

# Digital Marketing Nanodegree

Laila Hussain Alqawain




# Project 3: Run a Facebook Campaign

## Part One

# Campaign Approach

I chose to work on attracting future fellow students for this Digital Marketing Nanodegree Program. More specifically, my objective is to collect email addresses of potential students, who could be interested in taking this course, where prospective students can download a free eBook if they provide us with their email addresses. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, content that you will see in the Social Advertising course. My marketing objective to collect 200 email addresses of potential students, who could be interested in taking this course in 4 days from starting the Facebook campaign with a budget of 100\$/4 days. The KPI for marketing objective would be the number of email addresses of potential students, who could be interested in taking this course in 4 days from starting the Facebook campaign with a budget of 100\$/4 days. My target audience is of the age group 18-50 from KSA, UAE, Kuwait, Bahrain, Oman, Jordan, and Lebanon based on education level and their interests.

# Target Persona

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

# Marketing Objective

What marketing objective did you aim to achieve with your campaign?

Udacity might have a marketing objective to collect 200 email addresses of potential students, who could be interested in taking this course in 4 days from starting Facebook campaign with a budget of 100\$/4 days.



# KPI

What primary KPI did you track in your campaign and why?

The KPI for Udacity's marketing objective would be the number of email addresses of potential students, who could be interested in taking this course in 4 days from starting Facebook campaign with a budget of 100\$/4 days.





# Campaign Screenshots

# Campaign

**Campaign Name** Laila.alqawain-misk-vir-mon

ID: 23844107208590218

**Objective** Conversions

**Special Ad Category** No Category Selected

**Buying Type** Auction



# Ad Set

**Ad Set Name** SA -18+  
ID: 23844107208610218

**Destination** Website

**Budget** Lifetime Budget \$100.00

**Start Date** Sunday, January 12, 2020 at 3:21 PM  
Sao Paulo Time

**End Date** Thursday, January 16, 2020 at 3:21 PM  
Sao Paulo Time

**Ad Scheduling** Run ads all the time

**Saved Audience** Udacity MENA Connect-Laila

**Placements** Automatic Placements

**Optimization Goal** Conversions

**Bid Strategy** Lowest cost

**When You Get Charged** Impression

**Delivery Type** Standard

# Ad Summary

## Primary Text ⓘ



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[+ Add Another Option](#)

## Headline (optional) ⓘ

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## Destination

- ☒  Website
- ☐  Facebook Event

## Website URL ⓘ

[Preview URL](#)

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

**Ad Name** Default name - Conversions

ID: 23844107208670218

**Facebook Page** Digital Marketing by Udacity

**Instagram Account** Use selected Page

**Format** Single Image

**Facebook Pixel** Udacity's eBook Pixel  
ID: 1921618561391185

**Offline Events** Default Offline Event Set For DMND  
ID: 1843773069172783

# Ad Images



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