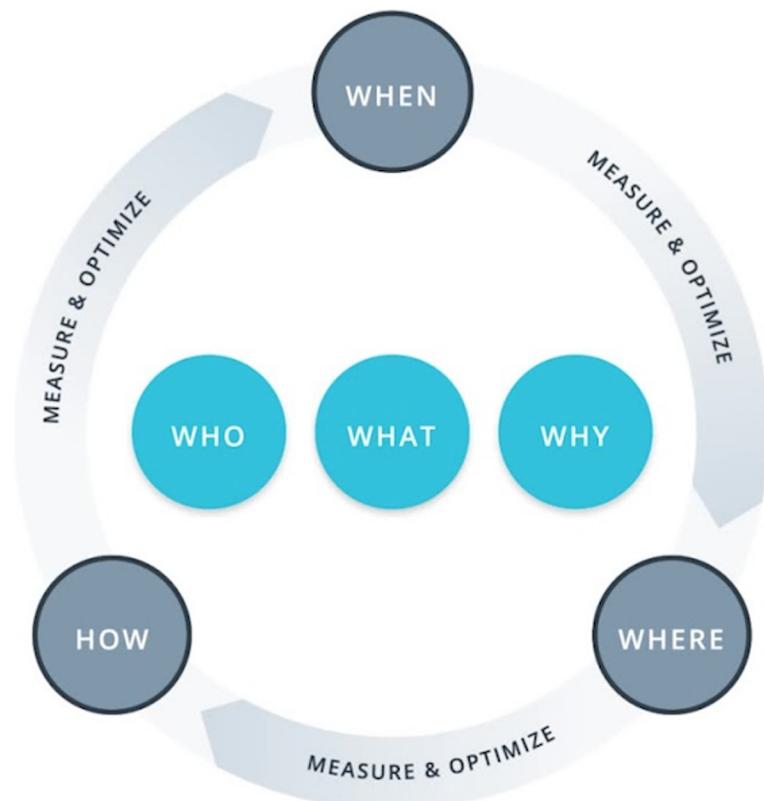
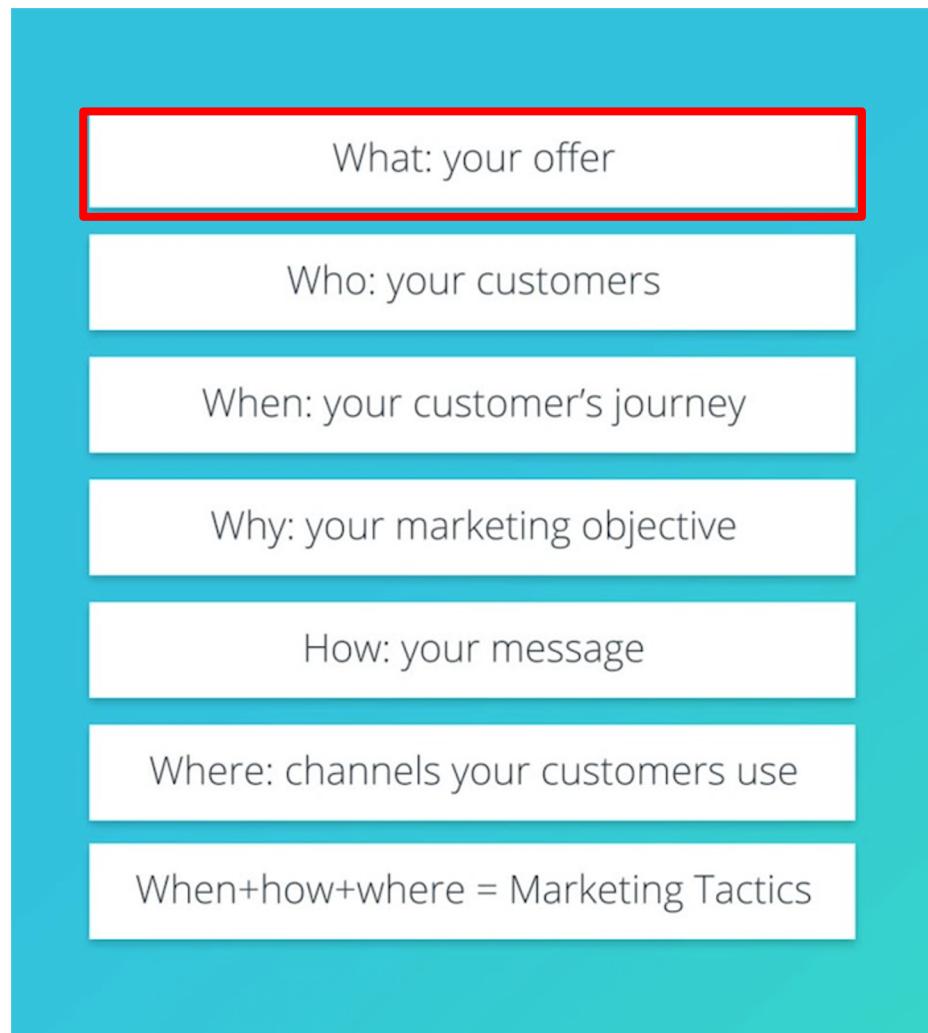


Project 8

Portfolio



1. Customer Journey Based Marketing Plan



What: Your Offer

Option 1:

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 & KPI:

My Marketing Objective is :

Get 350 new Digital Marketing Nanodegree Signs-up by the end of August with a budget of \$50,000

