Digital Marketing Nanodegree

Laila Hussain Alqawain

DIGITAL MARKETING
NANODEGREE PROGRAM

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
• 26 years old. • Single. • Saudi Arabia. • BS in Medicine from the Medical University of Warsaw.	**Abdullah Alqawain** 	• Studying Digital Marketing to market my own business. • Valuable online courses. • Meet businessmen to get advice.
Hobbies	**Goals**	**Barriers**
• Reading. • Sport. • Learning new things.	• To be a dermatologist. • Start my own business. • Studying a Master degree.	• Time management. • Costs of my own business. • Public speech.

Marketing Objective

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

The marketing objective is 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.

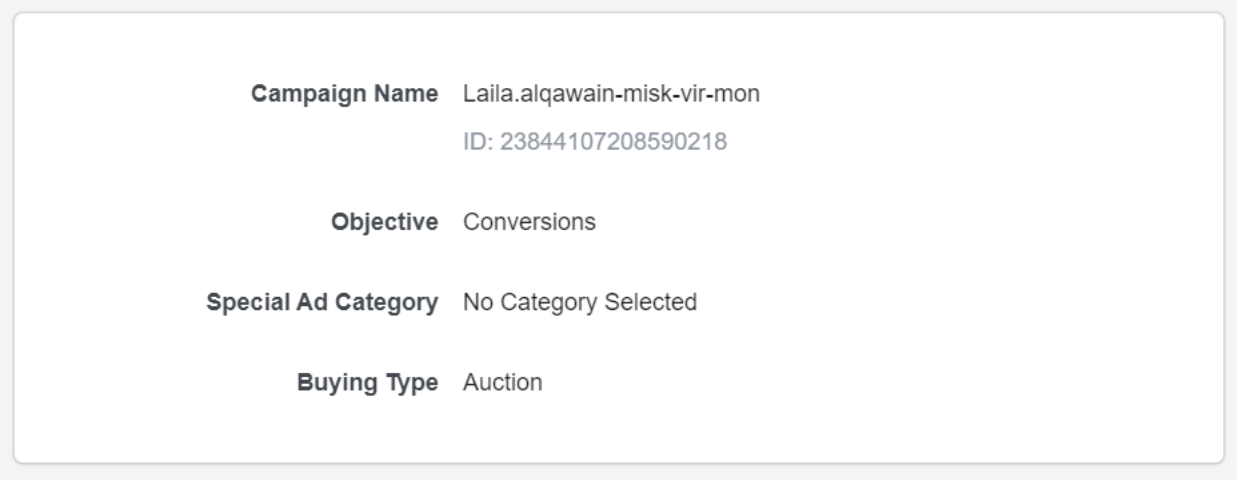
KPI

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

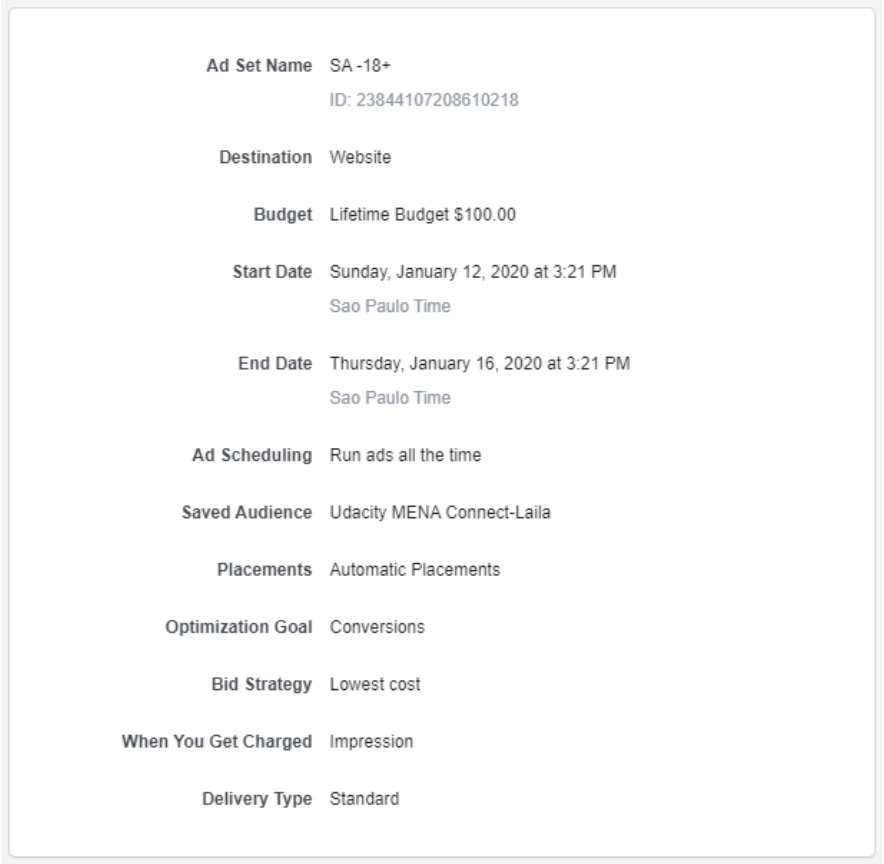
The KPI for Udacity's marketing objective would be the number of email addresses of potential students, who could be interested in taking this course in 4 days from starting Facebook campaign with a budget of 100$/4 days.

