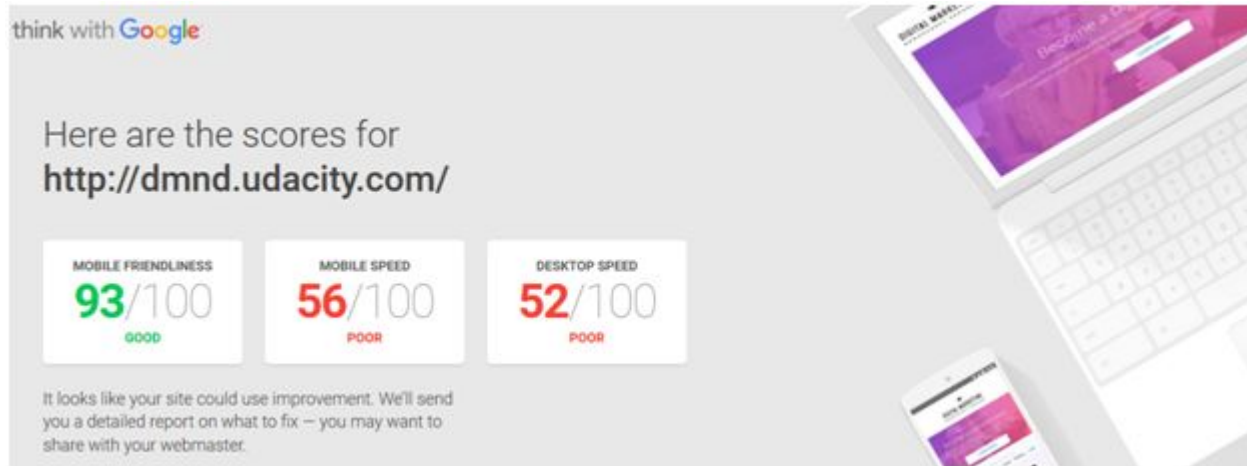
Possible Optimizations

- Optimize images
[Show how to fix](#)
- Enable compression
[Show how to fix](#)
- Eliminate render-blocking JavaScript and CSS in above-the-fold content

