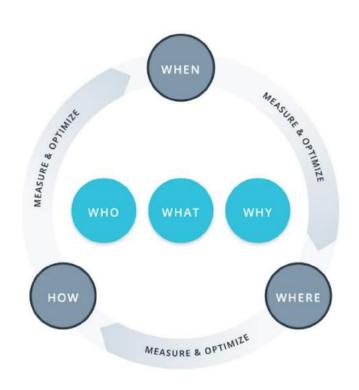
Project 8: Marketing Portfolio

Laavanya Ganesh



### THE ONLY FASHION THAT NEVER DIES

# I. 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

### OPTION I: DIGITAL MARKETING NANODEGREE PROGRAM

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.

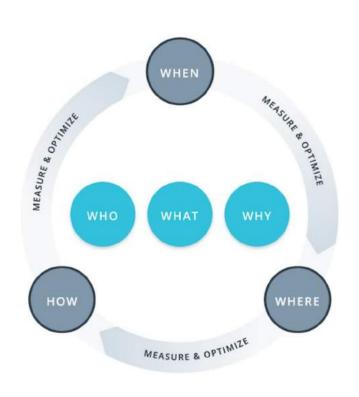
**Campaigns**: We want to aggressively grow the program, but, we want to do it without losing money.

# MARKETING OBJECTIVE: YOUR COMPANY'S PRODUCT/SERVICE

What is the marketing objective for your marketing efforts?

- Enroll 500 students by the end of the quarter with a total budget of \$50,000





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

### **Background**

Age: 26 years old

**Education:** Bachelor's Degree

Location: California, USA

Job Title: Analyst

Email: Daniel2093@gmail.com

Annual Income: 500000 USD

#### **Free Time Activities**

- 1. Watching movies and TV with friends
- 2. Sailing
- 3. Reading marketing/digital marketing articles
- 4. Biking Traveling
- 5. Cooking and baking
- 6. Reading, Writing
- Spending time outside swimming, kayaking, snow shoeing
- 8. Enjoy live music and travel
- 9. Hang out with kids and play basketball

### **TARGET PERSONA**



### Daniel Krum

#### Goals

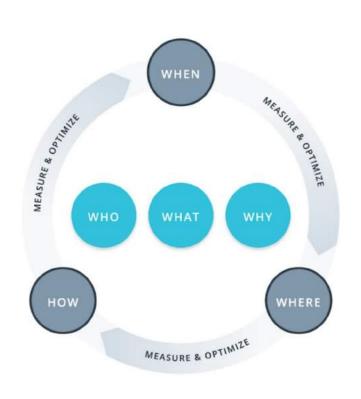
- 1. To be a great marketer
- 2. Build something impactful
- 3. Want to be the owner of my life
- 4. Growth in current role
- Would like to be an entrepreneur managing digital marketing for businesses, and have a successful drop shipping business.
- 6. Want to be working remotely as a Social Media
  Marketer/Manager or want to be running my own Affiliate
  Marketing brand/business
- 7. Professionally, want to be working remotely as a Social Media Marketer/Manager or want to be running my own Affiliate Marketing brand/business
- 3. To have a remote job as a digital marketer by March 2019. To travel to all 50 states by December 2019
- 9. More passion focused

#### Needs

- 1. Better Work/Life Balance
- . Growth in a Big Company
- Love what I do
- . Become more technical
- 5. Balance between career expectations and family
- 6. Being my own boss
- Educational content that provides: Quality and environmental friendliness

#### **Barriers**

- . Travel time to work
- From a small town, lack of marketing opportunity here outside of being a freelancer
- . Lack of time
- 4. Obtaining a degree that doesn't help get the jobs
- 5. Work Over 40 Hours Weekly
- Price of Nanodegree programs
- Mental barriers, hesitation
  - Lacking skills to do the job



What: your offer

Who: your customers

When: your customer's journey

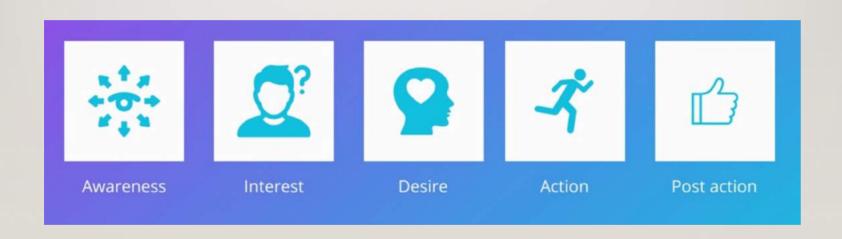
Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics

# PHASES OF THE CUSTOMER JOURNEY



# When+How+Where = Marketing Tactics Customer

	Goal: Help make potential customers aware of	Cook Common interest
	the product; Try to reach as many people as possible	Goal: Generate intere product by targeting t already know of your
Message	<ul> <li>Describe growth in demand for digital marketers</li> <li>Gain new marketing skills at your own pace</li> </ul>	Claim your free eBo     Explain about the pr degree approach with
	Example: Learn about digital marketing with Udacity, a world-class provider of online education!	Example: Feeling stuck your career with Uda Digital Marketing Nan
	<ul> <li>Become a digital marketer</li> <li>Gain real world experience running live campaigns</li> <li>Learn from top experts in the field</li> </ul>	Learn in 3 months     Price of program
	Prepare for jobs of tomorrow	Career Assistance

**Awareness** 

Journey

oal: Generate interest in your oduct by targeting those who ready know of your product Claim your free eBook now Explain about the program 360 gree approach with live cample: Feeling stuck? Expand our career with Udacity's igital Marketing Nanodegree. Learn in 3 months

Intent

	Goal: Show potential customers why your product is better than the competition
0	Explain program key benefit through online webinar with experts
	Enroll now and get to run live campaigns on major marketing platforms
	Example: Unlike other online courses, Udacity offers career support to help you establish your occupational goals.
	Live Q&A Digital     Marketing panel

• 10% Discount for joining

Desire

Goal: Help	
customers take	Goal: Help
action on your	customers feel like
site; make it as	they are a
easy and as	respected customer
urgent as	so that they are
possible!	likely to come back
	and recommend
•Reinforcement of	your
program benefits	product/services to
<ul> <li>Thank you</li> </ul>	others.
Example: DMND	<ul> <li>News about digita</li> </ul>
starts in one	marketing •
week! Sign-up	Classroom updates
now to reserve	<ul> <li>Career support</li> </ul>
your spot!	services updates
<ul> <li>UX landing</li> </ul>	

pages • UX

Shopping Chart •

Thank you for

purchase with

product updates

website •

Action

espected customer
o that they are
kely to come back
nd recommend
our
roduct/services to
others.
News about digital
narketing •
Classroom updates
Career support

