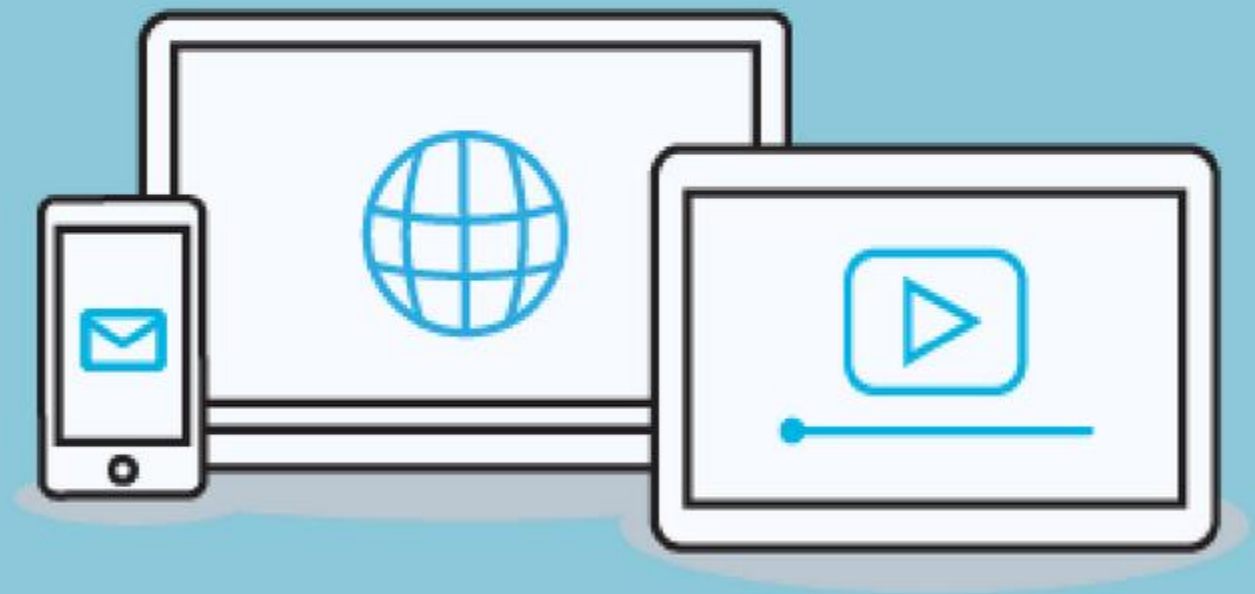


Digital Marketing Nanodegree

Laila Hussain Alqawain

Project 8

Portfolio



1. Customer Journey Based Marketing Plan

What: your offer

Who: your customers

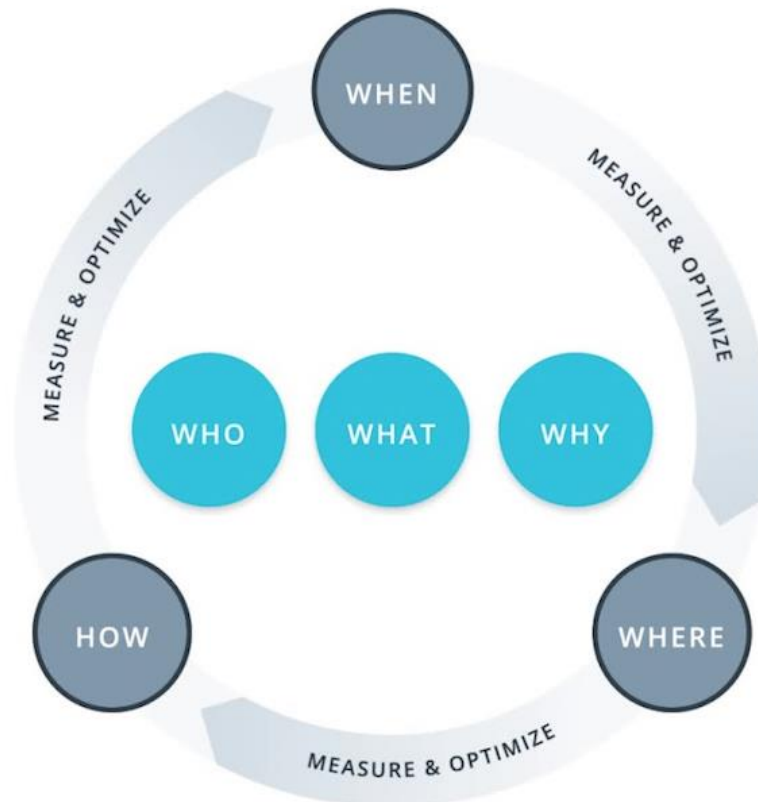
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics





What: Your Offer

Option 1:

Digital Marketing Nanodegree 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

Signing up 5000 new customers to the DMND Program in one quarter with budget = \$50,000.



Who Are Our Customers?