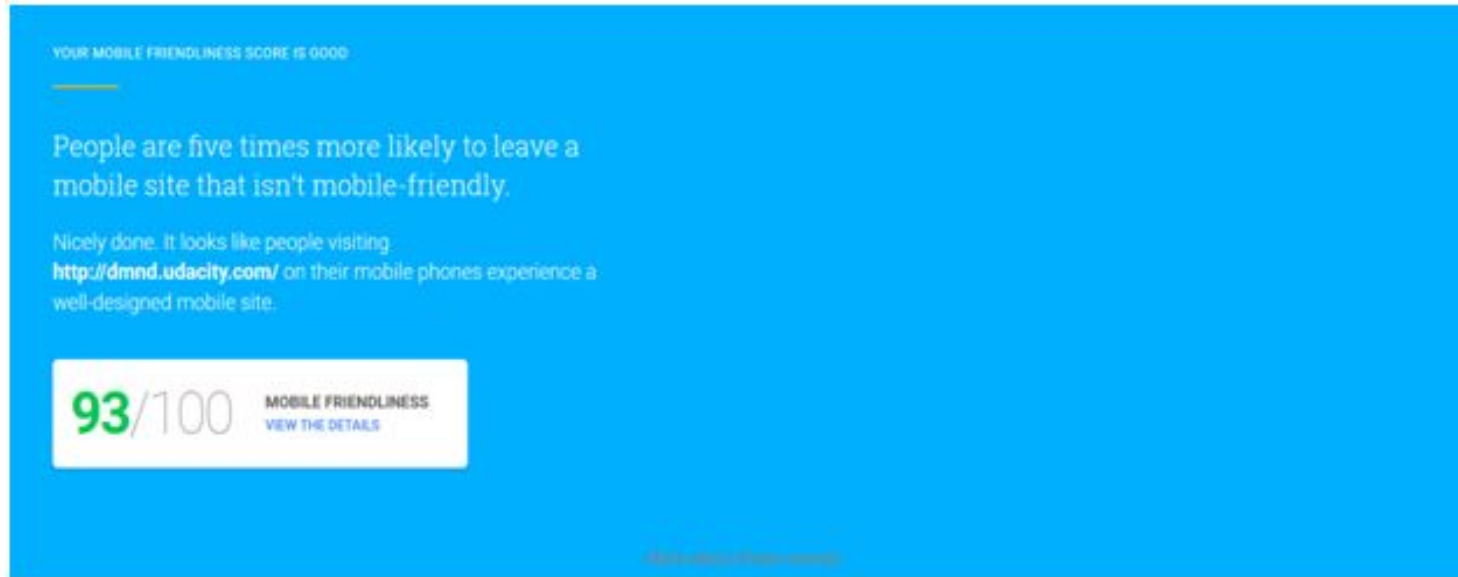


 **Activate Windows**
Go to PC settings to activate Windows.

Think with Google tool



Think with Google tool



Think with Google tool

93/100 MOBILE FRIENDLINESS
GOOD

So friendly.

Here's what we checked to come up with your score. Now, be sure to review the complete details of your report.

 GET MY FREE REPORT

Technically speaking. You may want to share this information with your webmaster.

✓ PASSED ⓘ CONSIDER FIXING ✗ SHOULD FIX

ⓘ Size tap targets appropriately

✓ Avoid plugins

✓ Configure the viewport

✓ Size content to viewport

✓ Use legible font sizes

This information is intended as a guideline to improve relative performance of the site.

Recommendations

i) Improve the page speed both in the desktop and mobile version. This is a very big concern since it can increase customer bounce rates and needs to be fixed as soon as possible. People having low internet speed are the ones who are gonna bounce off. It takes more than 20 secs to load the page completely. You will be losing customers. The images need to be optimised. Minify CSS, Javascript and HTML. Enable compression.

ii) Since dmnd.udacity.com is new, we need bloggers to promote and provide backlinks to this page. Contacting with trustworthy bloggers and promoters is important. They will bring more traffic to dmnd.udacity.com.

iii) The page needs to be indexed so that it shows up in the search engine. Meta description content needs to be filled too as it is empty at the moment. We need Google to crawl our website. All these actions will result in achieving higher rank in the search engine.



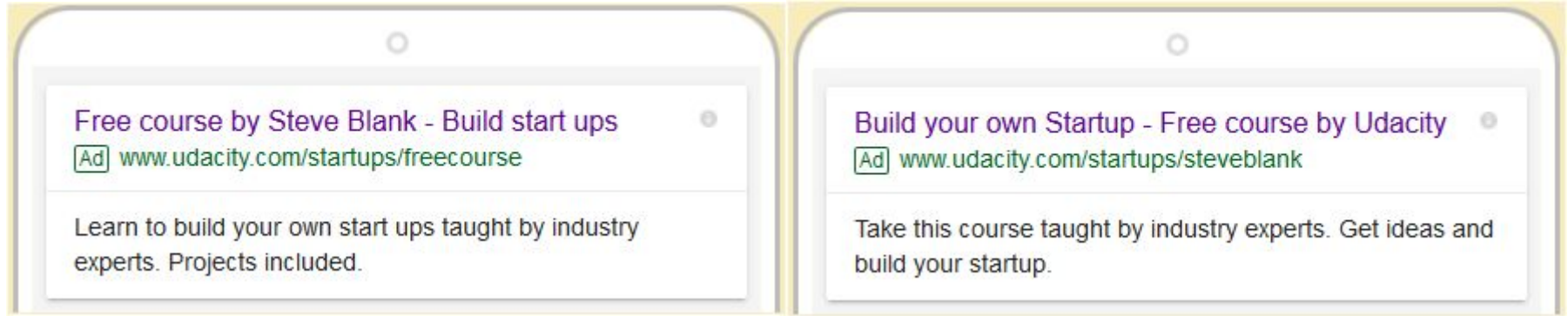
iv) Mobile friendliness can be improved. This will result in more audiences and audience will trust your website and return back again.

v) Keywords relevant to the audience search should be included in the website. Drop Keyword in First 100 Words. Using Tail keywords will be more effective. The organic keywords search will bring much traffic to the site if the keywords matches well.