Example: Thank you

**DMND!** Please visit

your classroom to

get started!

for signing up for

**Post Action** 

### When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Channel	<ul> <li>Blog on Nanodegree program</li> <li>E-book with landing page to collect emails.</li> <li>Display Ad Campaign</li> <li>Video Ads</li> <li>Social media</li> </ul>	<ul><li>Facebook</li><li>Search</li><li>Display and videos ads</li></ul>	<ul> <li>Email marketing</li> <li>Search</li> <li>Re-targeted display and video ads</li> <li>Content Marketing/Blog</li> </ul>	<ul><li> Email</li><li> Social media</li><li> Website with</li><li> CTAs</li></ul>	Email     Social media     Customer Service Site

# 2. BUDGET ALLOCATION

### **AWARENESS:** BUDGET ALLOCATION FOR MEDIA

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$5000	\$1.25	4000	0.05%	2
AdWords Search	\$3000	\$1.40	2143	0.05%	1
Display	\$1000	\$5.00	200	0.05%	0
Video	\$2000	\$3.50	571	0.05%	0
Total Spend	\$11000	Total # Visitors	6914	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	\$6000	\$0.50	12000	0.1%	12
AdWords Search	\$1000	\$1.50	667	0.1%	1
Display	\$1000	\$3.00	333	0.1%	1
Video	\$4000	\$2.75	1455	0.1%	2
Total Spend	\$12000	Total # Visitors	14455	Number of new Students	16

### **DESIRE:** BUDGET ALLOCATION FOR MEDIA

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$18000	\$0.30	60000	0.3%	180
AdWords Search	\$7000	\$1.50	4667	0.3%	14
Display	\$1000	\$3.00	333	0.3%	1
Video	\$1000	\$2.75	364	0.3%	1
Total Spend	\$27000	Total # Visitors	65364	Number of new Students	196

### ROI: BUDGET ALLOCATION FOR MEDIA

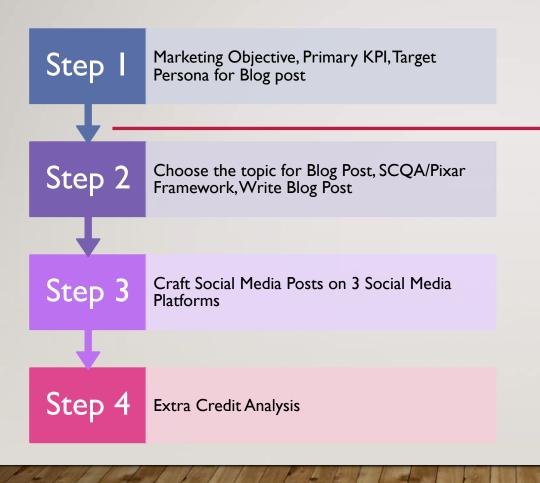
Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Aware- ness	\$11000	6914	3	\$299	\$897	-10103
Interest	\$12000	14455	16	\$299	\$4784	-7216
Desire	\$27000	65364	196	\$299	\$58604	31604
Total	\$50000	86733	215		\$64285	14285

### ADDITIONAL CHANNELS OR RECOMMENDATIONS:

- Additional channels include email marketing, organic social media, SEO. Message notification which required investment in terms of
  creative, time and resources. Proper management of man power includes ad creative designers, content creators and publishers is very
  essential to focus our marketing objective.
- Proper choice of KPI's relating to our marketing objective at campaign level on various Channels helps us to measure our results.
- I would recommend to optimize the landing pages in terms of SEO to drive traffic and brand awareness
- Another channel I would use is Linkedin, I will run the same targeting on both Linkedin and Facebook and evaluate which channels performed better in terms of ROI. The emails I collect will be later used for remarketing

# 3. SHOWCASE WORK

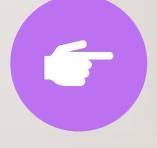
# PROJECT 2: MARKET YOUR CONTENT



GUIDELINES FOR THE PROJECT

# MARKERING OBJECTIVE & PRIMARY KPI





MARKETING OBJECTIVE: To gain a minimum of 50 reads on the blog post by March 2019 by tracking audience engagements like Facebook likes,

Twitter tweets and Medium applauses

**PRIMARY KPI:** Number of reads for the blog post

# TOPIC FOR BLOG POST

Choose A Successful Or Creative Marketing Campaign That You Love.

What Is The Story Being Told By The Campaign And Why Do You Love It

Why Did It Catch Your Attention?

### SCQA FRAMEWORK



**SITUATION:** Daniel aspires to be

a Media Marketer running his own affiliate marketing

brand



#### COMPLICATION:

He fears lack of time and skills might hinder his efforts to achieve his goal. He wants more of quality educational content for example various content marketing campaigns that could enhance his ken of knowledge regarding the same. There are lots of informational content available online and offline, so much so that it gets overwhelming to find the right suited for him



**OUESTION:.** Where can he find

the best resource that suits his needs?



**ANSWER:** LinkedIn's video marketing campaign elucidated him more on ways videos could help him promote his content online

# BLOG POST ON MEDIUM

This blog post is a storytelling in Daniel's words of how LinkedIn's video marketing campaign aided in getting him a broader perspective of how content marketing through videos has an impact on the target audience. It's a storytelling of Daniel, before and after he came across LinkedIn's video marketing campaign in 2018.

This is the link to the Google Docs that contains the blog post, since I haven't published the post

https://bit.ly/2HD60hg

# SOCIAL MEDIA PLATFORMS FOR TARGET AUDIENCE



The diversified social network helps to create awareness about the blog by tracking audience engagement such as likes, comments, shares etc. It also gives a platform to roll the dice on people who probably aren't in my audience list yet by placing ads to promote my blog post



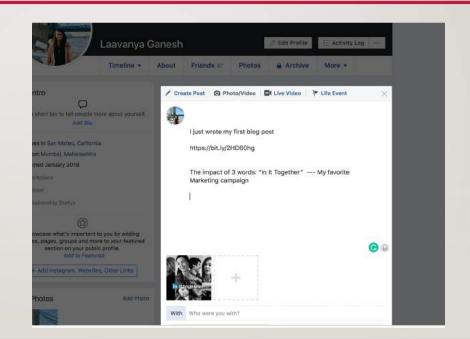
The economic professional graph of LinkedIn with Ist, 2nd, 3rd degree connections helps me to expand the reach for the blog post and at the same time aids in creating an online professional presence through the post



