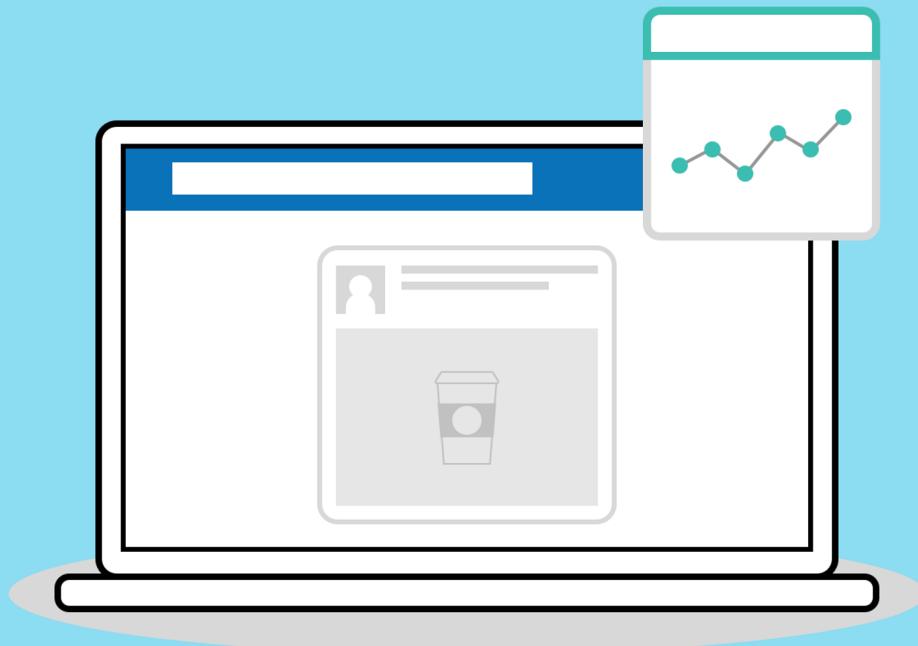


# Project 3:

## 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.



# 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!

First Name

Email

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

# 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**  

Sponsored • 0

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](http://digitalmarketing.udacity.com)

[Download](#)

## Ad Two

 **Digital Marketing by Udacity**  

Sponsored • 0

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](http://digitalmarketing.udacity.com)

[Download](#)

## Ad Three

 **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](http://digitalmarketing.udacity.com)

[Download](#)



# Campaign Evaluation

Bellow is the Ad performance data.

Ad Name	Bid Type	Amount Spent (USD)	CPM (Cost per 1,000 Impressions)	Impressions	Reactions	Frequency	Link Click-Through Rate	CPLC (cost per link click)	Link Clicks	Click To Lead Rate	Cost per Results	Results (Leads)
Ad One (notebook & icons)	ABSOLUTE_OCPM	\$258.43	\$18.11	14,270	2,913	4.90	0.37%	\$4.85	53	24%	\$20.20	13
Ad Two (Media guide book)	ABSOLUTE_OCPM	\$566.09	\$16.23	34,879	7,717	4.52	0.42%	\$3.86	146	29%	\$13.25	43
Ad Three (person on laptop)	ABSOLUTE_OCPM	\$175.48	\$15.74	11,149	2,381	4.68	0.48%	\$3.26	54	19%	\$17.17	10
Total		\$1,000.00	\$50.08	60,298	13,011		0.42%	\$3.94	254	26%	\$15.21	66

# Campaign Evaluation

## a. The Ad set target

Overall, based on our target persona, the targeted audience for this campaign are, American women, who are in their late twenties with a university degree, who are interested in digital marketing.

## b. Formulas:

$$CPM = \frac{\text{Total Amount Spent}}{\text{Impressions}} * 1000$$

$$CLink \text{ click Through Rate} = \frac{\text{Total Number of clicks}}{\text{Total Number of Impressions}} * 100$$

$$\text{Frequency} = \frac{\text{Number of Impressions}}{\text{Reach(unique reaches)}}$$

$$CPLC(\text{Cost Per Link Click}) = \frac{\text{Total Amount Spent}}{\text{Number of Link Click}}$$

$$\text{Click to Lead Rate} = \frac{\text{Number of leads}}{\text{Link clicks}} * 100$$

$$\text{Cost Per results} = \frac{\text{Total Amount Spent}}{\text{Results(Leads)}} * 1000$$

# Campaign Evaluation

## c. Best performed Ad

The Ad that performs the best is the second Ad as it reached 7717 target and have generated 43 leads compared to 13 and 10 generated leads by Ad1 and Ad2 respectively. It has the lower frequency among the three Ads, and the lower cost per results(\$13.25), as well as the best click to lead rate (from all clicks, 29% of them have downloaded the e-book and provide us with their e-mail addresses), which means that this Ad have a better return on Ad spend(ROAS). Moreover, I believe that the reason behind the success of this Ad2 is that it contains an image of the guide book. The image shows the target what they will find if they clicked on the link, and with this image we were able to catch the target's attention, meet their expectations and lead to more conversions.

## d. Campaign Optimisation

Based on the results that we got from te A/B test (test the Ad creative), we notice that the Ad with the image of the guide book generated more leads (gets more email addresses). We can focus on this ad and ignore the other two because it has generated more leads.

# Campaign Evaluation

## e. Overview of the performance of the campaign

- Overall, the campaign was a success, as we achieved the goal of collecting 50 email addresses of potential students for the Digital Marketing Nanodegree Program. We have collected 66 email addresses with over 60000 impressions and 13000 reach.
- 66 out of 254 of people who have clicked on the Ad have completed the desired action and provide us with their e-mail addresses.
- On average, to get one email address, we will have to spend about \$15.21.

# Campaign Recommendations

## Campaign Optimisation

The Ad can be optimised by:

- Optimising its schedule, because if we monitor our ad performance over time, there might be some specific days or hours that outperform the best. If this was the case, we would optimise our campaign and get more leads by setting a custom schedule in order to reach our prospects at the time where our campaign will get the higher potential.
- Exclude converted leads from our target audience, because if some targets have downloaded the e-book (provide us with their email addresses), there is no need to target them again, and we should not spend additional budget in acquiring them (as they were already acquired).
- Run an A/B test for males and females, by creating two Ad sets, one for females and the other one for males, keeping the Ad creative and the copy the same, then see what performs better.
- Test out two different CTA, **download** and **get now** and see what performs better.

# Campaign Recommendations

## Campaign Optimisation

- Change the bidding strategy from oCPM to **Optimize for a Specific Action** (in our case e-book downloads), which will allow us to optimize for the objective. In this case we will be able to reach people and prospects who are most likely to download our e-book and provide us with their email addresses.

We can optimise the landing page by:

- Change the CTA from **SUBMIT** to **DOWNLOAD**
- Change the image to meet the one that is used in the Ad creative.