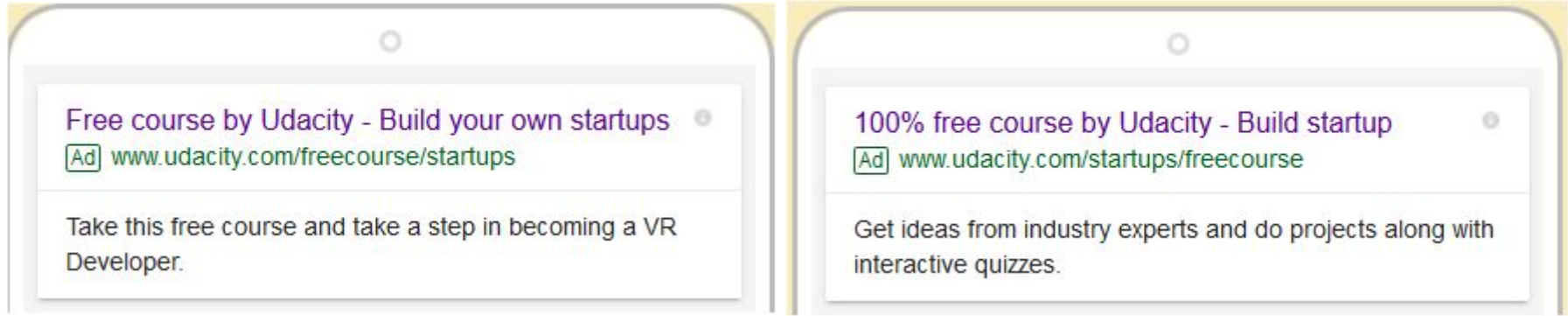
Run an Adwords Campaign

Ad Group #1: Ads & Keyword Lists



Keywords:Startup, starting a business, start up, business start up, small business start up, start up business, new business start up, best startup business, starting a company, startup company, startup business, how to start a business, starting up a business, business startup courses, what is a startup business, startup 2016, courses for startups, startup 2016, courses for startups, start up 2016, steve blank, startup u, what is a startup company, how to create a startup, startup online courses, starta

Ad Group #2: Ads & Keyword List



Keywords: business courses, business class, start a business online, online business courses, entrepreneurship courses, the lean startup, create online courses, starting a startup, vr developer, business startup courses, udacity, nanodegree, lean startup, online entrepreneurship courses, best online business courses, udacity free courses, udacity courses, steve blank, entrepreneurship online courses, starting a online business, entrepreneurship courses online, vr development tutorial, lean startup canvas, entrepreneur training courses, udacity nanodegree, vr developer course, lean business plan, vr developer salary

Ads

Ad	Ad group	Status ?	Labels ?	% Served ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Cost / conv. ?	Conv. rate ?	All conv. ?
Free course by Steve Blank Build start ups www.udacity.com/startups/freecourse Learn to build your own start ups taught by industry experts. Projects included.	Awareness:create a startup	Campaign ended	--	44.79%	Search Network only	All features	10	1,630	0.61%	\$2.49	\$24.92	2.7	\$12.46	20.00%	2.00
Build your own Startup Free course by Udacity www.udacity.com/startups/steveblank Take this course taught by industry experts. Get ideas and build your startup.	Awareness:create a startup	Campaign ended	--	24.37%	Search Network only	All features	21	887	2.37%	\$2.35	\$49.42	2.3	\$0.00	0.00%	0.00
Free course by Udacity Build your own startups www.udacity.com/freecourse/startups Take this free course and take a step in becoming a VR Developer.	Interest:Build startup	Campaign ended	--	20.20%	Search Network only	All features	13	735	1.77%	\$1.00	\$12.98	3.4	\$12.98	7.69%	1.00
100% free course by Udacity Build startup www.udacity.com/startups/freecourse Get ideas from industry experts and do projects along with interactive quizzes.	Interest:Build startup	Campaign ended	--	10.63%	Search Network only	All features	3	387	0.78%	\$1.46	\$4.37	2.8	\$0.00	0.00%	0.00
Total - all but removed ads ?							47	3,639	1.29%	\$1.95	\$91.69	2.8	\$30.56	6.38%	3.00

Activate Windows
Go to PC settings to activate Windows.