It is the best possible platform to take my blog post to a wider audience through its 're-tweet' feature thereby giving an opportunity to grow my targeting list with high quality leads

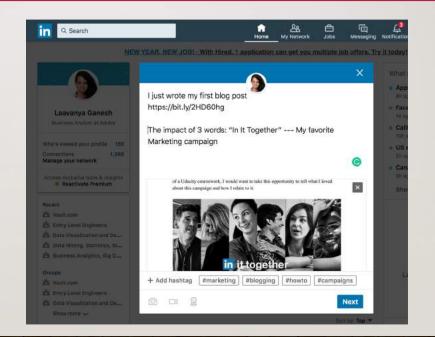
# FACEBOOK POST

Just to illustrate that I am aware of the way to create a Facebook post



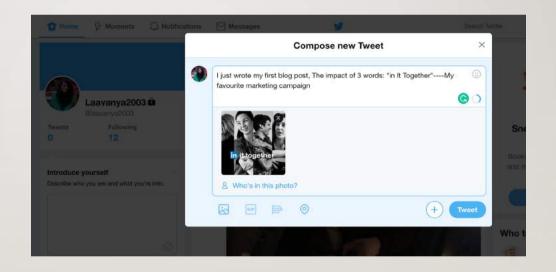
# LINKEDIN POST

Just to illustrate that I am aware of the way to create a LinkedIn post



# TWITTER POST

Just to illustrate that I am aware of the way to create a Twitter post



# PROJECT 3: RUN A FACEBOOK CAMPAIGN

# CAMPAIGN APPROACH

The project challenge I have selected is the DMND social media advertising eBook that includes content from the Digital Marketing Nanodegree program at Udacity. Using my target person from the first project, I will be targeting people in their 20-40s, and who also happen to live within USA. My total budget is \$100 for this ad campaign. Based on audience interest and behavior I have targeted college graduates and professionals who are interested in their career in digital marketing or are passionate to start their own business. Digital Marketing, Social media marketing, online advertising, entrepreneurship, small businesses, digital nomad, travel, reading books, swimming are some of the interests I have given. My campaign is scheduled to run from Feb 6, 2019 to Feb 11, 2019

# CAMPAIGN SUMMARY

#### **TARGET AUDIENCE:**

- Demographics: people in their 20-40s
- Location: USA
- Interest: Digital Marketing, Social media marketing, online advertising, entrepreneurship, small businesses, digital nomad, travel, reading books, swimming

### **AD COPY**

Want to be a great marketer?

Grab your free ebook to keep abreast about the advertising techniques on leading social media platforms!







### **AD CREATIVES**

### **AD CREATIVES- INTIAL**







**AD CREATIVES** 

### AD CREATIVES- AFTER CHANGES MADE

I changed the ad-images since some ad images had greater use of text. I wanted to see the impact of using less text in an ad

Campaign	Reach	Impressions	Cost per 1000 people reached	Amount Spent	Link Clicks	СРМ	СРС
Ad One	2307	2933	\$9.94	\$22.94	7	\$7.82	\$3.28
Ad Two	968	1124	\$8.48	\$8.21	I	\$7.30	\$8.21
Ad Three	6455	12034	\$10.67	\$68.85	6	\$5.72	\$11.48
Overall	8207	16091	\$12.18	\$100	14	\$6.21	\$7.14

# **KEY RESULTS**

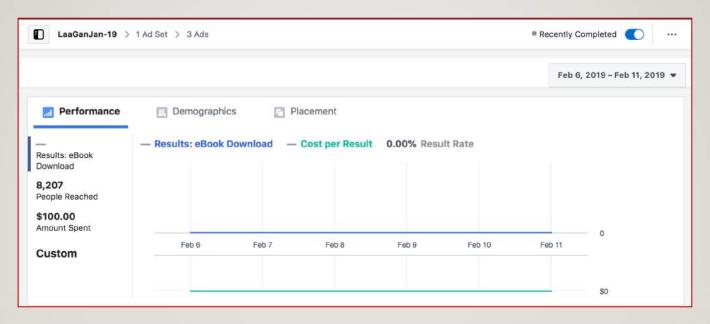
- There were zero e-book downloads since my Udacity pixel wasn't working. I did email the support, but there has been no response yet. The mentor in the group told to leave a note about this for the reviewer
- According to my marketing objective, to convert 150 people by having them download the eBook, the campaign was a failure.
   The main reason would be the Udacity pixel not working. I presume the problem was also because of competition.
   I guess my ads were pushed down as many other Students had already placed similar ads for Udacity before me.
- On a holistic view, the overall number of impressions of 16,091 for 3 ads was good. The average cost to reach 1,000 people was \$12.18 "Image 3" is the most expensive and with the most reach at \$10.67 and 6,455 people respectively.
   I would actually say ad I performed the best compared to the other ads with a moderate reach of 2307 at a moderate cost of \$9.94 per1000 people reached and a low CPC of \$4.06

### CAMPAIGN EVALUATION- PART I

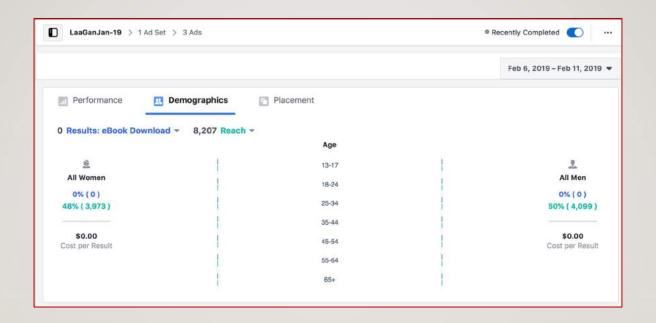
#### ADDITIONAL BUDGET

- I would approach my campaign by including women in the target persona and change nothing else about the demographics
- I would use different ad copies for different ad images
- I would segment the target audience into different segments like graduates, college professors, business professionals aspiring to become marketers, business professionals already in the industry and use different ad creatives for the target segment
- I would change the ad creatives to better suit the location audience segment