What: your offer

Who: your customers

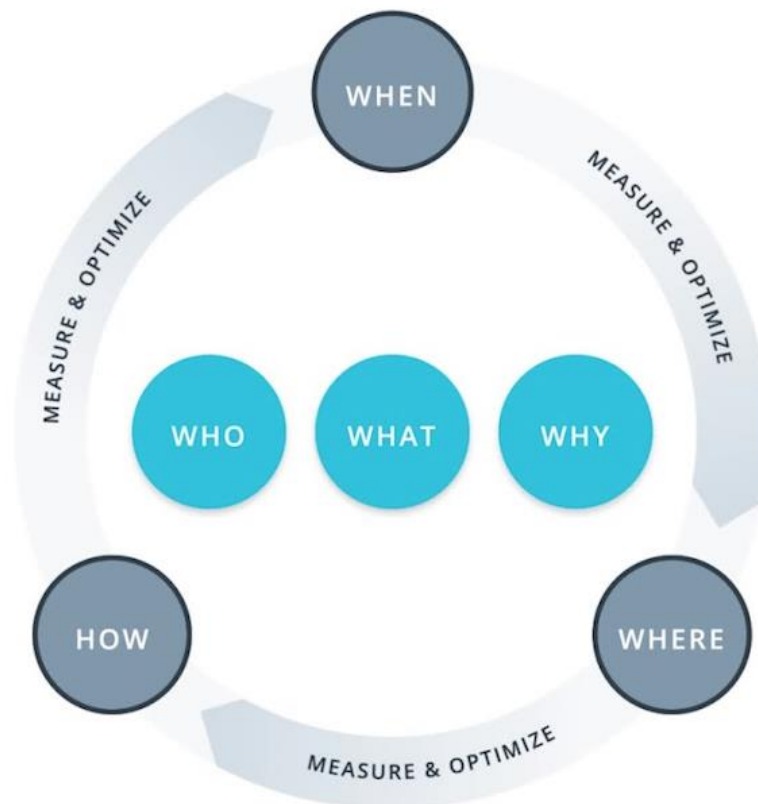
When: your customer's journey

Why: your marketing objective


How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• 26 years old.• Single.• Saudi Arabia.• BS in Medicine from the Medical University of Warsaw.	Abdullah Alqawain 	<ul style="list-style-type: none">• Studying Digital Marketing to market my own business.• Valuable online courses.• Meet businessmen to get advice.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Reading.• Sport.• Learning new things.	<ul style="list-style-type: none">• To be a dermatologist.• Start my own business.• Studying a Master degree.	<ul style="list-style-type: none">• Time management.• Costs of my own business.• Public speech.

What: your offer

Who: your customers

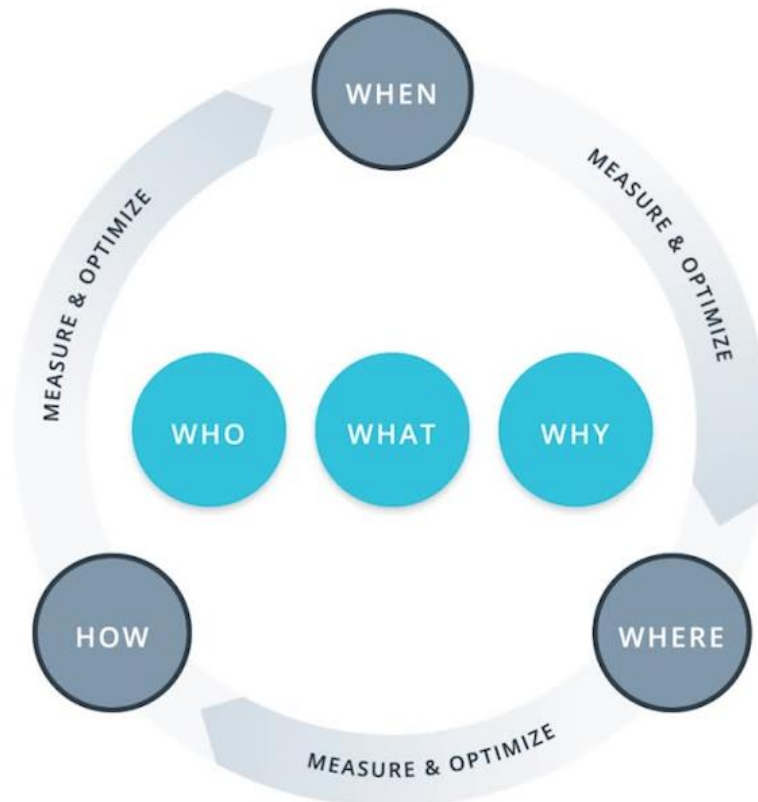
When: your customer's journey

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	Intent	Desire	Action	Post Action
Message	<i>The topics of course</i>	Skills achieved from the course's projects	Development in career life	Prices and special offers	Greeting, confirmation, and instructions
Channel	AdWords	Social media, Facebook	Blog	Display and video ads	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	\$1,000	\$1.25	800	0.05%	0
AdWords Search	\$500	\$1.40	357	0.05%	0
Display	\$250	\$5.00	50	0.05%	0
Video	\$250	\$3.50	71	0.05%	0
Total Spend	\$2,000	Total # Visitors	1,278	Number of new Students	0

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$1,000	\$0.50	2,000	0.1%	2
AdWords Search	\$500	\$1.50	333	0.1%	0
Display	\$250	\$3.00	83	0.1%	0
Video	\$250	\$2.75	90	0.1%	0
Total Spend	\$2,000	Total # Visitors	2,506	Number of new Students	2

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$40,000	\$0.30	133,333	0.3%	400
AdWords Search	\$3,000	\$1.50	2,000	0.3%	6
Display	\$1,500	\$3.00	500	0.3%	2
Video	\$1,500	\$2.75	545	0.3%	2
Total Spend	\$46,000	Total # Visitors	136,378	Number of new Students	410

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$2,000	1,278	0	\$299	\$0	-\$2,000
Interest	\$2,000	2,506	2	\$299	\$598	-\$1,402
Desire	\$46,000	136,378	410	\$299	\$122,590	\$76,590
Total	\$50,000	140,162	412		\$123,188	\$73,188

Additional Channels or Recommendations:

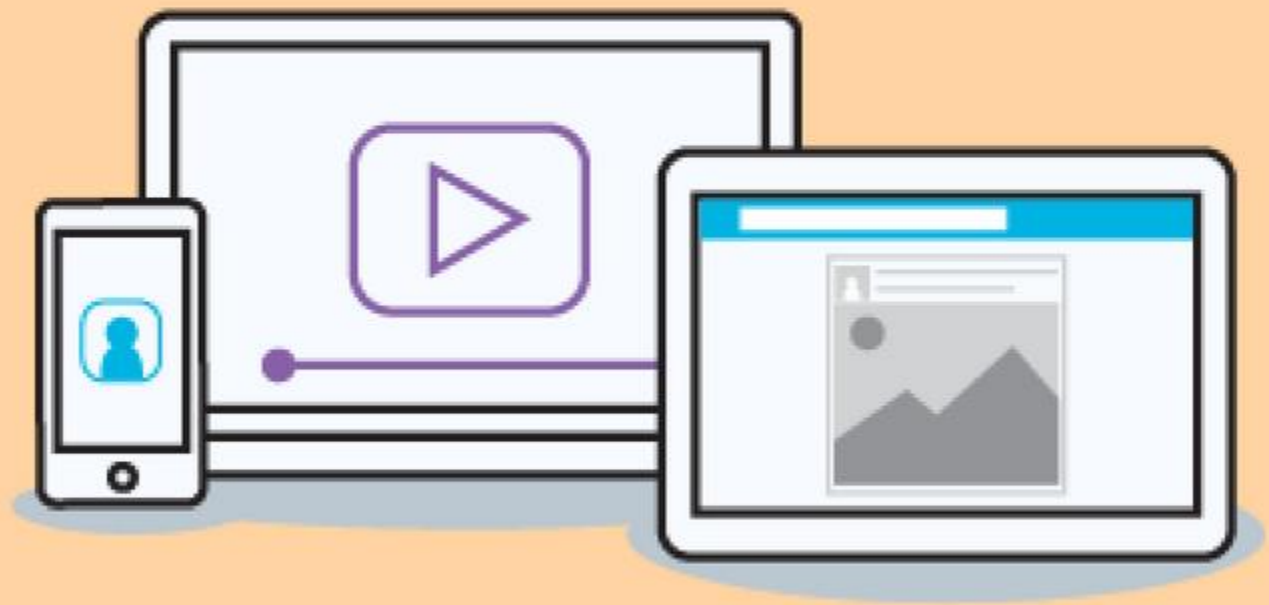
- Based on the result above, we didn't have any sales in the first stage which is awareness and that makes sense due to this is new for the customers.
- In the second stage which is interest, we have 2 sales from the Facebook channel. Also, we can see the CPC became lower than before.
- In the third stage which is desire, we achieved sales from all channels and the highest number of sales from the Facebook channels which is 400.
- During the marketing plan, I recommend increasing the planned spend and make the highest number of spend on Facebook channels which has the lowest CPC. Also, making the period of marketing plan longer the sales will be increased.
- Finally, we have got a positive ROI = \$73,188. Even though we have got a negative ROI in the awareness and interest stages.