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

Anywhere you are, you can get learning about Digital Marketing from the beginning to the advanced level. Everything you need to get started you will find in Free Social Media Advertising Guide eBook.

⊕ Add Another Option

Headline (optional)

Get your free copy of the eBook today!

Destination

- (•) Website
- ( ) Facebook Event

Website URL Preview URL

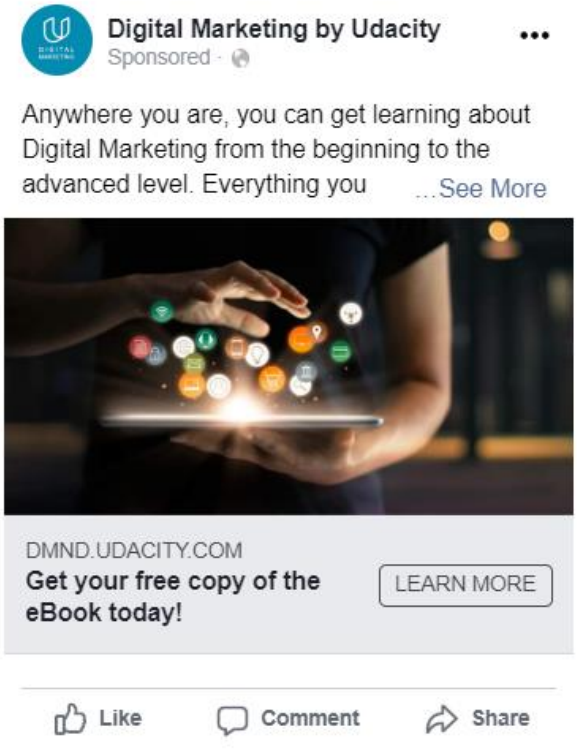
https://dmnd.udacity.com/ebook

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

Digital Marketing by Udacity
Sponsored
Anywhere you are, you can get learning about Digital Marketing from the beginning to the advanced level. Everything you
...See More
DIGITAL MARKETING
AD
DMND.UDACITY.COM
Get your free copy of the eBook today!
LEARN MORE
Like
Comment
Share

Digital Marketing by Udacity
Sponsored
Anywhere you are, you can get learning about Digital Marketing from the beginning to the advanced level. Everything you
...See More
DMND.UDACITY.COM
Get your free copy of the eBook today!
LEARN MORE
Like
Comment
Share


Digital Marketing by Udacity
Sponsored
Anywhere you are, you can get learning about Digital Marketing from the beginning to the advanced level. Everything you
...See More
DMND.UDACITY.COM
Get your free copy of the eBook today!
LEARN MORE
Like
Comment
Share

Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
Ad One	24	2,228	1,83$	43.93$
Ad Two	9	1,744	2.70$	24.30$
Ad Three	17	1,890	1.87$	31.77$
Overall	50	2,678	2.00$	100$

Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.
   a. Which ad performed best?