KPI: Total Number of Conversions

Value Proposition

FOR Individuals seeking a career in digital marketing

WHO need to learn the skills needed to develop a digital marketing portfolio

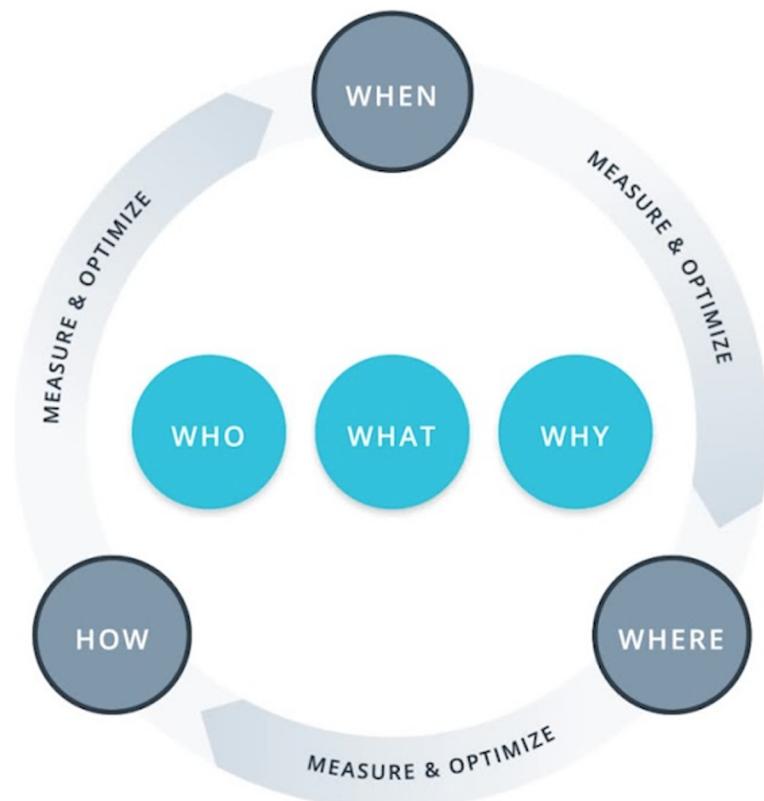
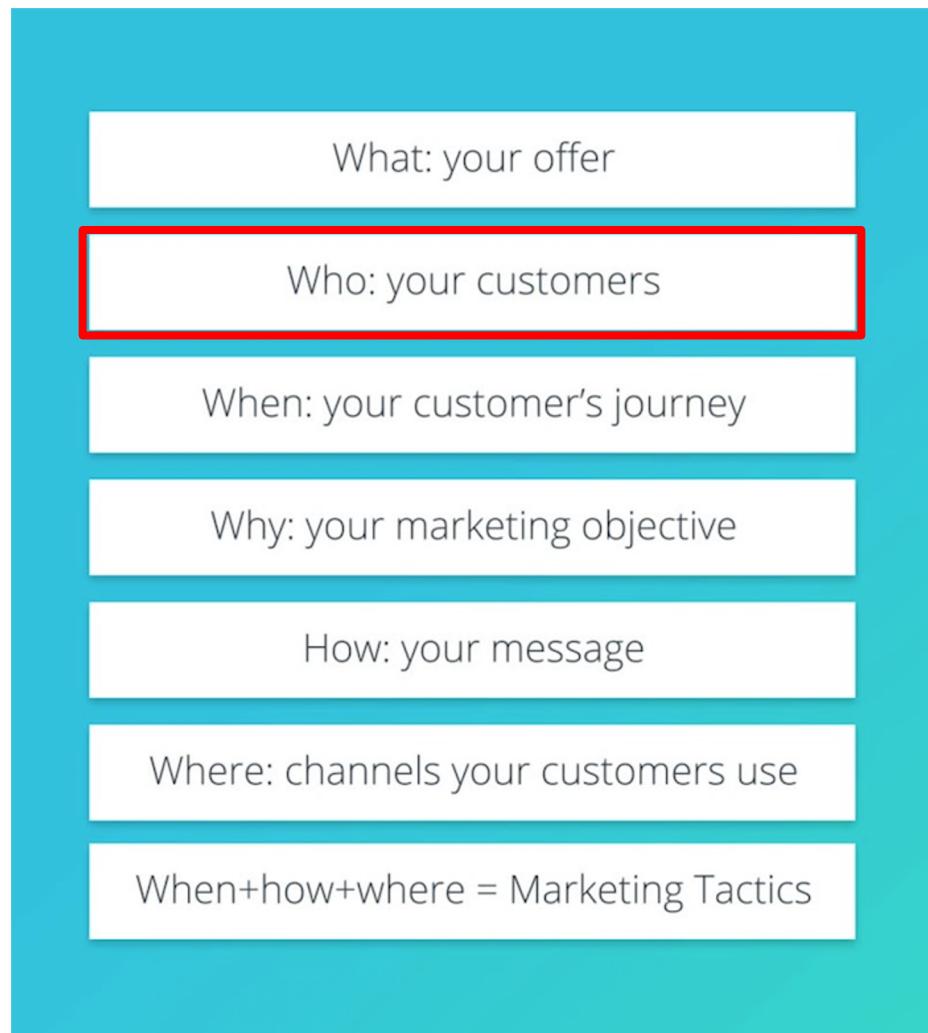
OUR Digital Marketing Nanodegree Program

THAT offers a full curriculum in digital marketing in collaboration with industry leaders like Google, Facebook, HubSpot, and others to prepare you for a successful career as a digital marketer.

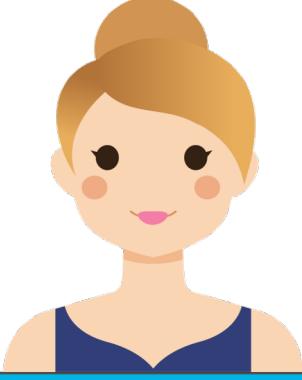
UNLIKE other digital marketing courses offered by alternative MOOCs and Platforms like Edx or coursera.

OUR OFFER equips you with the latest skills from top experts in the field allowing you to build a competitive portfolio due to our project-based learning path.

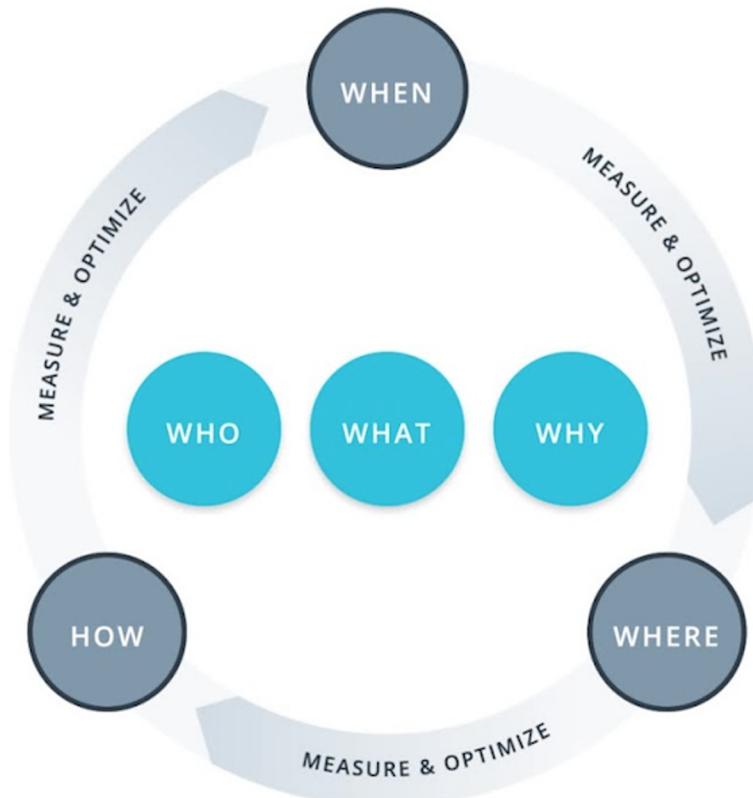
Who Are Our Customers?



Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Female• 25 years• Marketing graduate• Interested in digital marketing	Noha Marketing graduate 	<ul style="list-style-type: none">• Seeking a digital marketing manager role• Looking for a project-based course• Learn at her own speed
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Watching movies• Photography• Reading scientific marketing articles	<ul style="list-style-type: none">• Learn the latest skills• Starts a job as a digital marketer• Create her own business in a few years from now	<ul style="list-style-type: none">• Not sure where to start• Less practical skills• Courses does not include career services that will prepare for the job related course

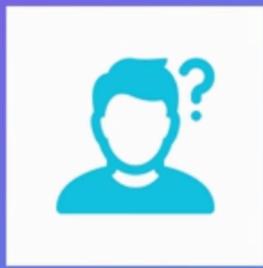
- What: your offer
- Who: your customers
- When: your customer's journey
- Why: your marketing objective
- How: your message
- Where: channels your customers use
- When+how+where = Marketing Tactics



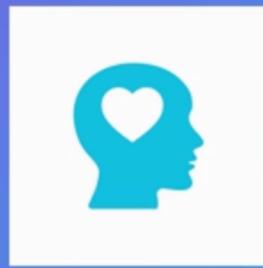
Phases of the Customer Journey



Awareness



Interest



Desire



Action



Post action

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> Online Digital Marketing Program that will equip you with the latest skills in digital Marketing Sharpen the targets' skills to advance their career in Digital Marketing or change their career towards this latter 	<ul style="list-style-type: none"> Real-world projects that will prepare targets to get into the field Partnership with leading companies Learn at your own pace 	<ul style="list-style-type: none"> 30% off the program for a limited time Opportunity to connect with other students and build relationships 	<ul style="list-style-type: none"> Recognized certification Mentors help 	<ul style="list-style-type: none"> Career Service Mentors help Connect with other students
Channel	<ul style="list-style-type: none"> Social Media (Facebook Video Ads) Content Marketing through Blog posts Display Video Ads 	<ul style="list-style-type: none"> Remarketing Social Media Ads Organic Social Media Search 	<ul style="list-style-type: none"> Search Remarketing Email Organic Social Media 	<ul style="list-style-type: none"> Email Organic Social Media 	<ul style="list-style-type: none"> Organic social Media Email