3. Showcase Work

Project 2

Market your Content



Market your Content

Why have you decided to take the Digital Marketing Nanodegree Program?



SITUATION: Abdullah wants to study Digital Marketing skills for his own business, so he is looking for an online course.

COMPLICATION: It is difficult for him to decide what is the best course for studying digital marketing due to there are many courses provided online.

QUESTION: How will he find the best course to fit with his needs?

ANSWER: He found the best course that is Digital Marketing Nanodegree from Udacity, and it provides an opportunity to run live campaigns that will provide him real-time working experience and where it will provide good job opportunities.

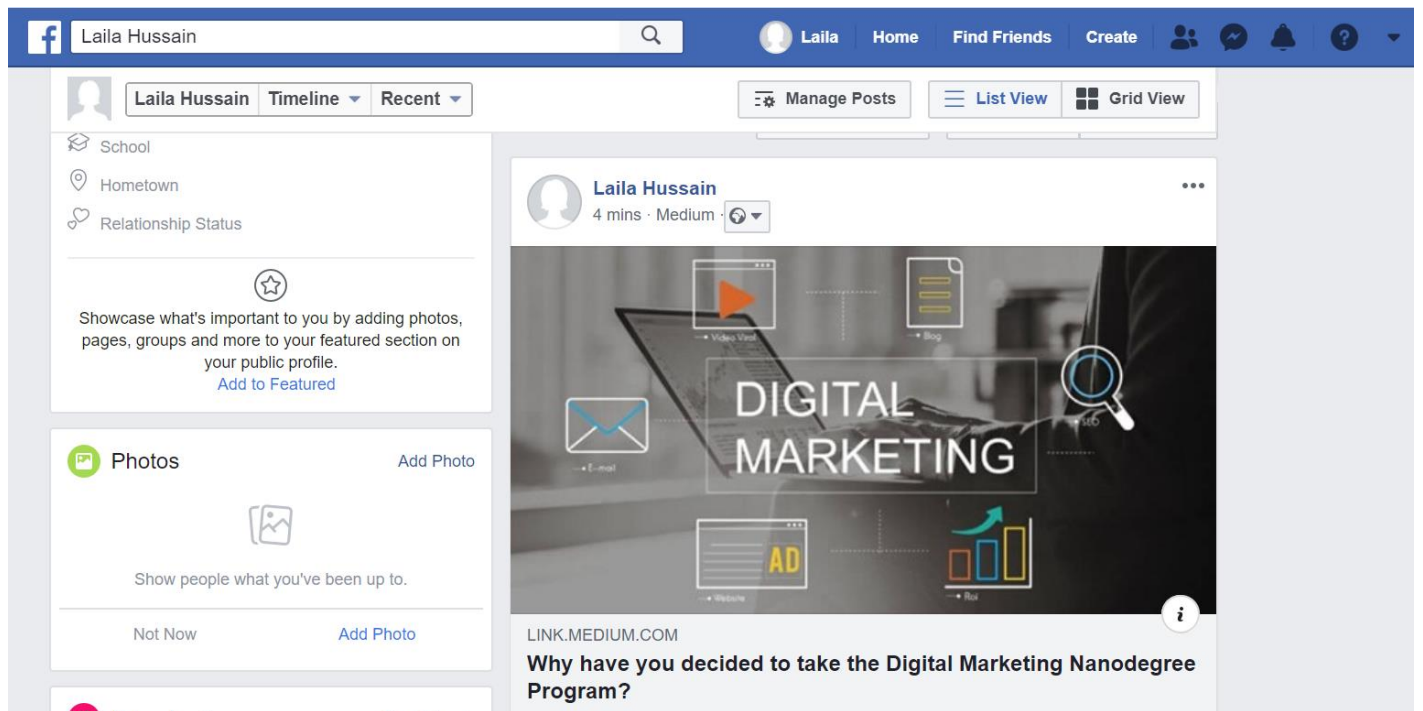
Blog Post

I put an image of Digital Marketing and I explained how the digital Marketing Nanodegree by Udacity fits with anyone who would like to learn about it from the basic to advanced level. Also, I explained what the benefits will be getting when taking this program like providing a mentor session online weekly, interactive platforms to get help when you get stuck at any time.