Recommendations for future campaigns

- I would like to concentrate on pausing keywords which shows higher cost and no conversion.
- I would focus on creating more ad groups with more precise keywords which attract the audience attention and after 2-3 days of testing, I would pause the ad which show poor results.
- I would like to add more keywords to the campaign. The keyword will be similar to the ones in the campaign ad which has the highest conversion. I would like to pause some of the keywords in the campaign like vr developer which shows no result at all.
- Landing page of this ad is perfect and it has 100/100 score of mobile friendliness in thinkwithgoogle.com. The only changes required is the page load speed for mobiles and desktop and the page has to be indexed.



Evaluate a Display Advertising Campaign

Display Image Campaign: Overall Results



<input type="checkbox"/>	● ↑	Ad group	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. CPM ?
<input type="checkbox"/>		Keyword Targeted	Campaign paused	\$3.00 (enhanced) ?	1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
		Total - all but removed ad groups			1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
Total - all ad groups					1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09

Show rows: 50 ▾ 1 - 1 of 1

Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Average CPC
	1,973	282,066	0.70%	\$0.44
Cost	Conversion Rate	#New students	CPA	ROI+/-
\$872.51	0.2%	4	\$218.13	\$323.48

Display Image Campaign: Ad Results

<input type="checkbox"/>	●	Ad	Status ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?
<input type="checkbox"/>	■	<p>Become a Digital Marketer Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry, and gain experience with real-live projects Udacity</p>  <p>Preview ad</p>	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	\$0.45	\$686.27
<input type="checkbox"/>	■	<p>Become a Digital Marketer Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry and gain experience with real-live projects Udacity</p>  <p>Preview ad</p>	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	\$0.42	\$186.24



Which Ad Group Performed Better?

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI+/-
Creative-A	1,531	216,199	0.71%	\$0.45	\$686.27	.2%	3	\$228.756	\$210.732
Creative-B	442	65,867	0.67%	\$0.42	\$186.24	.2%	1	\$186.24	\$112.76

Creative-A outperformed Creative-B because

- Number of students who signed up is greater.
- CTR is higher which tells us that Creative-A performed better.
- CPA for 1 student in Creative-A is $\$228.756/3 = \76.252 which is lesser than \$186.24.
- ROI is higher which is good.



Display Image Campaign: Keywords

<input type="checkbox"/>		Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>		facebook marketing course	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	4	0.00%	\$0.00	\$0.00
<input type="checkbox"/>		digital analytics training	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>		digital analytics course	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>		social media marketing online course	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	14	0.00%	\$0.00	\$0.00
<input type="checkbox"/>		adwords course	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	8	0.00%	\$0.00	\$0.00

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	online marketing course	226	38259	0.59%	0.59	63
2	marketing online	236	20750	1.14%	0.5	118.64
3	digital marketing training	57	8224	0.69%	0.54	30.75
4	marketing careers	14	2998	0.47%	1.68	23.5
5	marketing courses	19	1999	0.95%	0.27	5.14

- Keywords with the highest impressions has got the highest clicks which mean there is high competition here and such keywords also shows better results because they take audience attention. Similar new keywords can be used.
- Keywords with poor results need to be paused.


How would you optimize this campaign?

- I would like to add keywords which is similar to the best performing keywords in the campaigns. In this way we can make sure that many people click on our ads such that our conversion is higher. Also we would like to target potential students for our courses so we need to use long tail keywords which makes us sure that such people are likely to convert if they search for such keywords and we will not be wasting money.
- We can also create 4-5 ads to see for the first 2 days which of the ads are performing better and we paused the ads which show the poorest result. This can help us save money for our campaign and show better results.
- While creating ads, we must use keywords which the audience use while searching in search engines. Such ads can attract genuine attraction because the ads contain keywords the audience was searching for. It is very important that the display image must be closely related to the keywords provided.