### CAMPAIGN EVALUATION- PART 2



**CAMPAIGN RESULTS: PERFORMANCE** 



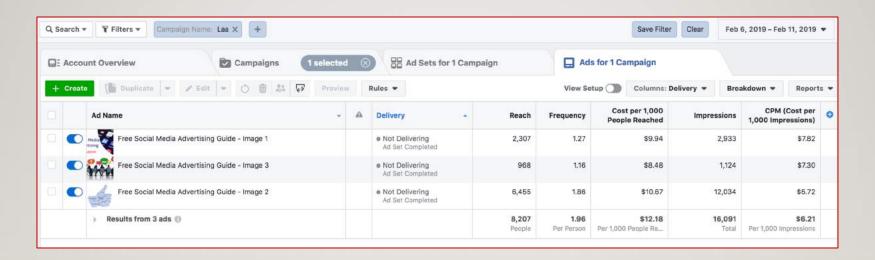
**CAMPAIGN RESULTS: DEMOGRAPHICS** 



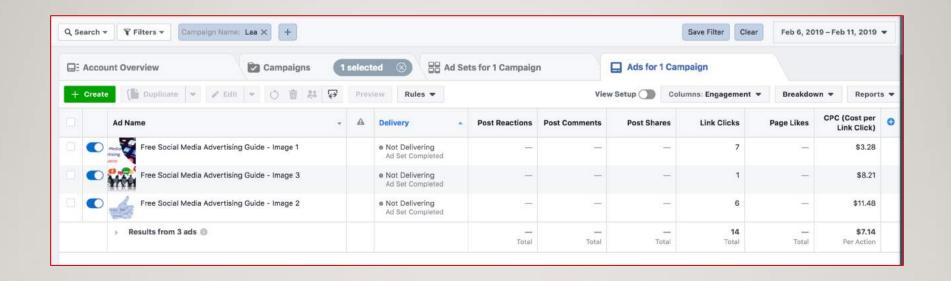
**CAMPAIGN RESULTS: PLACEMENT** 



AD SET RESULTS: PERFORMANCE



**AD SET RESULTS: DELIVERY** 



AD SET RESULTS: ENGAGEMENT

## PROJECT 4: CONDUCT AN SEO AUDIT

### **KEYWORDS**

Using Moz Keyword
 Explorer tool, the following
 Keywords might be targeted to
 drive users to this page based
 on the priority score only

Head Keywords	Tail Keywords
social	why digital marketing
social media	what is digital marketing
digital marketing	udacity nanodegree
social media marketing	udacity digital marketing nanodegree
online marketing	digital marketing course

#### POTENTIAL KEYWORDS

Head Keyword with highest potential Social

Organic CTR – 100%

Priority score - 94

Difficulty - 65

Monthly Volume – 70.8k to 118k

Tail Keyword with highest potential What is digital marketing

Organic CTR – 58%

Priority score - 79

Difficulty - 57

Monthly volume – 4.3k to 6.5k

#### **BLOGPOSTS**

This week's top stories about search engine optimization

Digital Marketing explained in less than 140 Characters

The next big thing in social media advertising



I chose the keywords for three blog topics as they best represent a superb method of showing a wide range of people. I selected these topics using Hubspot's Blog Idea generator for a variety of reasons. Firstly, SEO is vital to the ability to be seen online. Secondly, SEM is equally as important if not more important than search engine optimization. And three, I want to show how these two factors can incorporate a good plan to become an excellent digital marketer through earning a Nanodegree in this field from Udacity.

URL: dmnd.udacity.com							
Current							
Title Tag	Udacity Digital Marketing Nanodegree Program Website						
Meta- Description	Blank						
Alt-Tag	Blank						
	Revision						
Title Tag	Digital Marketing Nanodegree Program  Udacity						
Meta- Description	Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing						
Alt-Tag	Udacity logo     DMND logo     Course content partners     Image with curriculum displayed     Touch giants collaborators						

# TECHNICAL AUDIT – META DATA

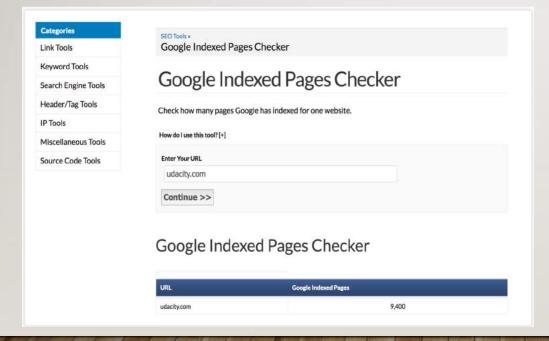
### TECHNICAL AUDIT – BACKLINK

BACKLINK	DOMAIN AUTHORITY (DA)			
medium.com/@christineslfok/dear-fellow-career-changers-7b53323d5b0a	94			
medium.com/@bglutz1/how-your-thirties-can-help-you- change-careers-digital-marketing-2498529c814a	94			
medium.com/@bpgiri78/whats-next-a-marketing- professional-s-dilemma-db0982bbc579	94			

# TECHNICAL AUDIT – LINK BUILDING

Site Name	Marketing Land
Site URL	www.marketignland.com
Organic Search Traffic	63.1K
Site Name	Facebook
Site URL	www.facebook.com
Organic Search Traffic	633M
Site Name	Smart insights
Site URL	www.smartinsights.com
Organic Search Traffic	75.9K

### PAGE INDEX



Pages Indexed For Udacity's Main Webpage: 9,400 The above result is for udacity.com dmnd.udacity.com has zero pages indexed by Google

It elucidates the potential outreach to potential customers.

The greater outreach a page has, the more people who will see links to the webpage.

More pages indexed in search engine database, the visibility of the website is increased in SERP

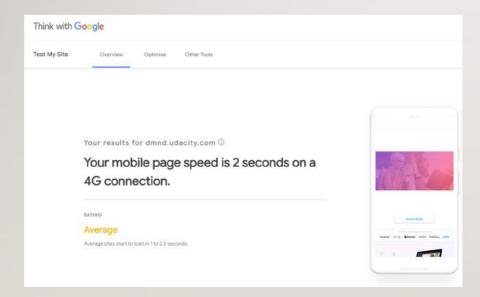
### **DESKTOP** PageSpeed Insights http://dmind.udacity.com/ https://dmnd.udacity.com/ The speed active is based on the lab data analyzed by Lightfootse State - 90-700 (fast) - 50-69 (average) - 0-49 (slow) PageSpeed Insights http://dmed.udacity.com/ https://dmnd.udacity.com/ The speed score is based on the lab data analyzed by Lighthouse Analysis time: 2/25/2019 7:20:22 PM Scale: - 90-100 (fast) - 50-89 (average) - 0-49 (slow)

#### **MOBILE**

### PAGE SPEED

It elucidates a user must be able to load a page without having to wait several seconds to view the content on the page. Slow speed leads to higher bounce rate

### MOBILE FRIENDLY EVALUATION



Mobile users are more than desktop users these days.