2. Budget Allocation

DMND

Budget Allocation

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$ 1,500.00	\$ 1.25	1,200	0.05%	1
AdWords Search	\$ -	\$ 1.40	0	0.05%	0
Display	\$ 1,000.00	\$ 5.00	200	0.05%	0
Video	\$ 1,000.00	\$ 3.50	286	0.05%	0
Total Spend	\$ 3,500.00	Total # Visitors	1,686	Number of new Students	1

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$ 5,000.00	\$ 0.50	10,000	0.10%	10
AdWords Search	\$ 3,000.00	\$ 1.50	2,000	0.10%	2
Display	\$ 2,000.00	\$ 3.00	667	0.10%	1
Video	\$ 2,000.00	\$ 2.75	727	0.10%	1
Total Spend	\$ 12,000.00	Total # Visitors	13,394	Number of new Students	13

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$ 26,000.00	\$ 0.30	86,667	0.30%	260
AdWords Search	\$ 6,000.00	\$ 1.50	4,000	0.30%	12
Display	\$ 1,000.00	\$ 3.00	333	0.30%	1
Video	\$ 1,500.00	\$ 2.75	545	0.30%	2
Total Spend	\$ 34,500.00	Total # Visitors	91,545	Number of new Students	275

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$3,500.00	1,686	1	\$ 299.00	\$252.01	\$ -3,247.99
Interest	\$12,000.00	13,394	13	\$ 299.00	\$4,004.79	\$ -7,995.21
Desire	\$34,500.00	91,545	275	\$ 299.00	\$82,116.27	\$47,616.27
Total	\$50,000.00	106,625	289		\$86,373.07	\$36,373.07

Additional Channels or Recommendations:

- I would include successful stories of the DMND Graduates and where they ended up working after the graduation in order to give our targets a reason to take this program. These graduates stories will play a major role in word of mouth and driving more traffic, especially if these graduates have shared their stories with their friends through social media.
- I would make use of LinkedIn as a main channel in my future campaign, as it is considered the best professional site-network and there, I can reach to marketing graduates and entrepreneurs who want to take their digital marketing skills to an advanced level. On this channel, we can run a campaign that will highlight the project-based learning path and the provided career service by Udacity to help graduates get the job after the graduation.
- Continue working on SEO by optimizing the landing page to drive more traffic.



3. Showcase Work

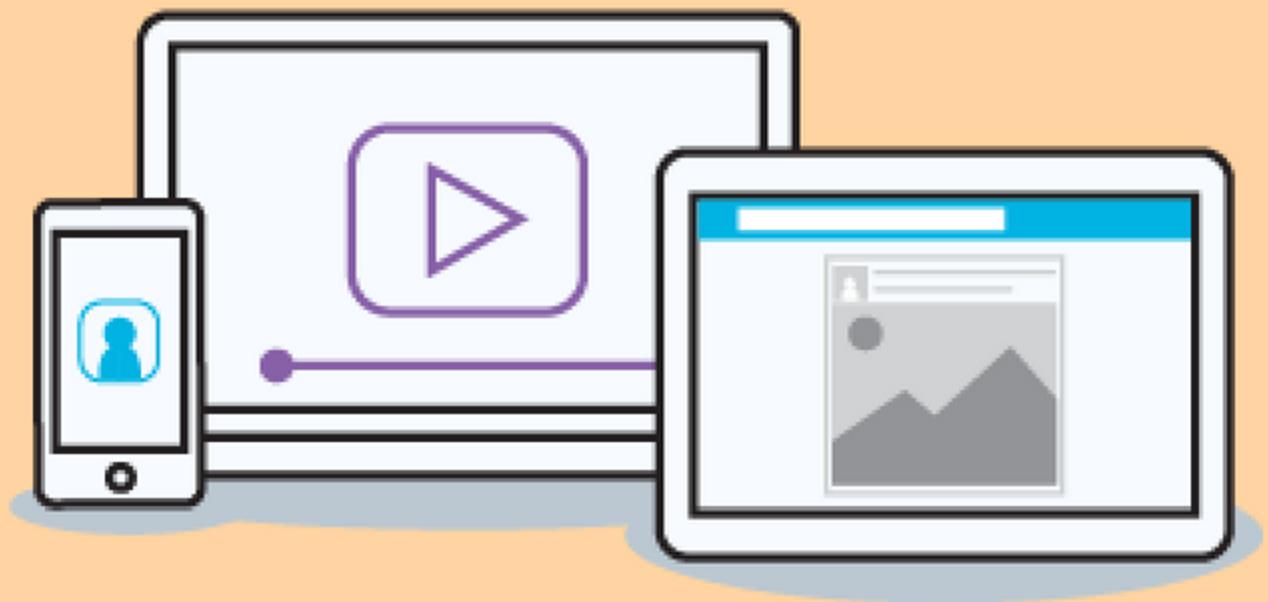
Showcasing your Work

- **Social:** include your blog and social posts
- **Facebook Ads:** Facebook Ad Images and Results
- **SEO Audit:** Audit and Recommendations
- **SEM:** Ads, Keywords, Recommendations
- **Display:** Campaign Results, Recommendations
- **Email:** Email Plan, Test Message, Recommendations

Copy content from your previous project submissions

Project 2

Market your Content



1. Blog Post

Title : How DMND of Udacity enriched my Marketing Degree?

Are you looking for a comprehensive program that will prepare you for a successful career in digital marketing?, Not sure where to start?

Do not worry, I was in your shoes before I heard about Udacity Nanodegree program in digital marketing. This program allowed me to sharpen my skills with practical projects and learn from top experts in the field.

After the completion of my master's degree in Strategic Marketing at Mohamed V university in Rabat-Morocco, I thought that it was enough to get my dream job as a digital marketer, but when I was applying for the opening positions in this field, many recruiters asked me if I have practical experience working with online platforms, if I have run some campaigns using Google Ads or Facebook Ads, etc. At that time I realised that my degree was not enough to get my dream job in the field of digital marketing. But I was a bit distracted by the amount of sources available online to learn digital marketing; most of them were theoretical; until I heard about this Nanodegree Program of Udacity. Unlike other platforms and MOOCs, DMND of Udacity program helped me gain practical skills and prepare me for the job I needed for so long. So, here are the essential reasons why I enrolled in DMND and why you should too:

1. Blog Post (Cont)

1. you will have the opportunity to practice what you learned with real-world projects. These projects are built in partnership with top companies, like Google, Facebook, Hubspot, Moz, and more. These projects include:

- Market your content through Social Media
- Evaluate a Facebook campaign
- Run an SEO Audit
- Evaluate a Google Ad campaign
- Evaluate a Google display Ads
- Market with E-Mail
- Create a digital Marketing portfolio

2. Get the support you need whenever you need it with a Student community

The team guides your learning and answer every question asked by students, motivating them and keeping them on track. Additionally, the student community allows students to chat with each other and connect with their mentors through a chat interface built within the classroom

3. Career services

The team helps learners to gain a valuable resume support, review of their Github portfolio, LinkedIn profile optimization and help them launch their career with a 360-degree understanding of digital marketing.

4. Flexible learning program

The opportunity to learn at your own pace and schedule your learning path.