   The Ad #1 is the best performed.

   a. Was your campaign ROI positive? Please use this equation to calculate ROI:

   ROI = $15* 50 / $100 = 7.5

Campaign Evaluation: Recommendations

If you had additional budget, how would approach your next campaign?

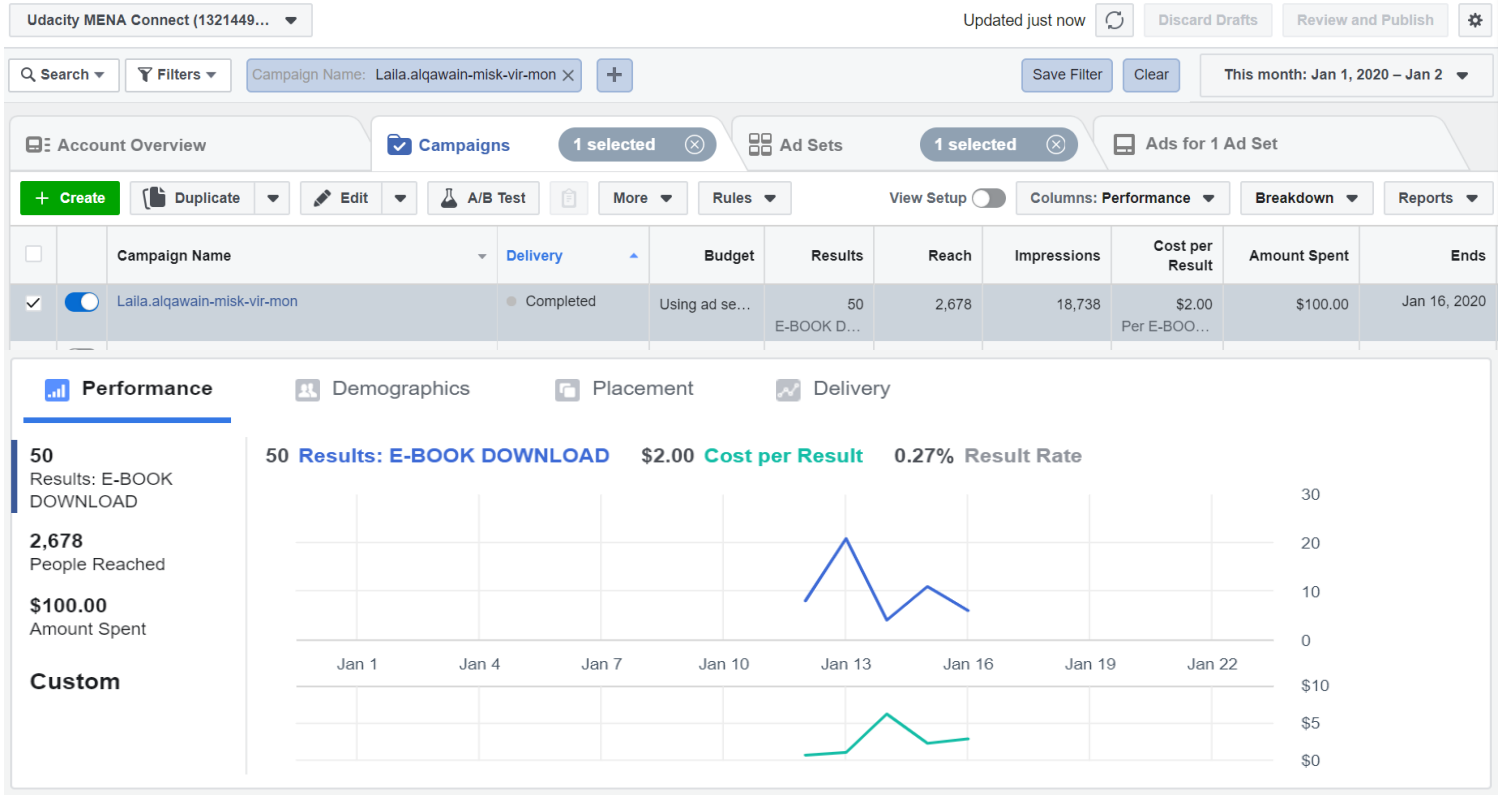
I will reactive the Ad #1 due to has the most result and Ad #2. I will stop Ad #3 because it cost the most cost and the lowest result.