The webpage must be mobile optimized because users should not be forced to view a page designated for desktop and laptop computers on such a tiny screen like a phone or tablet even.

### RECOMMENDATIONS



- Meta-Description tag and alt-tag are blank currently. This will result in the
  poor website performance in SEO. I would recommend to add high quality
  content to meta description summarizing the key information per page. I
  would also recommend the addition of descriptive captions for the images
  in the alt-tag.
- Pingler test results shows that DMND pages are not indexed by the Google. Indexing these pages will help in increased page rank.
- Page speed on the mobile is very poor, this can be resolved by using the optimization suggestions by Google. Optimize listed Images from PageSpeed by Reducing their size.

### PROJECT 5-PART 2: RUN AN ADWORDS CAMPAIGN

Intro to Data Analysis is my free course assigned for my Google Adwords campaign The preferred audience location is India targeting people who read and write English

The daily budget is \$10 and eCPC is \$3

Assume conversion rate of 20%

Landing page: <a href="https://www.udacity.com/course/intro-to-data-analysis--ud170">https://www.udacity.com/course/intro-to-data-analysis--ud170</a>

Basically I segmented my campaign into two groups based on customer journey:

- Awareness
- Desire

In the Awareness segment, I targeted large audience with more broad and generic keywords to make aware of this Udacity's free Intro to Data Analysis course. I used Google keyword planner to undergo my keyword research based on my landing page and potential customer. Based on the ads, I discovered my headline and description to be more broad and generic with a key idea to display this course to be opensource.

In the Desire segment, I targeted more specific audience through brand and technical keywords who are looking for data analysis courses. I used Google keyword planner to undergo my keyword research based on my potential customer . Primary objective of this free course is to promote Artificial Intelligence for trading Nano degree so I have used few keywords related to this Nano degree Program. Based on the ads, I discovered my headline and ad copy to target people who are specifically looking for the data analysis and science courses.

MARKETING OBJECTIVE: TO CREATE AVVARENESS OF UDACITY'S ARTIFICIAL INTELLIGENCE FOR TRADING NANO DEGREE PROGRAM THROUGH ENROLLMENT OF FREE COURSE – INTRO TO DATA ANALYSIS. PRIMARY OBJECTIVE IS TO ACHIEVE 10 NEW ENROLLMENTS AS AN OUTCOME OF THIS CAMPAIGN WITH A DAILY BUDGET OF 10\$ FOR 5

DAY

PRIMARY KPI: Primary KPI is number of leads (i.e. Number of new enrollments)

### AD-GROUP 1

AWARENESS-INTRO
TO DATA ANALYSISINDIA

#### **KEYWORD LIST**

- 1. DATA ANALYST TRAINING AND PLACEMENT
- 2. DATA SCIENCE WITH R ONLINE TRAINING
- 3. A DATA ANALYST FOR DUMMIES
- 4. DATABASE ANALYST TRAINING
- 5. WHAT APPLICATION WOULD BE BEST FOR ANALYZING DATA
- 6. TOOLS THAT CAN BE USED TO ANALYZE DATA
- 7. HEALTHCARE DATA ANALYST CERTIFICATION
- 8. SIMPLE DATA ANALYSIS
- 9. HEALTHCARE DATA ANALYTICS TRAINING
- 10. DATA ANALYST CERTIFICATION TRAINING
- 11.DATA ANALYSTUNDERGRADUATE
- 12. DATA SCIENCE
- 13. WORLD OF DATA ANALYSIS
- 14. DATA ANALYTICS COURSES IN THE WORLD
- 15. FREE DATA FOR ANALYTICS
- 16. STATISTICS NEEDED FOR DATA ANALYSIS
- 17.DATA ANALYSISAPP
- 18. WHERE IS DATA ANALYSIS
- 19. HEALTHCARE DATA ANALYST TRAINING
- 20.BIG DATASCIENCE TRAINING

- 21. BEST ONLINE ANALYTICS PROGRAMS
- 22. ANALYTICS EDUCATION ONLINE
- 23. DATA ANALYSIS IN SCIENCE
- 24. SQL DATABASE ANALYSIS TOOLS
- 25. WHAT DATA ANALYSIS TO USE
- 26. HADOOP DATA SCIENTIST CERTIFICATION
- 27. ANALYTICS FOR DATA
- 28. DATABASE ANALYST CERTIFICATION
- 29. DATA ANALYSIS

Introduction to Data Analysis | Enroll Now for free ocurse

Ad udacity.com/Data\_Analysis/Free\_Course

Enhance your skillset and boost your ability to get hired through innovative learning Free online course 360 degree learning, 24/7 mentoring support.

Make yourself in demand | Boost your data analysis skill

udacity.com/Data\_Analysis/Free\_Course

Enroll now for free and learn how to analyze data in interesting ways Free online course. 360 degree learning.

### AD-GROUP 2

# DESIRE-INTRO TO DATAANALYSIS-INDIA

#### **KEYWORD LIST**

- 1. CAN ARTIFICIAL INTELLIGENCE LEARN
- 2. UDACITY ADVANCED ARTIFICIAL INTELLIGENCE COURSE
- 3. UDACITY ARTIFICIAL INTELLIGENCE FOR TRADING NANO DEGREE
- 4. UDACITY FOR FREE
- 5. UDACITY INTRO TO DATA ANALYSIS SYLLABUS
- 6. ARTIFICIAL INTELLIGENCE BACHELOR DEGREE
- 7. UDACITY INTRO TO DATA ANALYSIS REVIEWS
- 8. ANALYSIS OF DATA AT UDACITY
- 9. MS IN ROBOTICS AND ARTIFICIAL INTELLIGENCE
- 10.TOP AISCHOOLS
- 11. UDACITY'S FREE COURSES

M MACTEDS DDOGDAM

- 12. UDACITY FREE ONLINE DATA ANALYSIS COURSES
- 13. ARTIFICIAL INTELLIGENCE COLLEGE RANKINGS
- 14. ROBOTICS AND ARTIFICIAL INTELLIGENCE DEGREE
- 15 DATA SCIENCE AND ANALYTICS AT LIDACITY
- MASTERS DEGREE IN ARTIFICIAL INTELLIGENCE AND ROBOTICS