[Link of The Post](#)

Platform 1 and Post

Facebook Platform



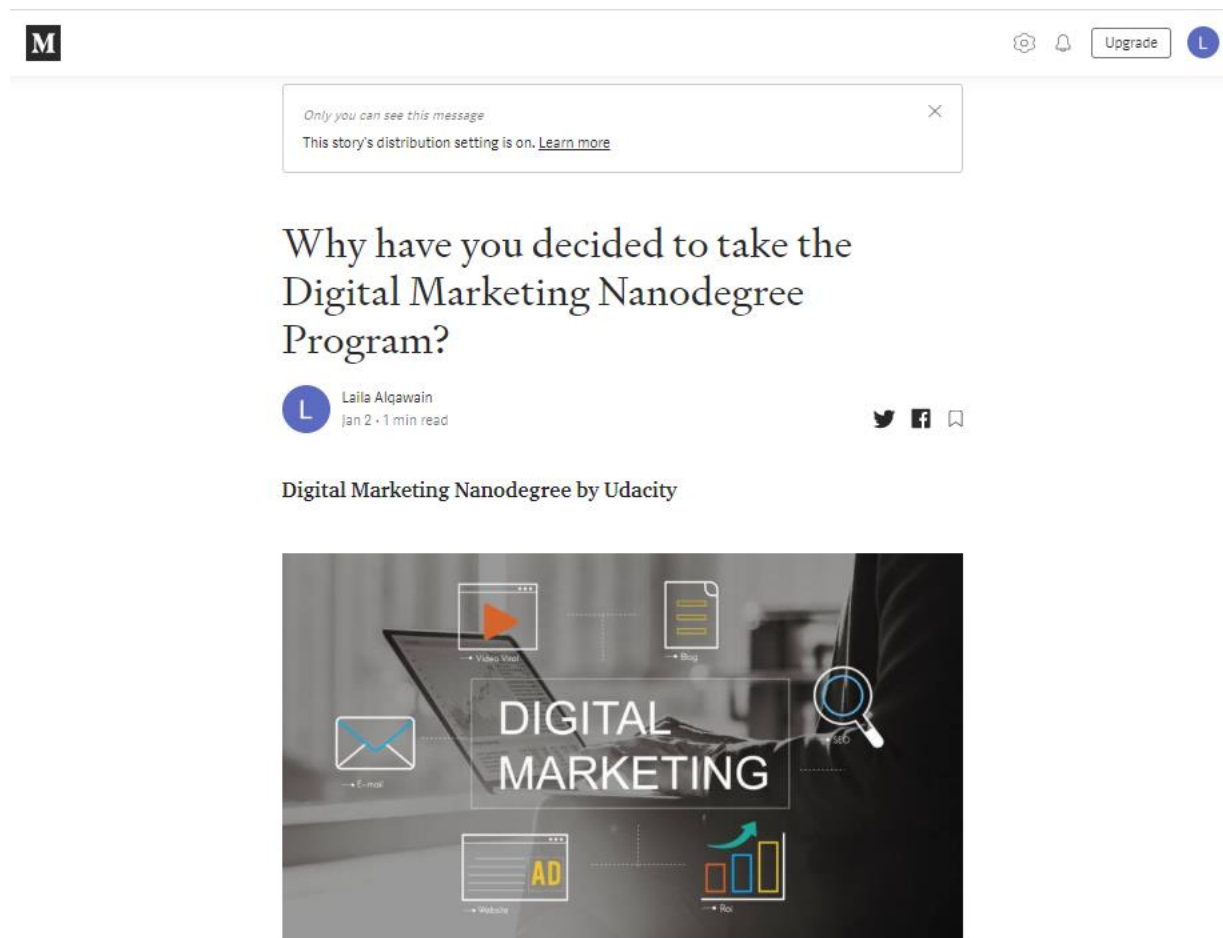
Platform 2 and Post

Twitter Platform



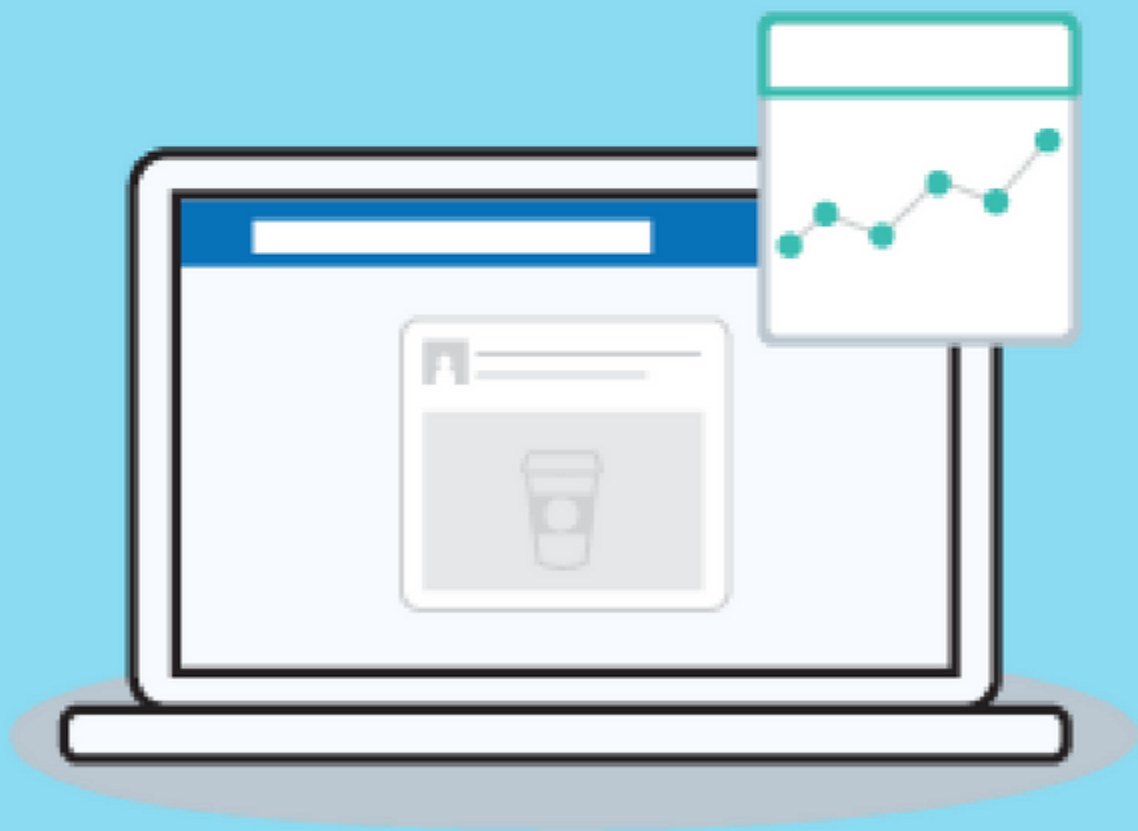
Platform 3 and Post

Medium Platform



Project 3 - Part 2

Run a Facebook Campaign



Run a Facebook Campaign

Ad Images

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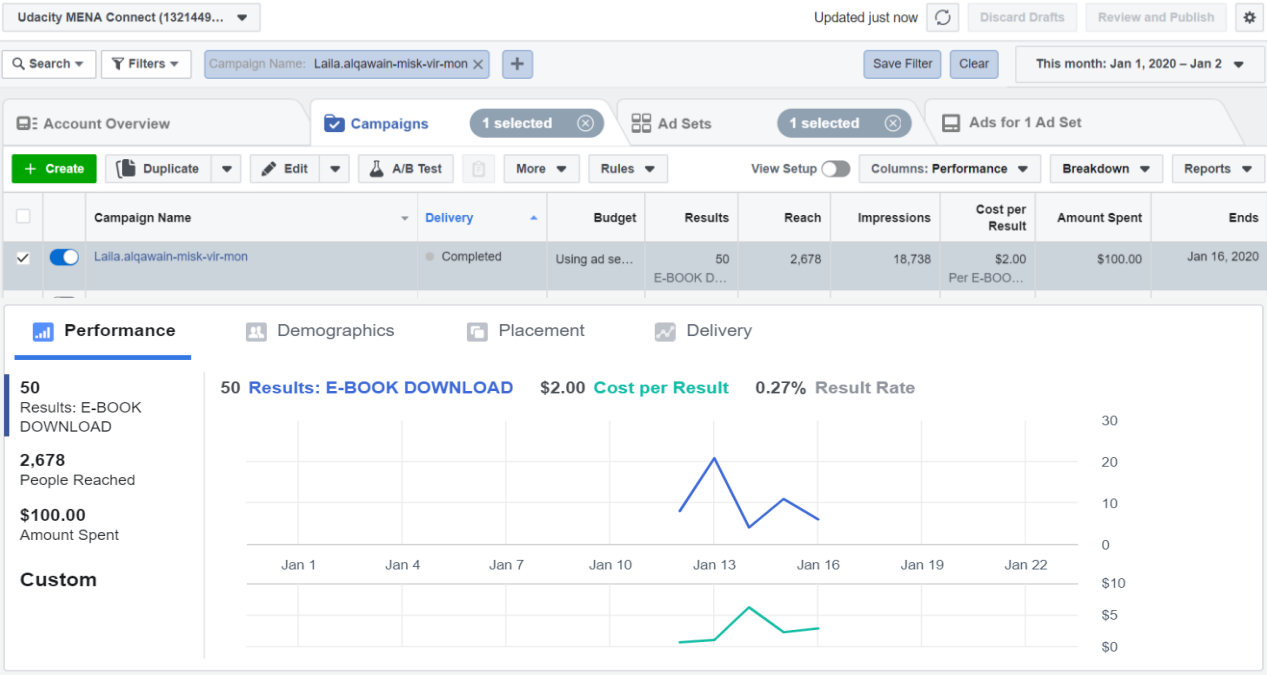
DMND.UDACITY.COM
Get your free copy of the eBook today! [LEARN MORE](#)