Appendix

Screenshots for

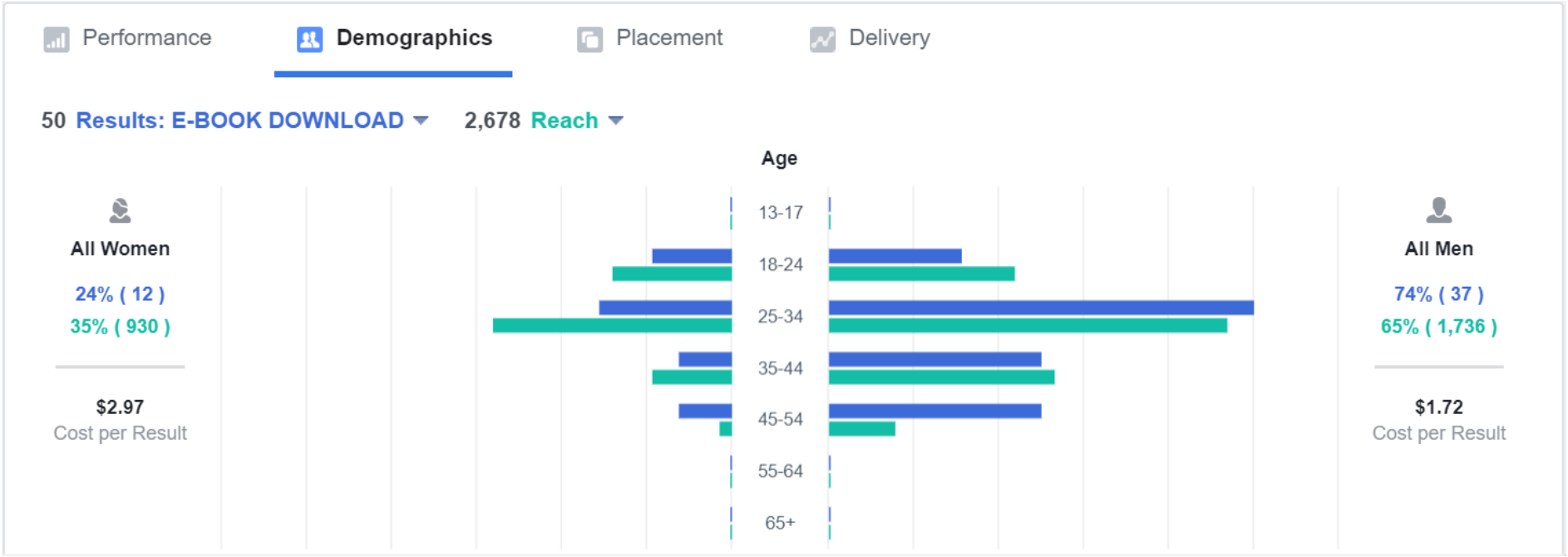
Reference

Campaign Results: Performance



DIGITAL MARKETING
NANODEGREE PROGRAM

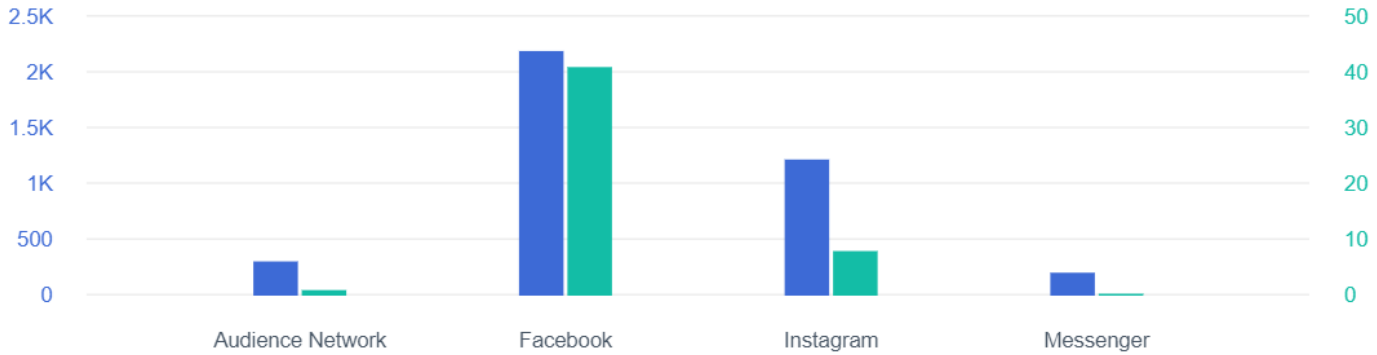
Campaign Results: Demographics



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

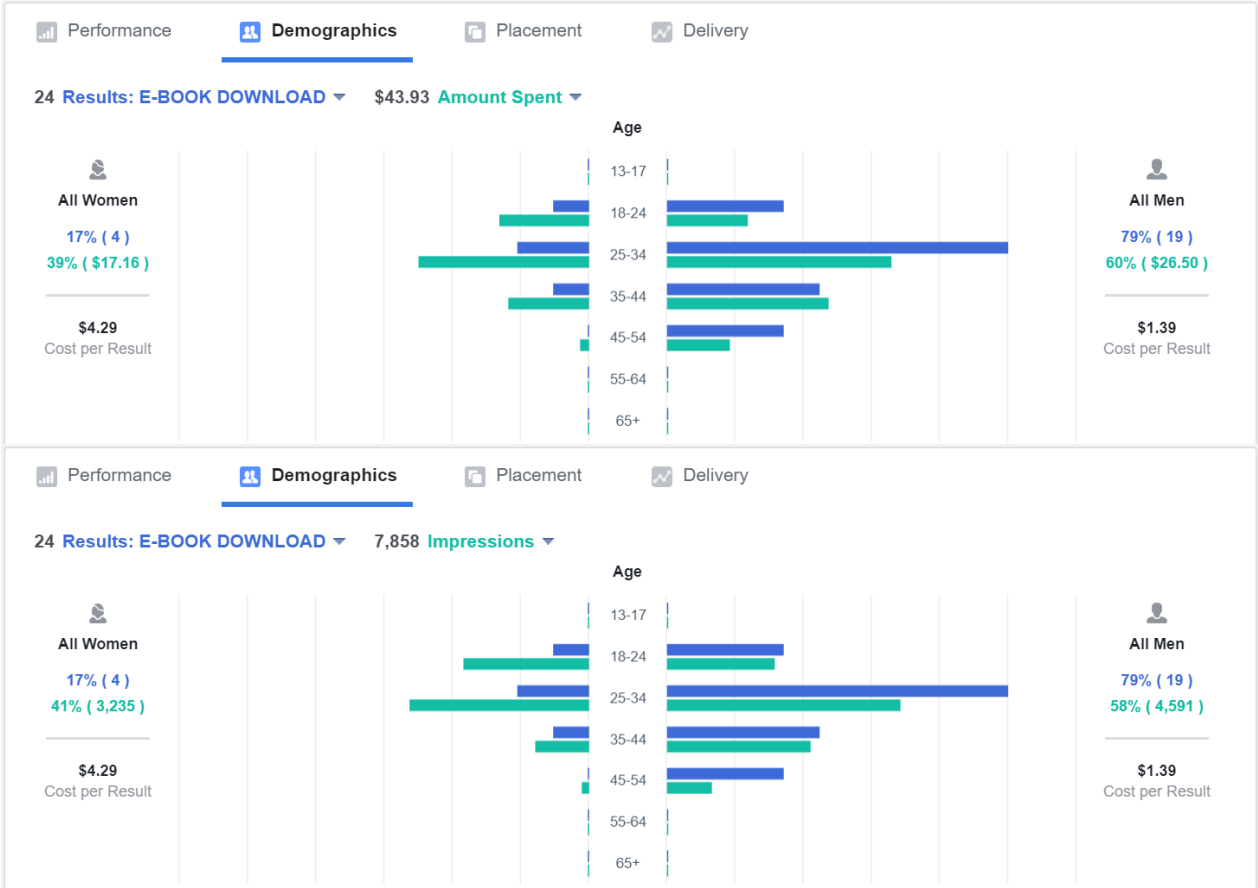
Ad Name	Delivery	Ad Set Name	Bid Strategy Ad Set	Budget Ad Set	Last Significant Edit	Results
Default name - Conversions	Completed	SA -18+ 0 active ads	Lowest cost Conversions	$100.00 Lifetime		24 E-BOOK D…
Default name - Conversions - Copy	Completed	SA -18+ 0 active ads	Lowest cost Conversions	$100.00 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…