- 20. AI UNDERGRADUATE PROGRAMS
- 21. ONLINE MASTERS DEGREE ARTIFICIAL INTELLIGENCE
- 22. UDACITY'S DATA ANALYSIS APP
- 23. TOP UNIVERSITIES IN ARTIFICIAL INTELLIGENCE
- 24. UDACITY VS UDEMY DATA ANALYSIS
- 25. ARTIFICIAL INTELLIGENCE COLLEGE MAJOR
- 26. DATA ANALYSIS ONLINE
- 27. UDACITY CHATBOT COURSE
- 28. UDACITY INTRO TO DATA ANALYSIS
- 29. UDACITY VS COURSE DATA ANALYSIS
- 30. UDACITY ANALYTICS FOR DATA ENTHUSIASTS
- 31. UDACITY'S NANODEGREE PROGRAMS
- 32. BEST ARTIFICIAL INTELLIGENCE COLLEGES
- 33. TOP ARTIFICIAL INTELLIGENCE SCHOOLS
- 34. UDACITY'S INTRO TO DATA ANALYSIS
- 35. INTELLIGENCE UNIVERSITY COURSES
- 36. UDACITY MASTERS IN ROBOTICS AND ARTIFICIAL INTELLIGENCE
- 37. MASTER'S DEGREE ARTIFICIAL INTELLIGENCE
- 38. ALSCHOOLS
- 39. FREE DATA FOR ANALYTICS ATUDACITY
- 40. BEST ARTIFICIAL INTELLIGENCE GRADUATE PROGRAMS
- 41. MASTER OF SCIENCE IN ARTIFICIAL INTELLIGENCE
- 42. ARTIFICIAL INTELLIGENCE
- 43. DATA ANALYTICS UDACITY

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### Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	lmpr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Awareness-Intro to Data Analysis- India	\$3.00 (enhanced)	822	43	5.23%	\$.132	3.00	6.98%	\$18.85	\$56.55
Desire-Intro to Data Analysis-India	\$3.00 (enhanced)	71	2	2.82%	\$2.13	0.00	0.00%	\$0.00	\$4.26
Total		893	45	5.04%	\$1.35	3.00	6.67%	\$20.27	\$60.81

### Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	40	5.34%	\$1.33	3.00	7.50%	\$17.67
Ad Group 1, Ad 2	3	4.11%	\$1.18	0.00	0.00%	\$0.00
Ad Group 2, Ad 1	2	3.85%	\$2.13	0.00	0.00%	\$0.00
Ad Group 2, Ad 2	0	0.00%	-	0.00	0.00%	\$0.00

### Key Campaign Results (Keywords)

Keyword	Ad-Groups	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
robotics and artificial intelligence degree	Desire-Intro to Data Analysis-India	1	100%	\$1.28	0.00	0.00%	\$0.00
best online analytics programs	Awareness-Intro to Data Analysis-India	1	25%	\$0.58	1.00	100%	\$0.58
database analyst certification	Awareness-Intro to Data Analysis-India	4	22.22%	\$1.46	0.00	0.00%	\$0.00
analytics education online	Awareness-Intro to Data Analysis-India	1	20%	\$0.41	1.00	100%	\$0.41

# ROI Did your campaign result in a positive ROI?

Number of conversions: 3 Income= 60\*Number of Conversions = 180 COGS: 0 Maximum Investment: \$60.81

```
ROI = ((Income-COGS)-Marketing Investment)/Marketing Investment = ((180-0)-60.81)/60.81 = 58.38
```

Since ROI is greater than 1, my campaign has a positive ROI.

#### Was the conversion rate higher or lower than expected?

Conversion rates are lower than my expected conv. rate of  $20\,\%$ , our conversion rate is  $6.67\,\%$  It could have been improved by optimizing the quality of the landing page and aligning it with our ads.

How much did you have to spend per click? How close did you get to your max. CPC bid?

Average Cost per click is 1.35\$ which is 45% less than our maximum CPC bid of 3\$. This shows good quality and high relevance of our ads and landing page.

Which ad group, ads & keywords led to the highest click through & conversion rates why might that have been the case?

Ad group - 1 Awareness-Intro to Data Analysis - India (CTR - 5.23%, Conv Rate - 6.98%)

Ad 1: Introduction to Data Analysis |Enroll for free course (CTR - 5.34%, Conv Rate - 7.50%)

I think probably due to the fact that the ad led with "Free" which is appealing and those Keywords matched the approach I stated for this group first.

#### Keywords based on CTR and Conv Rate

robotics and artificial intelligence degree, best online analytics programs, database analyst certification, analytics education online

#### Keywords based on CPC

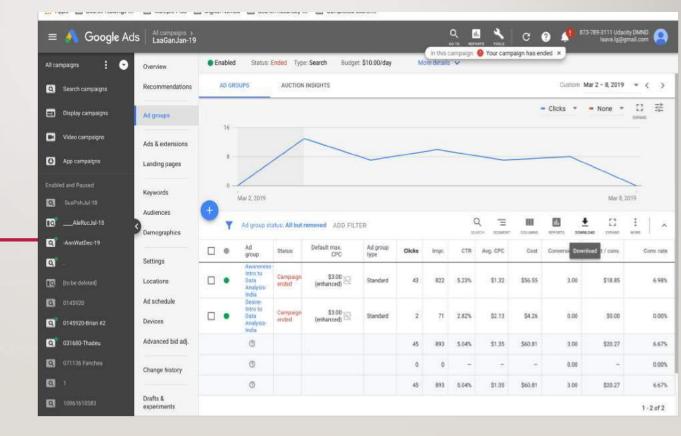
Analytics for data, best online analytics programs, analytics education online

If additional budget would be provided for this campaign, following will be my evaluation.

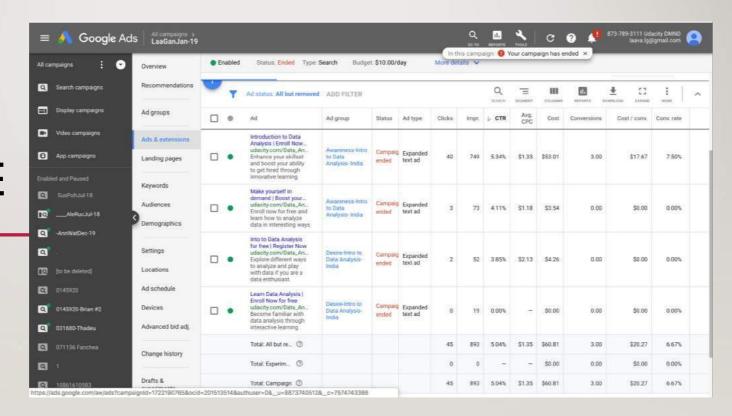
- •Yes. I would focus on high performing Ad-group (i.e. high CTR and conversion rate) and optimize its Maximum CPC Bid value to increase its ad rank.