 Like  Comment  Share

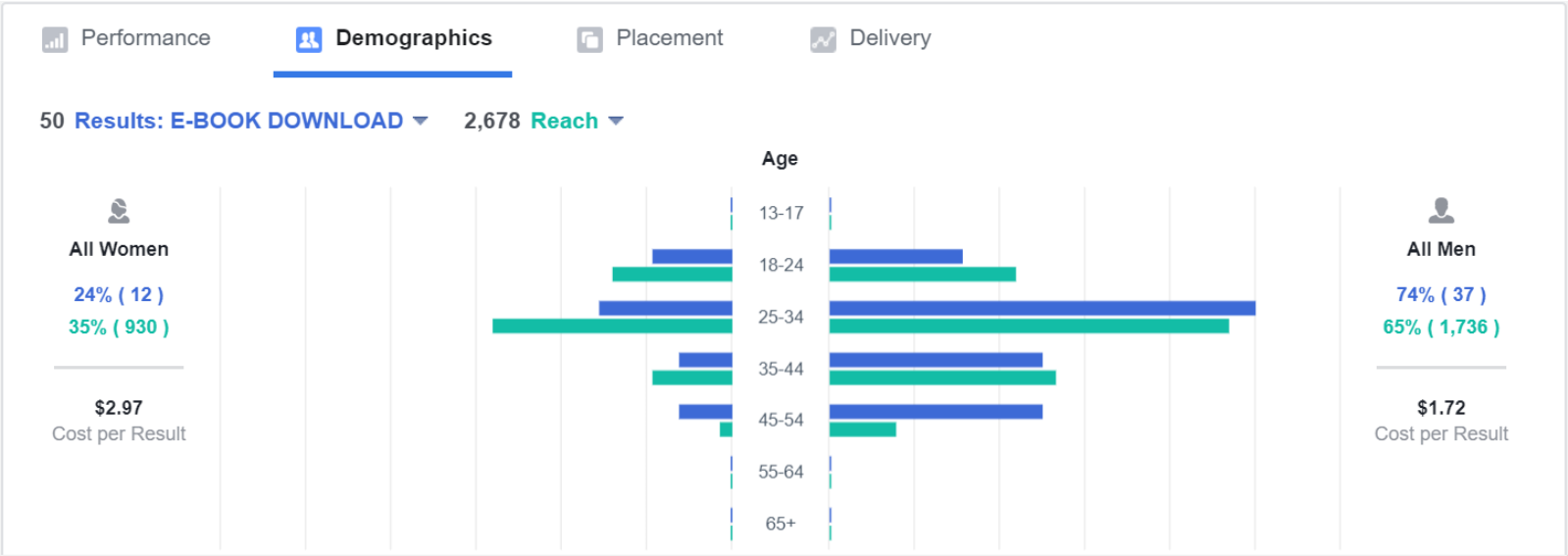
 Like  Comment  Share

 Like  Comment  Share

Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement

Performance

Demographics

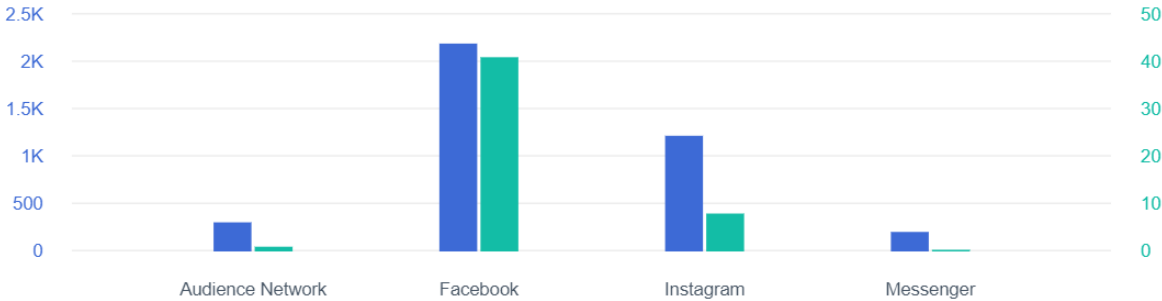
Placement

Delivery

2,678 Reach

50 Results: E-BOOK DOWNLOAD

\$100.00 Amount Spent



Device Type

Mobile and Desktop

About Placement Results

Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

[Learn More](#)