Although I am still on the second project, I am very happy that I have enrolled in this course, because it met my expectations, as well as I am very confident that it will sharpen my skills and it will add value to my master's degree in marketing.

For more information about the Digital Marketing Nanodegree Program, [here](#)

2. Social Media Posts

I have chosen Three platforms; Twitter, Facebook, and LinkedIn, to market my blog-article (story on medium).

Twitter & Facebook : as they are great platforms to share news and exchange information. I have chosen to share m article using these channels because they are used by professionals and learners, and that will increase the visibility of this article and reach out to more potential learners.

LinkedIn : It is a professional networking site, and it is great for posts related to career development.



Badr-Eddine Lahsini
1 m · 8 likes

Find out in my new blog article how digital marketing [#nanodegree](#) by [Udacity](#) helped gain the skills needed to get my dream-job in [#DigitalMarketing](#) [#IminDMND](#)



BADREDDINE-LAHSINI.MEDIUM.COM

How DMND of Udacity enriched my Marketing Degree?

Are you looking for a comprehensive program that will prepare you for a succ...

badr-eddine lahsini
Digital Marketing | Marketing Analyst| Data Analyst
now • 5 likes

here are four reasons, why I chose to take [#Digital_Marketing](#) Nanodegree of [Udacity](#) rather than other courses offered by alternative platforms and MOOCs
[#IminDMND](#)



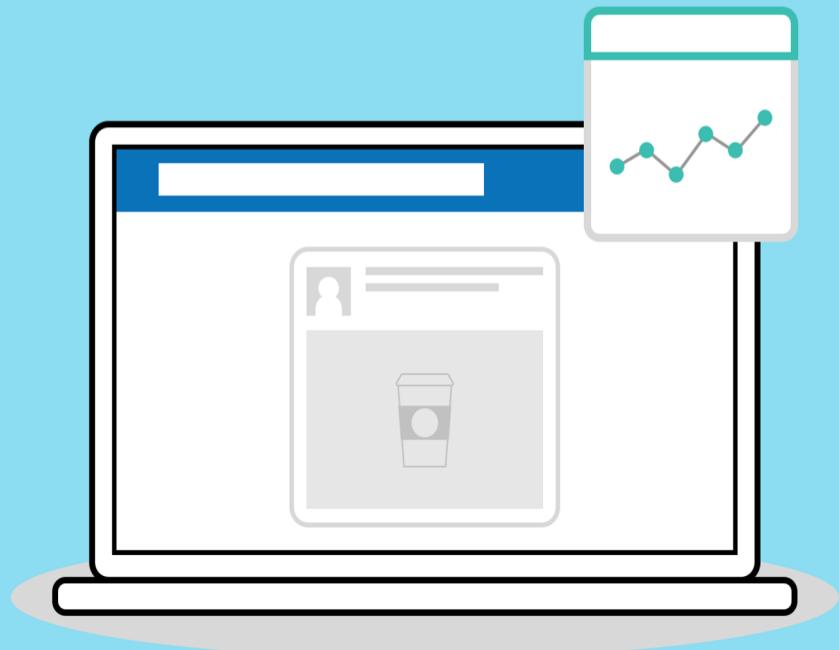
How DMND of Udacity enriched my Marketing Degree?

badreddine-lahsini.medium.com • 2 min read

Like Comment Share Send

Project 3:

Evaluate a Facebook Campaign



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_O CPM	\$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_O CPM	\$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_O CPM	\$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. 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.

b. 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.

c. 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.
- 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.

Project 4

Conduct an SEO Audit



Keywords

Using [Moz Keyword Explorer tool](#), these are the Keywords we might target to drive users to udacity digital marketing nanodegree page.

	Head Keywords	Tail Keywords
1	Digital marketing	Best digital marketing course
2	Web marketing	Digital marketing certificate
3	DMND	Digital marketing nanodegree
4	Marketing course	Digital marketing manager
5	Udacity marketing	Udacity digital marketing nanodegree

Keyword with the Greatest Potential

Head Keyword

Digital marketing has the greatest potential as it has:

- **Monthly volume** = 52815
- **Priority score** = 74
- **Organic CTR** = 34%
- **Difficulty level** = 53

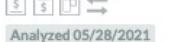
Tail Keyword

Digital marketing manager has the greatest potential as it has:

- **Monthly volume** = 4113
- **Priority score** = 68
- **Organic CTR** = 55%
- **Difficulty level** = 40

Keyword with the Greatest Potential

Reference Head Keyword list

Keyword	Rank	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search
digital marketing United States - en-US  Analyzed 05/28/2021	no URL	52,815	53	34%	3 Neutral	74	
udacity marketing United States - en-US  Analyzed 05/31/2021	no URL	346	39	88%	3 Neutral	60	
web marketing United States - en-US  Analyzed 06/01/2021	no URL	585	36	53%	3 Neutral	58	
dmnd United States - en-US  Analyzed 06/01/2021	no URL	559	45	60%	3 Neutral	57	
marketing course United States - en-US  Analyzed 05/28/2021	no URL	457	53	53%	3 Neutral	53	

Head keyword with the greatest potential

Keyword with the Greatest Potential

Reference Tail Keyword list

Keyword	Rank	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search
<input type="checkbox"/> digital marketing manager United States - en-US  Analyzed 05/28/2021	no URL	4,113	37	60%	3 Neutral	70	
							Tail keyword with the greatest potential
<input type="checkbox"/> digital marketing certificate United States - en-US  Analyzed 05/28/2021	no URL	1,696	42	83%	3 Neutral	68	
<input type="checkbox"/> digital marketing degree United States - en-US  Analyzed 05/28/2021	no URL	1,461	36	53%	3 Neutral	63	
<input type="checkbox"/> udacity digital marketing nanodegree United States - en-US  Analyzed 05/28/2021	no URL	252	35	90%	3 Neutral	59	
<input type="checkbox"/> best digital marketing course United States - en-US  Analyzed 05/28/2021	no URL	383	37	53%	3 Neutral	55	

Technical Audit: Metadata

URL: <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

	Current	Revision
Title-Tag	Learn Digital Marketing Online Nanodegree	Comprehensive course in Digital Marketing Udacity
Meta-Description	Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility.	Gain practical skills in SEO, SEM, Email Marketing and more from top experts in the field and apply what you will learn in real-world project.

Technical Audit: Metadata

URL: https://www.udacity.com/course/digital-marketing-nanodegree--nd018		
	Current	Revision
Alt Tag 1 src="//www.udacity.com/assets/iridium/images/nanodegree-overview/shared/degree-syllabus/icon-project.svg"	Blank	Project Prepare to Market icon
Alt Tag 2 src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/MHbNcw19soigeVbi0Ybj2/a533405d7c2e20d93a3e9396b6acf098/CRE-393_sticker_1_flash-sale_400x400.png	Flash sale, 75% off site wide.	Udacity Flash sale icon
Alt Tag 3 src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3OH26GljeMMik0iWeSYcse/90676424a9847e8dd62e9cd10165b42d/anke-audenaert_thumbnail.png"	Anke Audenaert	Instructor Anke Audenaert
Alt Tag 4 src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg"	Google	Google Partner icon
Alt Tag 5 src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4XJLueZsVp2gbx7jpizyp2/7590b82c43728053d62ba2c2411d6f07/Facebook-Partner-Logo.png"	Facebook	Facebook Partner icon

Suggested Blog Topics

Topic 1 – how to get a job in digital marketing in 2021

« ***digital marketing*** » has the highest potential head keyword. This keyword has a huge monthly volume of over 52000, which means that it will be a great opportunity to generate leads as it has a very high search volume. Moreover, I would use « **how to get a job in digital marketing in 2021** » as a title, which will allow me to target people with very specific question to answer, because people tend to ask questions in Search Engines when they do not know where and how to start. Besides, this topic has a very high CTR (85%, MOZ reference).