Market with Email

Target Persona

Background and demographics	Target Persona Name	Needs
<ul style="list-style-type: none">1.Male,21yrs old2.About to get a graduate degree in Electrical Engineering.3. Lives in Hyderabad.4.Unmarried.5.No work experience.6.No income.7.Has a job offer in Tata Consultancy services.	<p>Chandra Prakash Reddy</p> 	<ul style="list-style-type: none">1.Looking for a job which requires less time.2.Need time for preparation GMAT exam.3.Wants to use DMND or any DM course in resume to earn money as a freelancer.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">1.Playing football.2.Watching movies.3.Travelling with friends.4.Loves blogging	<ul style="list-style-type: none">1.To be financially self dependent.2.To become a manager.3.To travel the world.	<ul style="list-style-type: none">1.Need time for GMAT preparation during the day after his work.2.Need money for education loan.3.Health problems.4.Laziness

Email Content:

Email Content Plan

	Email Topic	Marketing Objective	KPI
Email #1	Always wanted to be a digital marketer	Become the next digital marketer in this billion dollar industry by joining our DMND nanodegree course.	No of clicks on dmnd website link
Email #2	DMND course discount pricing available	Join today for a 7 day free trial and get 100% cashback if unsatisfied. 30% discount sales available for the next 3 weeks. On completing this course successfully,our job partners are willing to hire you.	No of clicks on dmnd website link
Email #3	Hurry, DMND discount pricing ends soon!	Hurry before the time ends. Join today with 30% discount pricing option which ends in 7 days and get yourself certified as Digital marketer. A 7 day trial offer or get 100% cashback if found unsatisfactory.	No of people who actually purchased the course

Email #1

Email Content Plan				
Subject Line	Body Summary	Visual	CTA	Link
Enroll for DMND 3 months course today in India	<ul style="list-style-type: none">• Become the next digital marketer in this billion dollar industry.• Duration: 3months• Location:online learning from anywhere• Pricing options: Discount price for the first 3 weeks• Companies willing to hire after completing this course successfully.• DMND teachers biodata and the companies helping to make DMND course, Eg: mailchimp	DMND visual picture. Companies logos who are willing to hire job seekers.	Enroll today	dmnd.udacity.com

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Join today for a 7 day free trial and get 100% cashback if unsatisfied. 30% discount sales available for the next 3 weeks. On completing this course successfully,our job partners are willing to hire you.	Join us today to become the next digital marketer with 30% discount sales.	Enroll today

Email #3

Email Content Plan

Marketing Objective	Subject Line	CTA
Hurry before the time ends. Join today with 30% discount pricing option which ends in 7 days and get yourself certified as Digital marketer. A 7 day trial offer or get 100% cashback if found unsatisfactory.	Hurry before the DMND 30% discount sales ends. Enroll for a free trial now.	Enroll now

Email Campaign Calendar Key

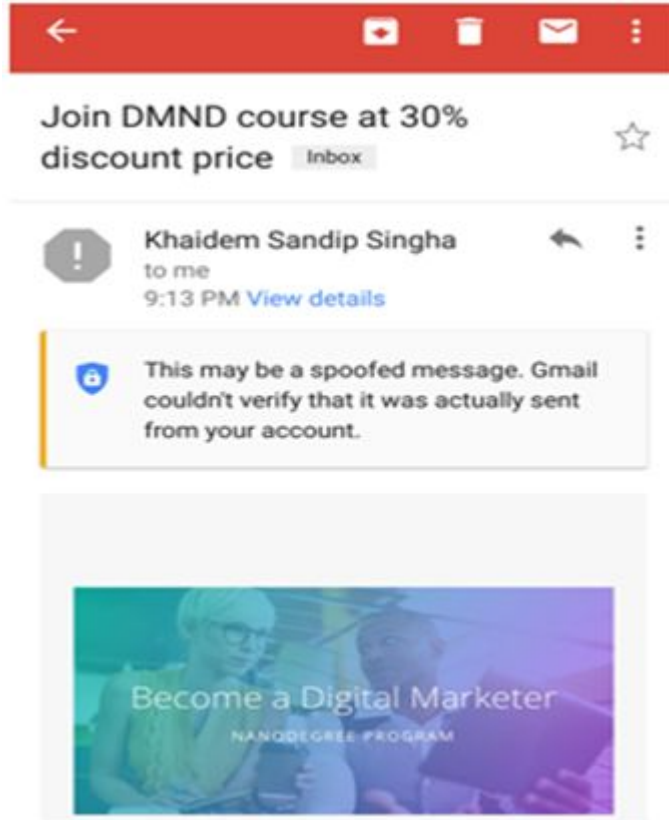
- Yellow - Planning Phase
- Orange - Testing Phase
- Green - Send Phase
- Red - Analyze Phase

Email Campaign Calendar

	Week 1					Week 2					Week 3				
	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F
Email #1															
Email #2															
Email #3															

Test Message

1)



2)

Enroll for DMND 3 months course today

Become the next digital marketer in this billion dollar industry.