Ad Set Data: Performance

	Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results
	Default name - Conversions	Completed	SA -18+ 0 active ads	Lowest cost Conversions	\$100.00 Lifetime		24 E-BOOK D...
	Default name - Conversions - Copy	Completed	SA -18+ 0 active ads	Lowest cost Conversions	\$100.00 Lifetime		9 E-BOOK D...
	Default name - Conversions - Copy	Completed	SA -18+ 0 active ads	Lowest cost Conversions	\$100.00 Lifetime		17 E-BOOK D...
> Results from 3 ads							50 E-BOOK DO...

	Ad Name	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
	Default name - Conversions	2,228	7,858	\$1.83 Per E-BOO...	Below average Bottom 35% of ads	—	—	\$43.93
	Default name - Conversions - Copy	1,744	5,190	\$2.70 Per E-BOO...	Below average Bottom 35% of ads	—	—	\$24.30
	Default name - Conversions - Copy	1,890	5,690	\$1.87 Per E-BOO...	Below average Bottom 35% of ads	—	—	\$31.77
> Results from 3 ads		2,678 People	18,738 Total	\$2.00 Per E-BOO...				\$100.00 Total Spent

	Ad Name	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases
	Default name - Conversions	—	—	\$43.93	Jan 16, 2020	60	—	—
	Default name - Conversions - Copy	—	—	\$24.30	Jan 16, 2020	23	—	—
	Default name - Conversions - Copy	—	—	\$31.77	Jan 16, 2020	41	—	—
> Results from 3 ads				\$100.00 Total Spent		124 Total	— Total	— Total

Ad Set Data: Delivery

Account Overview									
Campaigns									
Ad Sets									
Ads									
+ Create Duplicate Edit A/B Test More Preview Rules View Setup Columns: Delivery Breakdown Reports									
		Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions	Completed	2,228	3.53	\$19.72	7,858	\$5.59	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions - Copy	Completed	1,744	2.98	\$13.93	5,190	\$4.68	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions - Copy	Completed	1,890	3.01	\$16.81	5,690	\$5.58	
> Results from 3 ads				2,678 People	7.00 Per Person	\$37.34 Per 1,000 People ...	18,738 Total	\$5.34 Per 1,000 Impress...	

Ad Set Data: Engagement

Account Overview

Campaigns1 selected

Ad Sets1 selected

Ads1 selected

+ Create

Duplicate

Edit

A/B Test

More

Preview




Rules

View Setup

Columns: Engagement

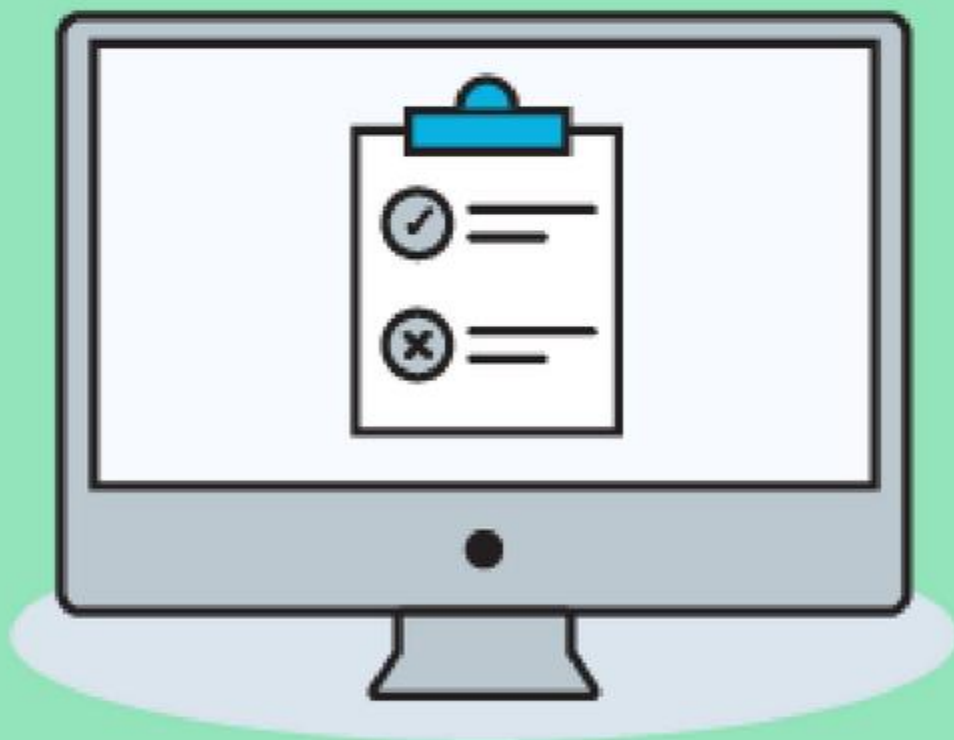
Breakdown

Reports

		Ad Name	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)	Effect Share
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions	6	—	4	1	60	—	\$0.73	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions - Copy	2	—	1	2	23	—	\$1.06	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions - Copy	4	—	2	3	41	—	\$0.77	—
> Results from 3 ads			12 Total	— Total	7 Total	6 Total	124 Total	— Total	\$0.81 Per Action	— Total

Project 4

Conduct an SEO Audit



Search Engine Optimization (SEO) Audit

Keywords

	Head Keywords	Tail Keywords
1	Udacity-Misk	Digital Marketing Nanodegree in Saudi Arabia
2	DMND Program	DMND Program in Udacity
3	Nanodegree	Social Media Marketing
4	Digital Marketing Nanodegree	Digital Marketing Nanodegree job
5	Study Online	Digital Marketing Certificate

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Udacity-Misk with priority = 31

Which Tail Keyword has the greatest potential?