  In my case Ad group 1 Awareness-Intro to Data Analysis- India would be my target for keen optimization both based on Bid strategy and quality.
- •Yes. I would pause poor performing Ads and keywords. Moreover, I would add new ads to my Awareness ad group which would result in conversions.
- Also I would add few long tail keywords with both broad and specific keywords.
- •Yes. I would perform a A/B test for my text ads on two elements
- 1) Headline
- 2) Description which could help me to devise my ads more attractive and specific to my audience.
- •Probably, I would like to add a short video about the course and add few testimonials on my landing page which will really pleases my customer to enroll to this free course.

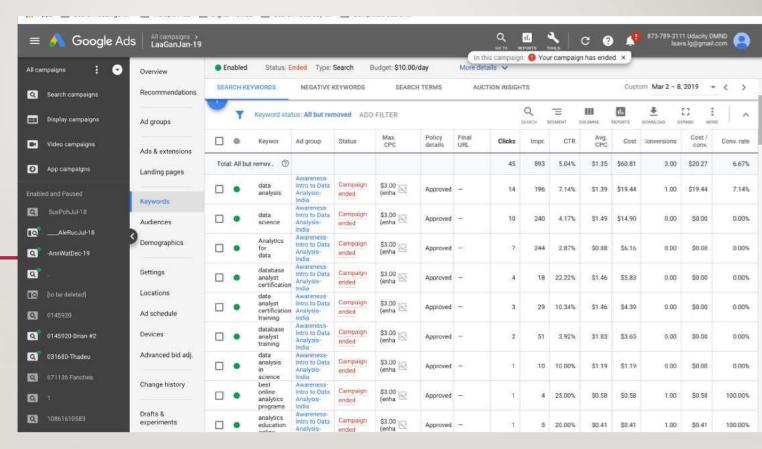
# AD-GROUPS EXAMPLE



# ADS EXAMPLE



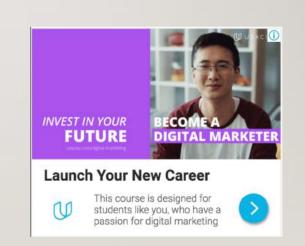
#### KEYWORDS EXAMPLE



## PROJECT 6- EVALUATE A DISPLAY CAMPAIGN

#### **DISPLAY IMAGE CAMPAIGN 1:**

•	Ad group 1	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
0	Affinity Audience	Campaign ended	\$3.00 (enhanced)	-	1,243	200,957	0.62%	\$0.36	\$448.95	Display	None



Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	СРА	ROI +/-
\$448.95	0.2%	2.486 ~ 2 (1243*0.002)	224.475 (448.95/2)	149.05 (299-224.475)*2

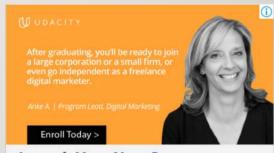
Suggestion 1: It is a good idea to set up another Ad Group in which you choose a different targeting method all together to see whether you could improve on the results.

Suggestion 2: Pause the keywords with high CPC value so that we can dynamically prevent the consumption of our budget

Suggestion 3: Add few more keywords which are similar to the best performing keywords using AdWords Display planner tool

#### **DISPLAY IMAGE CAMPAIGN 2:**

	Ad group 1	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj	
0	Site Targeting	Campaign ended	\$5.00 (enhanced)		407	67,833	.6%	\$0.57	\$231.99	Display	None	



#### **Launch Your New Career**

This course is designed for students like you, who have a passion for digital marketing



Udacity

Creative	Clicks	Impressions	CTR	Avg CPC	
Campaign Results	407	67,833	0.6%	\$0.57	
Cost	Conversion Rate	# New Students	СРА	ROI +/-	
\$231.99	0.2%	0.814 ~1 (407*0.002)	231.99 (231.99/1)	67.01 (299-231.99)*1	

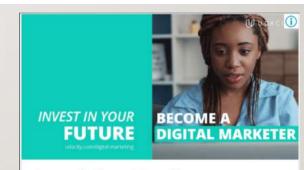
Suggestion 1: Segment two new ad groups with same targeting criteria but with long tail and head keywords. Perform A/B testing between long tail and head keywords

Suggestion 2: Create new Adgroup with different targeting location to explore any improvement in results when compared between other ad groups

Suggestion 3: Use a different creative and compare results using A/B testing

#### **DISPLAY IMAGE CAMPAIGN 3:**

	Ad group 1	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
0	Remarketing	Campaign ended	\$3.00 (enhanced)		670	109,994	.61%	\$0.35	\$234.50	Display



#### **Launch Your New Career**



This course is designed for students like you, who have a passion for digital marketing



Creative	Clicks	Impressions	CTR	Avg CPC	
Campaign Results	670	109,994	0.61%	\$0.35	
Cost Conversion Rate		# New Students	СРА	ROI +/-	
\$234.50	0.2%	1.34 ~ I (670*0.002)	234.50 (234.50/I)	64.5 (299-234.50)*I	

Suggestion 1: Conduct A/B test on keywords and targeting location to analyze best performing keywords and targeting location for my future campaign

Suggestion 2: Target ads to be shown on different websites through managed placements

Suggestion 3: Optimize keyword list by adding long tail keywords and pausing expensive ones

#### WHICH CAMPAIGN PERFORMED THE BEST? WHY?

Display Image Campaign I performed better because it has a higher ROI as compared to the Other two campaigns. Moreover the visibility of this campaign is very high in terms of impressions and also in terms of the number of new student sign ups which reflects the Marketing objective

I would undergo A/B testing for the following parameters:

- Targeting location
- Targeting audience
- Creative
- Keywords
- Ad Description
- Ad headline

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

These are the changes in the landing page that I would make:

- Add testimonials of students who have undergone the program so that new users get more reviews
- Add more discounts and incentives for downloading the book or enrolling for the program
- Articulate the unique value proposition of the product well

Would you focus on certain Ad Groups, Ads or Targeting?

I would focus on the Ad group in the first display image campaign because it has a large ROI. Moreover keen monitoring and pausing of low performing keywords will dynamically reduce the consumption on the budget

Would you change any of your existing Ads or Targeting or add any new ones?

I would change the Ad creatives and Ad headlines of the campaign with low clicks and impressions and use A/B testing to compare the results with other campaigns.