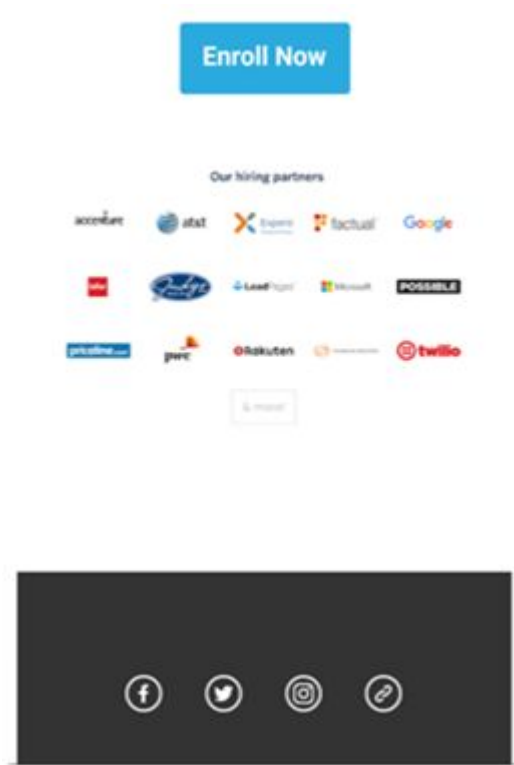
Duration: 3 months

Location: Online learning from your home, office with a wifi internet connection

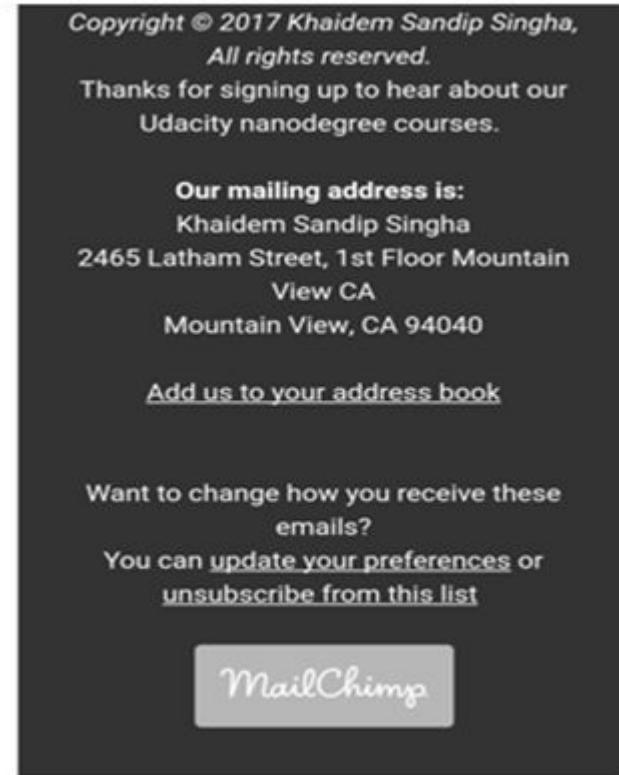
Pricing options: Discount price for the first 3 weeks starts at 550\$

Get trained from industry experts from facebook, Google, Hubspot etc. and gain 360 degree understanding of digital marketing with live projects.

3)



4)



Final Recommendations

- I would follow the same procedure keeping focus on my marketing objective and KPI.
- I would remove the unwanted emails which didn't lead to any action. Some mails may not working at the moment but it is better to remove those mails which creates bad suspicion.
- Regarding the bounce rates, it is unavoidable I guess no matter how good our mail might be. It is mainly on our customer interest why they wanted to be a subscriber in the first place and what they wanted. But we will try our best to know our customer interests.