Digital Marketing Nanodegree Job with priority = 29

Technical Audit: Metadata

URL: <https://dmnd.udacity.com/>

Current

Title Tag

Udacity Digital Marketing
Nanodegree Program Website

Meta-
Description

Blank
<title>Udacity Digital Marketing Nanodegree Program Website</title>
<meta name="description" content="" />
<meta name="keywords" content="" />

Revision

Title Tag

Udacity Digital Marketing
Nanodegree Program

Meta-
Description

Improve your career in an online
course in digital marketing

Technical Audit: Metadata

URL: <https://dmnd.udacity.com/>

Current Alt-Tag

[Background](#)

Blank

[Laptop](#)

Blank

[Instructor](#)

Blank

Revision Alt-Tag

[Background](#)

The background of the main interface of the page and it shows two persons discuss digital marketing.

[Laptop](#)

The interface of the laptop shows classroom platform.

[Instructor](#)

The picture of the instructor who explains the lessons.

Technical Audit: Metadata

URL: <https://dmnd.udacity.com/>

Current Alt-Tag

[Partners](#)

Blank

[Logo](#)

Blank

[Analysis result](#)

Blank

Revision Alt-Tag

[Partners](#)

The Companies logos of partners in Digital Marketing Nanodegree

[Logo](#)

The logo of Udacity

[Analysis result](#)

It shows the result of spending on digital marketing in the U.S

Suggested Blog Topics

Topic 1 – Join **Udacity-Misk** and learn in an attractive way

In this post, I will explain the Misk partner with Udacity and how it provides a professional Nanodegrees for Saudis and I will mention the DMND and other platforms for the student to attractive with mentors and other students like Slack and connect sessions weekly.

Topic 2 – Get **Digital Marketing Certificate** Online

In this post, I will explain how will study online and pass the required projects to get the certificate of Digital Marketing Nanodegree.

Topic 3 – Learn **DMND Program in Udacity** in 3 months!

In this post, I will explain the study plan the course schedule for studying DMND online and how will get help via student hub if need any time.

Based on the research on digital marketing, the people who are interested will use these words, so I use them as a person to get more information about digital marketing. I used the highest keywords which may be used by the people who are interested in digital marketing.

Recommendations

- Modify the website such as the content, meta description, alt tags, images tag. Most of the are blank, so I recommend to add them to make a search engine find the information.
- Make camping on the most popular website or social media as I found before Facebook, Twitter, and Instagram are the most attractive website, so I recommend to build comping and write a post and share it in these social media.
- As I found this page at low speed, so I recommend improving page speed.

Project 5 - Part 2

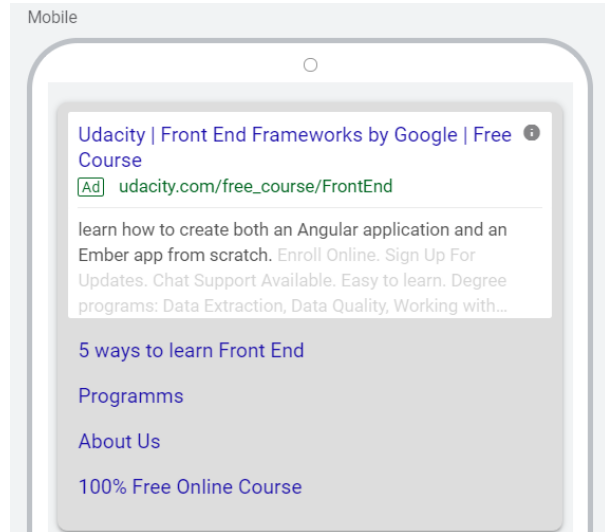
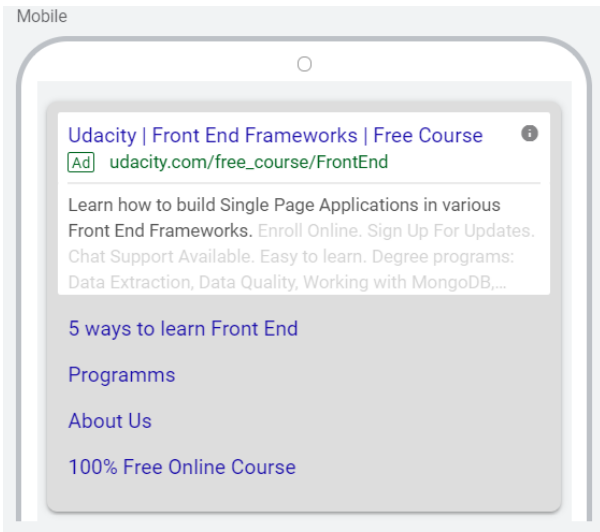
Run an AdWords Campaign



Run an Adwords Campaign

Ad Group #1: Front End Frameworks 1

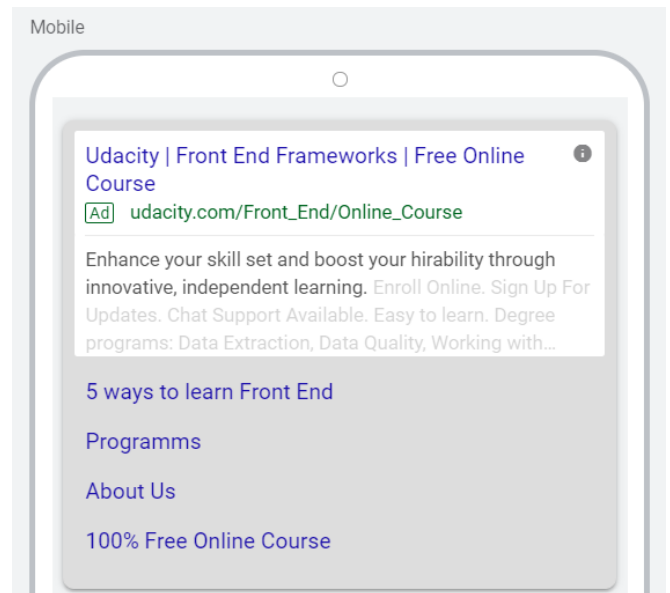
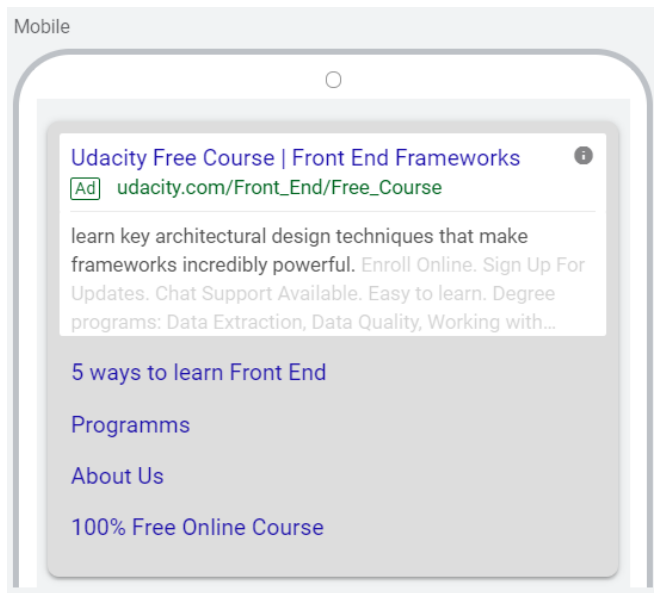
Ads