Writing a blog post that tell how to get started as a digital marketer will first, get the searcher's attention as it will talk about the skills needed to start a digital marketing career in **2021 (considered up to date)**. Second, it will be used as a starting point to build relationship with potential customers, trying to convince them to learn more about **Digital Marketing Nanodegree Program** at the end of blog post and how this program will help them get the job they need in digital marketing.

Suggested Blog Topics

Topic 2 – job description for a digital marketing manager

In this blog post, we will focus on discussing the skills needed to get a digital marketing manager role, from social media marketing to search engine marketing to email, etc. In this blog post, we will emphasize the every aspect of digital marketing and how to combine them in order to develop a comprehensive digital marketing strategy.

"Digital Marketing Manager" keyword has a high monthly volume search of over 4000 searches, and an accepted difficulty score of 40, which will not be a hard keyword to rank for.

At the end of the blog post we can list some 3-5 online courses to get a digital marketing manager role including Udacity's nanodegree program with the emphasize of the what Udacity has and others do not. Listing these courses will allow targets to have a choice to choose between Udacity's nanodegree program or take other courses, which will make them feel that we are not forcing them to choose our program, but our primary objective is their success and that they have the choice to choose what suits them better.

Suggested Blog Topics

Topic 3 - gain a recognized digital marketing certificate from Udacity

This blog post will highlight what makes Udacity's Nanodegree in general and Digital marketing nanodegree program in specific a recognized certificate. We will emphasize what Udacity's programs have and other online courses do not have, including real-world projects, and how these projects will allow job seekers to get into the job market as soon as they finish their program.

People who search for this kind of information, they are willing to take action, and this blog post will be a good match for this kind of search. Moreover, this post will list some successful stories of students, which will make readers comfortable of learning more about this program and help in building relationships with these targets. Besides, building relationships is the power behind the word of mouth, because if our blog post and our program in digital marketing have answered the targets' questions, it might influence them to share this blog post in their social media accounts, and this will make Udacity known by others, which, will make some of them go to the search bar and search for this nanodegree program to gain more information.

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, these are three of the top backlink URLs I discovered for Udacity's website.

	Backlink	Domain Authority (DA)
1	http://ec.europa.eu/digital-single-market/en/news/commissioner-gabriel-launches-first-digital-opportunity-traineeships-and-hands-out-digital	97
2	http://www.bbc.co.uk/news/business-39049889	96
3	http://www.cnn.com/2012/07/05/opinion/bennett-udacity-education/index.html	96

Link-Building

Using the [SEMRush](#) these are three websites that I believe would be relevant to gain backlinks from to help drive traffic to [Udacity's](#) page.

Site Name	Hubspot
Site URL	https://www.hubspot.com
Organic Search Traffic	15.4M
Site Name	Martech (known before as Marketing land)
Site URL	https://martech.org
Organic Search Traffic	18.9K
Site Name	Moz blog
Site URL	https://moz.com
Organic Search Traffic	1.6M

Page Index

Using the [Northcutt Indexed Page Checker](#), tool, the results of Google indexed pages of Udacity's website is 7050 indexed pages:

Enter a Domain

CONTINUE

Result

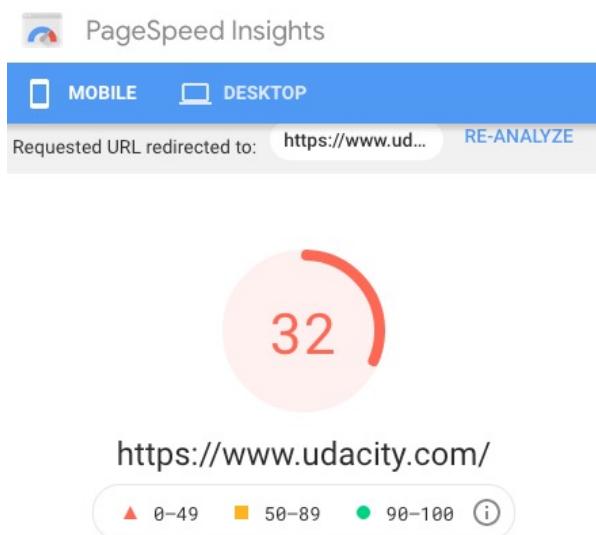
udacity.com has 7,050 pages indexed in Google at this moment.

The importance of indexed pages is that the search engines depend on this latter to rank websites, because if some pages are not indexed, they will not be listed in the SERPs, and therefore the company's website will lose traffic and those pages will perform badly in generating leads.

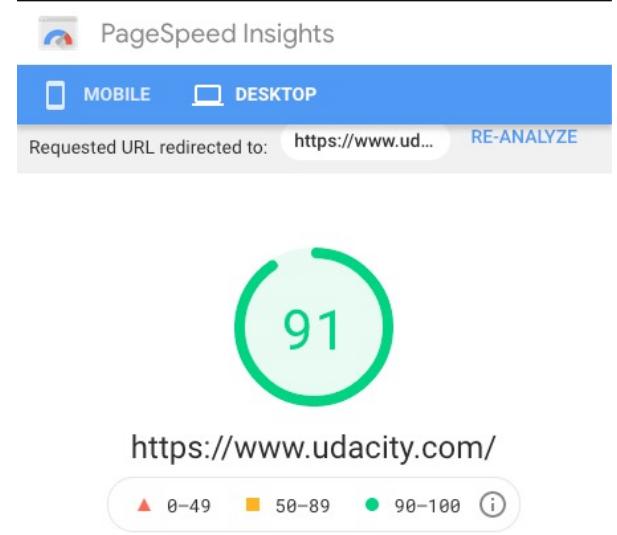
Page Speed

Using the [Google Page Speed](#) Insights tool, the speed test of udacity.com is :

Mobile Score



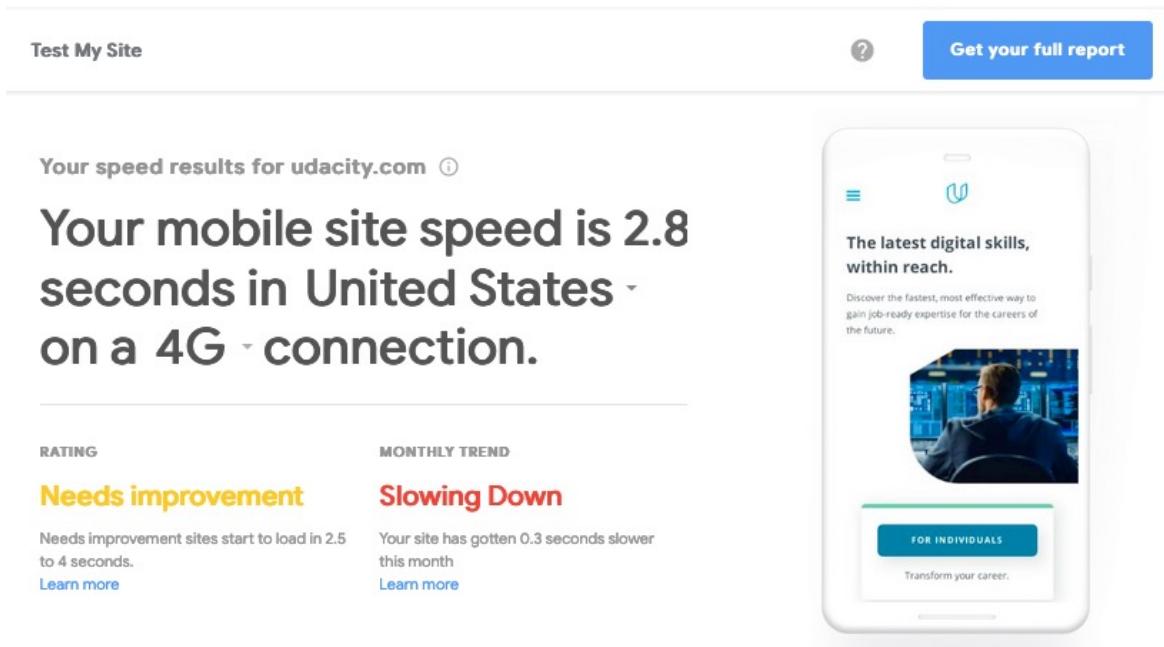
Desktop Score



Page speed score is important, because it has an effect on the user experience. As long as the speed of the website is good, users will be happy to navigate the website. Moreover, Google is using this insight as a ranking factor, which means improving the website speed is important to gain more visibility and get ranked by search engines.