## PROJECT 7- MARKET WITH EMAIL

	EMAIL CONTENT PLAN									
	Email Title	Marketing Objective	KPI							
Email #I	Want to learn digital marketing?	Engagement	Number of Opens							
Email #2	Social Page Follow	Engagement	Number of clicks							
Email #3	Enroll Today	Conversion	Number of signups/conversion rate							

### CREATIVE BRIEF: EMAIL I

Overarching Then	Overarching Theme: 3-5 Sentences								
Visual:  • A person using a laptop computer with digital marketing stuff on the monitor  • Udacity Brand Logo at the top of the email, GIF of digital marketing									
Subject Line 1	Master Digital Marketing in 3 months								
Body	<ul> <li>Gain real word experience running live campaigns</li> <li>Learn from top experts in the field</li> <li>Prepare yourself for jobs of tomorrow</li> <li>No prior experience required</li> </ul>								
Outro CTA	"Learn More" http:// dmnd.udacity.com/								

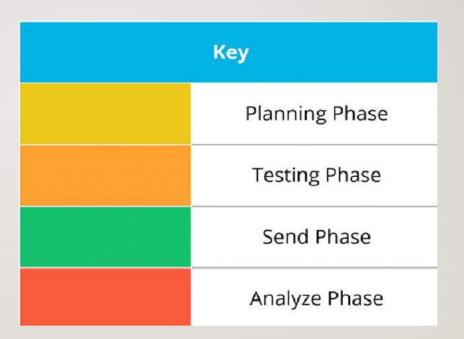
# CREATIVE BRIEF: EMAIL 2

Overarching Them	e: 3-5 Sentences						
General	Visual: Social Media icons of Twitter, Facebook and Pinterest wherever you would want the email topic to be shared						
Subject Line 1	Stay connected with us on Social and explore more about digital marketing						
Body	<ul> <li>Get to know other people who are as interested as you in digital marketing</li> <li>Keep yourself abreast about the various networking events in the field of digital marketing</li> </ul>						
Outro CTA	Follow us						

# CREATIVE BRIEF: EMAIL 3

Overarching Them	Overarching Theme: 3-5 Sentences								
General	Visual: A bomb blasting and stating discount offer								
Subject Line 1	Master Digital Marketing & Save 10% today!								
Body	<ul> <li>Sign up today to start your journey as a digital marketer</li> <li>Your are invited: Udacity's Discovery Week (Apr 1- Apr 10) – Save upto 50% on Nanodegree programs</li> </ul>								
Outro CTA	Register here								

#### **CALENDAR KEY**



	Week 1				Week 2				Week 3						
	м			Th		М			Th		М			Th	
Email #1															
Email #2															
Email #3															

#### **EMAIL CALENDAR**



Subject Line: Master Digital Marketing in 3 months

#### Body:

Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360 degree understanding of digital marketing. This program offers you the opportunity to master platform-specific skills valued by top employers at the same time establishing a broad-based understanding of the whole digital marketing ecosystem. After graduating you will be able to join a large corporation or a small firm or even go independent as a freelance digital marketer.

- Gain real word experience running live campaigns
- Learn from top experts in the field
- Prepare yourself for jobs of tomorrow
- No prior experience required

CTA: Learn More Link for CTA: http://dmnd.udacity.com/

#### [Test] Master Digital Marketing in 3 months



O Laavanya <lganesh@adobe.com>

O Laavanya Ganesh

Sunday, March 17, 2019 at 4:03 PM

Show Details

Unsubscribe

Man



#### ALWAYS WANTED TO LEARN DIGITAL MARKETING?

Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360 degree understanding of digital marketing.

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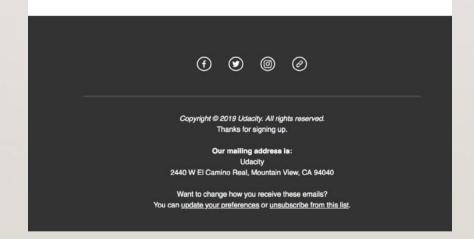


This program offers you the opportunity to master platform-specific skills valued by top employers at the same time establishing a broad-based understanding of the whole digital marketing ecosystem. After graduating you will be able to join a large corporation or a small firm or even go independent as a freelance digital marketer.

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- · Gain real word experience running live campaigns
- · Learn from top experts in the field
- · Prepare yourself for jobs of tomorrow
- · No prior experience required

Learn More



A/B Testing								
	Subject line	СТА						
Email I	Not Sure How To Learn Digital Marketing?	Explore More						

A/B testing is important because it allows you to take sample sizes of two emails with slightly different Creative or Copy and run them to see which performs better. Given the results, you can choose to resource more in a particular email or continue to adjust and improve so you reach more audience.

A/B testing is important because it allows you to see how your emails are performing, which allows you to continue sending those with positive results, and to discontinue those with negative results.

To do A/B testing for email marketing. I would create two campaigns, splitting my subscriber list in two to use equal halves of my list for the campaigns.

This would allow for running different campaigns with similar goals to better understand which one performs better.

#### **Results and Analysis**

Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

Open Rate

= #of emails opened/
(# of emails successfully delivered

=495/2250

=0.22

#### **Results and Analysis**

Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3%	30

#### CTR

=0.08

= #of clicks on CTA / (# of emails successfully delivered) = 180/2250

Conversion Rate

= #of actions taken/

(# of emails successfully delivered)

=75/2250

=0.03

Unsubscribed: It is important to remove unsubscribes from your email list as this will not only annoy the unsubscribed users, but it is against the law and you could face criminal charges as a result. Don't email users if they've unsubscribed. According to the law you have 10 business days to remove these emails from your list. Complying will make sure your emails are Legal and also increase your open and conversations rates because you are targeting folks who are more interested in your content.

### FINAL RECOMMENDATIONS



Basically I planned my email campaign based on the sync between the analyzing phase of the preceding email and the planning phase of the upcoming email. Depending on the number of opens of email I, upcoming engagement email planning is done. Social media follow email is sent to customers who opened email I and then to the rest from the list. Followed by the Analysis phase of email -2, customers are segmented into 3 categories:

- Segment I (Email I opened and Email 2 clicked)
- Segment 2 (Email 1 opened or Email 2 clicked)
- Segment 3 (None of the actions done)

Based on the 3 segments of audience the 3<sup>rd</sup> email is crafted. I have allotted 2 days of planning for the 3<sup>rd</sup> email. This high priority are given to segment I audience. Thus during The I<sup>st</sup> day of email 3 sending phase, segment I are targeted and segment 2 & 3 are targeted on the next day.

Due to this priority segmentation,

- I would target my sure shot customer with full potential and undergo my A/B testing on Segment 2, 3 audience to target them.
- We can prevent overwhelming of promotional emails to our potential customers
- This will help me measure my marketing objective and also help to reach my marketing
   Objective effectively