Keyword Lists

front end design templates
front end web development online courses
framework for front end development
easy frontend framework
udacity free course
Building a Single Page Application
single page web development
google mobile framework
Angular application
Ember app from scratch
Angular
UI-Router module
Ember
Ember application
Ember's Templates
Front End Frameworks by Google
Backbone
key architectural design techniques
free course online
Front End Frameworks by Google online free course

Ad Group #2: Front End Frameworks 2 Ads



Keyword Lists

front end web development online courses
angular bootstrap tutorial
mobile front end framework
google application framework
single page web development
google front end
front end design templates
framework for front end development
easy frontend framework
Front End Frameworks in udacity
self-learning Front End Frameworks
learn ember
learn Angular
build Angular application
build Ember app
Underscore's template function
Framework's Source
Single Page Applications
udacity free course online
free course online

Recommendations for future campaigns

Imagine you had additional budget, how would you use it, given your campaign evaluation?

- Would you focus on certain Ad Groups, ads or keywords?
From the results I had for this campaign, I will focus on keywords due to there are just three keywords that are attractive.
- Would you change any of your existing ads or keywords or add any new ones? *Of course, I will expand the keywords with high clicks and paused the remainder.*
- Would you set up an A/B test, and if so, how would you go about it? *I will assign the A/B test for more Ad Groups and Ads with different content, and keywords.*
- Would you make changes to the landing page, and if so, what kind of changes and why? *I may change the descriptions, keywords, and titles as needed.*

Project 6

Evaluate a Display Campaign



Evaluate a Display Advertising Campaign

Results:

Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. Highlight Key Results
- 3. What was the overall ROI of the campaign? Was it Positive or Negative? +149.06

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	2	224.47	149.06

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting)

Suggestion 1: A/B test with different awesome and enthusiastic photos.

Suggestion 2: A/B test with expanding the targeting audience.

Suggestion 3: Expand strong keywords with high performance.

Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative? +67.01

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	0.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	231.99	67.01

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting etc...)

Suggestion 1: Pause keywords with high CPC due to Avg CPC is \$0.57 and it the highest cost among 3 campaigns.

Suggestion 2: Assign new keywords which are like strong keywords.

Suggestion 3: Change the campaign targeting and make more specific to reach the right people.

Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative? +64.5

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	234.50	64.5

Which campaign performed the best? Why?

Considering the 3 campaigns below, state which one had the best performance and why.

The campaign had the best performance is the first campaign which is Image Campaign. Duo to had the highest of ROI which is +149.06 and number of new students which is 2. I think the creative images will catch more people also if select strong keywords for specific target of people.

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or changes to targeting, etc...)

Suggestion 1: Exchange the photo with creative images will catch more visitors.

Suggestion 2: Expand the targeting audience with attractive content.

Suggestion 3: Expand strong keywords with high performance due to the Avg CPC for this campaign is the lowest cost among campaigns.

Recommendations for future campaigns

- Would you focus on certain Ad Groups, Ads or Targeting?
Choosing which kind of ads will use depend on the marketing objective and KPI, so I think if there is a specific target of people I want their attention, I will focus on targeting.
- Would you change any of your existing Ads or Targeting or add any new ones? *I would change ads as needed to get more audience.*
- Would you set up an A/B test, and if so, how would you go about it? *I will set up an A/B test to get information about which an effective campaign and improve the details like targeting, keywords until reaching the marketing objective.*
- Would you make changes to the landing page, and if so, what kind of changes and why? *I may change the colours, pictures, font as needed*

Project 7

Market with Email



Market with Email

Calendar & Plan

Email Name					Planning Phase		Testing Phase		Send Phase		Analyze Phase			
Email 1					1 9 Apr		1 10 Apr		1 11Apr		2 12-13 Apr			
Email 2					1 16 Apr		1 17 Apr		1 18 Apr		2 19-20 Apr			
Email 3					1 23 Apr		1 24 Apr		1 25 Apr		2 26-27 Apr			
Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
-----------	----------------	---------	------------	---------------

Draft Email: Email #1

Subject Line: Sign Up with Udacity Digital Marketing Nanodegree

Body:

Hi there!

Digital Marketing Nanodegree with Udacity is the best way to study from the beginner level and get marketing practice on different platforms.

Digital Marketing with Udacity will make you know about Social Media Marketing, Social Media Advertising, and E-mail Marketing.

CTA: Start Now!

Link for CTA: [DMND.udacity.com](https://dmnd.udacity.com)

Final Email: Email #1

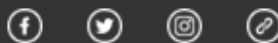


Hi there!

Digital Marketing Nanodegree with Udacity is the best way to study from the beginner level and get marketing practice on different platforms.

Digital Marketing with Udacity will make you know about Social Media Marketing, Social Media Advertising, and E-mail Marketing.

[Start Now!](#)



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You can [update your preferences](#) or [unsubscribe from this list](#).



Final Recommendations

- Select attractive images that will lead people to the page.
- Explain more in body part to make a completed idea for the people and assign strong content.
- Choosing attractive words in the subject line.
- When someone unsubscribe from any campaign, I should explore the reasons and avoid them in the future. Then I should remove those who unsubscribe us from the mailing list, within 10 days and stop sending any further email otherwise we may get spam.
- A/B testing is the best way to find which campaign will provide the highest performance.