Mobile-Friendly Evaluation

Using the [Think with Google](#) tool, assess the mobile-friendliness of the udacity.com website:



The screenshot shows a mobile-friendly evaluation report for the udacity.com website. At the top, there's a navigation bar with 'Test My Site' and a question mark icon. A blue button on the right says 'Get your full report'. Below this, the main heading reads 'Your speed results for udacity.com ⓘ'. The main message is 'Your mobile site speed is 2.8 seconds in United States - on a 4G - connection.' Underneath, there are two sections: 'RATING' (Needs improvement) and 'MONTHLY TREND' (Slowing Down). Both sections include a brief description and a 'Learn more' link. To the right of the report is a stylized smartphone displaying the udacity homepage.

Getting the website optimized for mobile is very important, because Google now is using this as a ranking factor and it has a huge impact on Search Engine Results, as well as Google now penalizes websites that are not working well on mobiles. Moreover, having a mobile friendliness website will help in improving the UX and preventing visitors to leave the site due to inconvenience as they use their mobile to search for information more than ever nowdays.

Recommendations

Based on the above analysis, we recommend the following:

- Optimize the website speed for mobile, as it appears to have a very low score of 32. Again this plays an important role in improving the User Experience and prevent users to leave the website due to the time the page will take to load. This improvement of UX is essential, because Google is using this as a ranking factor, so an optimized page speed score will lead to a better UX, and this is a good sign to rank higher in Google SERP.
- Change the meta-description to this one instead : “***Gain practical skills in SEO, SEM, Email Marketing and more from top experts in the field and apply what you will learn in real-world project.***”, because this one will be fully displayed in SERPs (**142 characters**), and this might have an effect on Click Through, rather than the one that is used now, because it exceeds 160 characters, which will not make it fully displayed in the SERPs. If the meta-description is not fully displayed in the SERPs, then the searchers might not click on the search results, because they have a clear description of what they can expect, which means other competitors that have a very optimized Meta-Description could get the attention of the searcher and gain the click.
- Write a blog post under the title “**how to get a job in digital marketing in 2021**” in order to get in touch with potential students and emphasize the needed skills in 2021 (because people are attracted by updated content), then introduce the digital marketing nanodegree program and why this is the right program for them to build a competitive portfolio to get into the field of digital marketing.

Project 5:

Evaluate a Google Ads Campaign



Key Results

Campaign

Campaign	Cost	Clicks	Impressions	Conversions	CTR	CPC	Conversion Rate	CPL	Total Conversion value	ROI
Udacity_DMND	\$1,314.00	2391	111256	221	2%	\$0.55	9%	\$5.95	\$1,105.00	-\$0.16

Ad Groups

Ad Group	Cost	Clicks	Impressions	Conversions	CPC	CTR	CPL	Conv Rate	Conv Value	ROI
Ad Group 1: <i>Interest Digital Marketing</i>	\$819.05	1553	72497	132	0.53	2%	6.20	8%	\$660.00	-\$0.19
Ad Group 2: <i>Awareness Digital Marketing</i>	\$494.95	838	38759	89	0.59	2%	5.56	11%	\$445.00	-\$0.10
Total	\$1,314.00	2391	111256	221	0.55	2%	5.95	9%	\$1,105.00	-\$0.16

Ads

Ad	Cost	Clicks	Impressions	Conversions	CPC	CTR	CPL	Conv Rate	Conv Value	ROI
Ad Group 1, Ad 1	\$458.25	991	40163	97	0.46	2%	4.72	10%	\$485.00	\$0.06
Ad Group 1, Ad 2	\$360.80	562	32334	36	0.64	2%	10.02	6%	\$180.00	-\$0.50
Ad Group 2, Ad 1	\$335.60	619	28827	72	0.54	2%	4.66	12%	\$360.00	\$0.07
Ad Group 2, Ad 2	\$159.35	219	9932	16	0.73	2%	9.96	7%	\$80.00	-\$0.50

Keywords

Keyword	Cost	Clicks	Impressions	Conversions	CPC	CTR	CPL	Conv Rate	Conv Value	ROI
+Udacity +Digital Marketing	\$0.60	6	240	1	0.10	3%	0.60	17%	\$5.00	\$0.67
+Online marketing +course	\$317.10	534	26639	65	0.59	2%	4.88	12%	\$325.00	-\$0.80
Study +online marketing	\$12.85	42	2207	6	0.31	2%	2.14	14%	\$30.00	-\$0.53

Campaign Evaluation

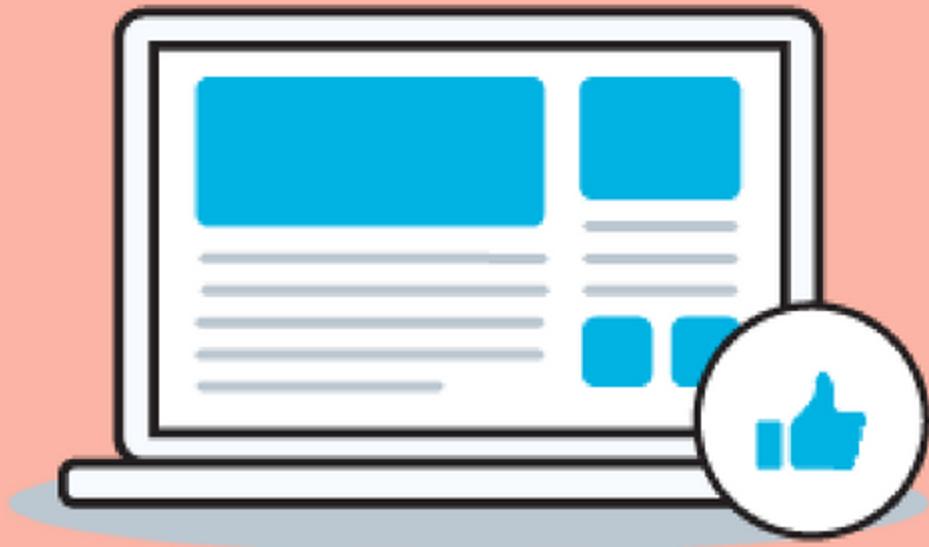
- As we can see from our data, the campaign as a whole generated 221 leads, each one of them has cost us an average of \$5.95. Based on our marketing objective (gather at least 200 leads with a conversion rate of 10%), we can not say that our campaign has met the marketing objective, because our conversion rate is 9% (lower than what we hoped for).
- Although the campaign has generated 221 leads (achieved the objective of generating at least 200), the conversion rate was lower than what we expect (9%), and this is because of the number of clicks generated that was very high resulting which impacted the conversion rate (means we need more conversions in order to get the conversion rate of 10%). Moreover, the conversion rate of 9%, and 221 people out of 2391 who clicked the Ad end up converted; tells us that about 1 in 11 people who visited our landing page end up converted.
- The ROI of this campaign is ***negative(-\$0.16)***, which means that for every email address gathered, we end up losing an average of ***10 cents***. Besides, we end up paying \$5.95 to gain one lead while this lead worth just \$5, which means we end up losing money, and then a ***Negative ROI***.
- At the Ad group level, we notice that the ***Awareness*** Ad Group performed better than the ***Interest*** Ad Group. Although the CPC for the ***Awareness*** was higher (\$0.59) than for the ***Interest*** Ad group (\$0.53), the ***Awareness*** Ad Group resulted in a lower Cost Per Lead (CPL) of (\$5.56) and we ended up losing 10 cents (ROI) rather than 19 cents (Interest Group), which makes the ***Awareness Ad Group*** better than ***Interest Ad Group***.
- The keywords " ***(+Udacity +Digital Marketing), (+Online marketing +course), (Study +online marketing)***" performed the best because they all have achieved the goal of 10% of conversion rate, as well as their CPA (CPL) is not higher than the conversion value of ***\$5***. Although the second keyword has a CPL close to the conversion value, it has a great potential of generating more leads as it has a very high number of impressions, and that is because of its broad match type that allows it to target more searches that are seeking an online course in digital marketing (including the ones that know Udacity and the ones that do not know Udacity).
- The keywords that are subject to higher competition in Google Ads are: ***(+Social media marketing), (Best website to learn +digital marketing for free), (+Digital marketing basic)***, as they have the highest CPC (\$1.41, \$1.15, \$0.98 respectively), which means that we have to pay more for these keywords in order to get displayed in sponsored search results.

Recommendations for future campaigns

- I would focus on the *Interest Ad group* even though it did not generate better results, because the leads coming from this group are more likely to convert to students as they use keywords with the intention to learn (e.g., “*+Online marketing +course*”, “*+Digital marketing certificate*”) not just seeking a single definition or a quick information (e.g., “*What is marketing used for*”, “*Define +Digital marketing*”)
- I would pause keywords with lower CTR (e.g., “*+Online marketing for +students*”, “*+Online marketing +basics*”, “*Free +marketing courses*”, “*Marketing course Udacity*”), and focus on more long tail keywords, because they are more specific and target an audience with better potential to convert to users afterwards.
- I would add a video on the overview page that will show the generated leads some successful stories where they end up working, and let them use their own words on how the DMND program helped them get into the field of digital marketing so that we can increase the conversion rate.
- I would create two landing pages (one includes social media advertising e-book, and the other contains the Glossary e-book) for *Interest group* (Because I said that I would like to focus on this group instead), then, I would run and A/B test In order to keep the one that performs better.

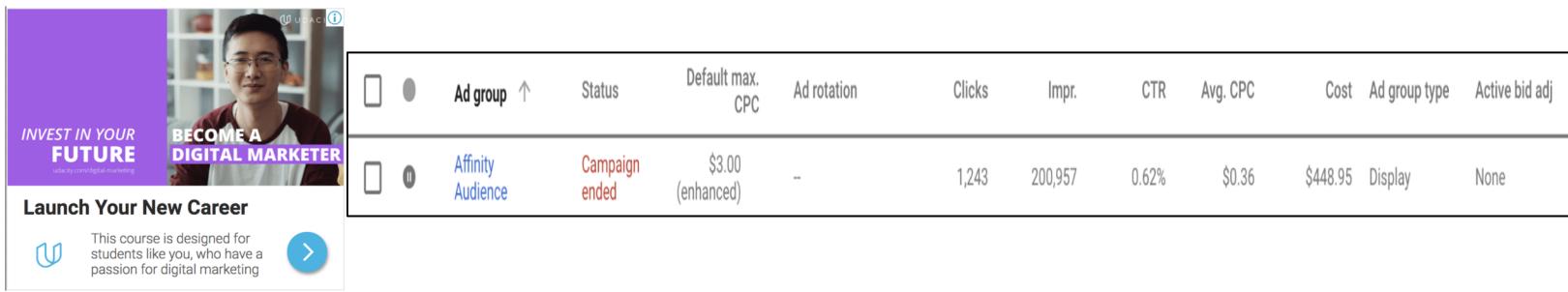
Project 6

Evaluate a Display Campaign



Display Image Campaign: Affinity Audience

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.



The screenshot shows a Facebook Ads Manager interface. On the left, there's a preview of a purple ad creative featuring a man and the text 'INVEST IN YOUR FUTURE' and 'BECOME A DIGITAL MARKETER'. Below the creative, it says 'Launch Your New Career'. To the right of the creative, there's a note: 'This course is designed for students like you, who have a passion for digital marketing' with a blue 'View Course' button. The main table lists the campaign details:

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

Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Students	CPA	ROI +/-
Campaign Results	1243	200957	0.62%	\$0.36	\$448.95	0.2%	2	\$224.48	+\$149.05

Overall, the campaign was a success as it generated a *positive ROI* of **\$149.05** and a total of two students. These two students have cost the company a total of **\$448.95** with an average CPC of **\$0.36**.

Campaign Optimization

Suggestion 1: I would use our competitors URLs and names ,like "***digitalmarketinginstitute.com***" in order to create a new **affinity audience** for potential students that are interested in taking some courses offered by ***digital marketing institute***. After that I would target this group with a message that highlights the benefits of taking digital marketing nanodegree course (e.g., career service) rather the one offered by digital marketing institute.

Suggestion 2: change the headline to a more catching one to match the affinity audience interests, because we are targeting business professionals, which means they already have a job in business field, and it could be in finance, marketing or other area in business. So, I believe that a successful headline should not be like "***Launch a career***", but a good one will be something like; "***get a recognized certification***".

Suggestion 3: Test out different creatives and keep the ones that perform better.

Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

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

Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Students	CPA	ROI +/-
Campaign Results	407	67833	0.60%	\$0.57	\$231.99	0%	1	\$231.99	+\$67

Overall, the campaign was a success as it generated a positive *ROI* of **\$67** and one student. This one student has cost the company a total of **\$231.99** with an average CPC of **\$0.57**.

Campaign Optimization

Suggestion 1: Test out the performance of the campaign on both mobile and desktop in order to see if there is a significant difference in the results we would get. If so, we can create two different ads, one for the mobile and the other for desktop.

Suggestion 2: I would change the description of the Ad to a more catching one that matches the headline, like "***The unique program in digital marketing that will sharpen your skills to get you into the field of digital marketing***".

Suggestion 3: Create another ad with a different color for the CTA(e.g., Orange), then run an A/B test for the CTA and keep the one that performs better.

Display Image Campaign: Site Targeting

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page.

The screenshot shows a digital marketing campaign dashboard. On the left, there's a preview of a landing page with a woman's face, text 'INVEST IN YOUR FUTURE', 'BECOME A DIGITAL MARKETER', and 'Launch Your New Career'. Below the preview, it says 'This course is designed for students like you, who have a passion for digital marketing' with a blue circular arrow icon. At the top right, there's a table header for 'Ad group' with columns: Ad group, Status, Default max. CPC, Ad rotation, Clicks, Impr., CTR, Avg. CPC, Cost, and Ad group type. Below the header, there's one row of data for a 'Remarketing' ad group. The row details are: Status 'Campaign ended', Default max. CPC '\$3.00 (enhanced)', Ad rotation '–', Clicks '670', Impr. '109,994', CTR '.61%', Avg. CPC '\$0.35', Cost '\$234.50', and Ad group type 'Display'.

Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Students	CPA	ROI +/-
Campaign Results	670	109994	0.61%	\$0.35	\$234.50	0.2%	1	\$234.50	\$64.50

Overall, the campaign was a success as it generated a positive *ROI* of **\$64.50** and one student. This one student has cost the company a total of **\$234.50** with an average CPC of **\$0.35**.

Campaign Optimization

Suggestion 1: Change the description to a more catching one that matches the campaign's purpose (Remarketing) like; **"Gain practical skills in Digital Marketing from top experts in the field and apply what you will learn in real-world project"**

Suggestion 2: Test out different creatives and keep the one that performs better.

Suggestion 3: Give the CTA a name (not just a blue icon) like **Get Started**.

The best performing campaign

Ad Group	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Students	CPA	ROI +/-
1. Affinity Audience	1243	200957	0.62%	\$0.36	\$448.95	0.2%	2	\$224.48	+\$149.05
2. Site Targeting	407	67833	0.60%	\$0.57	\$231.99	02%	1	\$231.99	+\$67
3. Re-marketing	670	109994	0.61%	\$0.35	\$234.50	0.2%	1	\$234.50	\$64.50

Based on the above results, I believe that the best performing campaign is the *first (Affinity Audience)*, because it has generated a better ROI (*\$74.525 per student*). Moreover, this campaign has the lowest CPA of *\$224.48* among all campaigns, which means with this campaign we end up paying less to acquire a new student.

Recommendations for future campaigns

- I would recommend creating a *custom affinity audience* of people attending online conferences in digital marketing as they are most likely to take action over most people. I would use LinkedIn to find some virtual conferences or even search for inhouse conference, then create a list of these events and conferences our potential students would be interested in attending.
- Add a new add for each group with different creatives holding all other variables constant to test which campaigns perform better, then keep those that outperformed.

Project 7

Market with Email



Part 2

Create Your Email Campaign

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

General	This email is going to serve as the starting point, because it help in starting a good relationship with potential students by giving them a free ticket of the webinar. The skills that will be covered in this webinar are; project management, creativity, collaboration, and most importantly time management.
Subject Line 1	[Udacity webinar] Essential Skills to succeed in digital marketing
Subject Line 2 (for A/B testing)	You are invited - skills needed to succeed as a digital marketer
Preview Text	Most personal skills in a marketer life!
Body	<p>Hey,</p> <p>The field of digital marketing is vast, and marketers are trying to build a competitive portfolio to set them apart from the competition. However, while marketers trying to build their portfolios based on digital marketing skills such as SEO, SEM, email marketing, etc., they usually disregard essentials personal skills that every marketer should have. Join our webinar on that unveils these skills and why they are important in a marketer life.</p>
Outro CTA 1	Tell me more
Outro CTA 2 (for A/B testing)	I am interested

Content Plan: Email 2

Overarching Theme: 3-5 Sentences

General	This email will help introducing the DMND, because the blog post will state the top digital marketing careers, and then introduce DMND program and how this program is going to help them get the job they want in digital marketing. Then nurture them to go further down the customer journey, in order to target them with the last email (encouraging them to take DMND)
Subject Line 1	Top Digital Marketing careers in 2021
Subject Line 2	Prominent positions in digital marketing in 2021
Preview Text	Career trends in digital marketing in 2021
Body	Hi there, Digital marketing is in high demand, and there are endless career possibilities in this field. However, the choice of what area you want to specialize in might be tough sometimes, especially for a recent marketing graduate looking to get started in digital marketing. We invite you to take a peek at our recent blog article that states the top digital marketing careers in 2021 that you can specialize in.
Outro CTA	Learn More

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

General	This email will encourage enrollment by highlighting the 30% off.
Subject Line 1	Enroll today and get 30% off DMND
Subject Line 2	Time is running out, get your 30% off DMND program
Preview Text	Get certified in digital marketing by Udacity and save 30%
Body	<p>Dear {name}</p> <p>Enroll today and save 30% off the Digital Marketing Nanodegree Program by Udacity. Our program will equip you with the latest skills in digital marketing with real-world experience and learn from top experts in the field in partnership with Google, Facebook, Hubspot and more.</p> <p>But hurry, offer ends soon!</p>
Outro CTA	Enroll Today

A/B Test Overview

In the first email we have set two subject lines and two CTAs. So, in our case we are not testing just a one variable, but we have two variables that are tested together in order to uncover the ideal combination that will help us improving the ultimate goal (more attendees of our webinar).

Besides, the number of email versions that we will need is 4 :

Subject line 1 + CTA 1

Subject Line 1 + CTA2

Subject Line 2 + CTA1

Subject Line 2 + CTA2

Our targeted audience will be split into quarters, each group will receive a different email version. Then see what performs better; if our results are statistically significant, then we will keep the best performing version.

Email Campaign Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	June 12-13	June 14-15	June 16	June 20-21
Email 2	June 16-19	June 20-21	June 22	June 26
Email 3	June 22-23	June 26	June 27	June 30

Color Key :

Planning Phase

Testing

Send Phase

Analyze Phase



Part 3

Build & Send

Draft Email

You're almost finished! Draft

Draft email

[Finish later](#) [Schedule](#) [Send](#)

Campaigns

All campaigns

Email templates

Reports

Udacity Webinar

Edit name

To Add Recipients

Who are you sending this campaign to?

From Edit From

Udacity • badreddine.lahsini@gmail.com

Subject Edit Subject

[Udacity webinar] Essential Skills to succeed in digital marketing

Preview Text: Most personal skills in a marketer life!

Content Edit Design



Send a Test Email

Didnt get your test email? [Learn more](#)

We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account](#).

We'll insert a footer in compliance with our [Terms of Use](#).

A plain-text version of this email will be included automatically. [Edit](#)

Enable Social Cards

Badr-Eddine marketing

Final Email

[Test] [Udacity webinar] Essential Skills to succeed in digital marketing ➤ [Inbox](#)

20:41 (4 minutes ago) [Star](#) [Reply](#) [More](#)

 Udacity via mcc.mcsv.net
to me ▾



Udacity Webinar

Most personal skills that every marketer should have!



Hey,

The field of digital marketing is vast, and marketers are trying to build a competitive portfolio to set them apart from the competition. However, while marketers trying to build their portfolios based on digital marketing skills such as SEO, SEM, email marketing, etc., they usually disregard essential personal skills that every marketer should have. Join our webinar that unveils these skills and why they are important in a marketer life.

[Get your free ticket](#)



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Part 4

Sending & Analyzing

Results

Results Email #1

Results and Analysis

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

Results and Analysis

Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3.33%	30

Final Recommendations

- For the unsubscribers, I will create a short form that will pop up for users who want to unsubscribe. This form will list some different reasons of why they want to unsubscribe (e.g., too many emails, quality of emails decreased, no longer interested, or let them state other reasons, etc.). By doing so, I will have a clear vision of why this happens in order to avoid this from happening in future campaigns. After unsubscribing, I will give them an opportunity to stay in touch by including social media accounts to follow. Finally, these users unsubscribed, I would remove them definitely from my email list in order to avoid sending SPAMMY emails.
- For email #2 and #3, I will definitely add to my list all of the attendees of the webinar, because this will help in creating a friendly relationship and nurture them.
- For email #2 and #3, I would take A/B testing further by testing out CTAs, I will change their colors then perform A/B testing and keep the one that performs better.
- For email #2 and #3, I will continue testing my tone, do formal emails get better results or the friendly ones, does the text volume have an effect on conversion or not.
- For email #2, I Might include an infographic that summarize all the skills needed without too much information (just headlines) inviting them to learn more on the blog post.
- For email #3 I will use some I would create another copy that states some kind of urgency (e.g., *Only 48 hours is left*). Also I might use an embedded video that will have an overview of the program in less than one minute, which can encourage the recipient to take further actions.