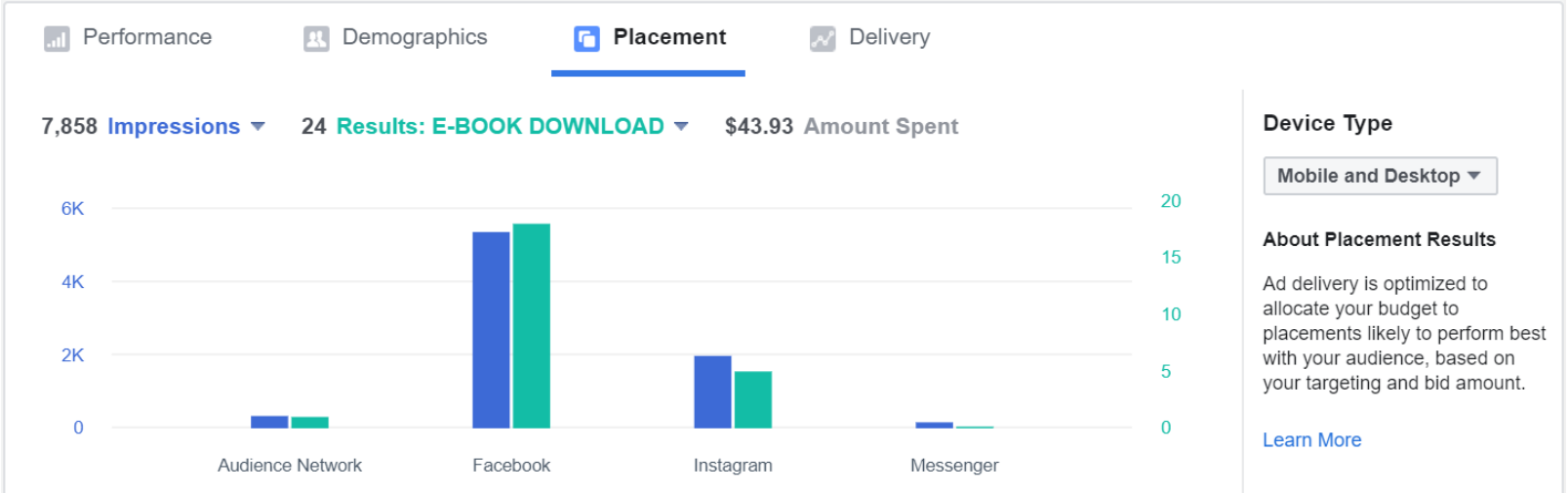
Ad Name	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di…	Engagement Rate Ranking Ad Relevance Di…	Conversion Rate Ranking Ad Relevance Di…	Amount Spent
Default name - Conversions	2,228	7,858	$1.83 Per E-BOO…	Below average Bottom 35% of ads	—	—	$43.93
Default name - Conversions - Copy	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-BOOK…				**$100.00** Total Spent

Ad Name	Engagement Rate Ranking Ad Relevance Di…	Conversion Rate Ranking Ad Relevance Di…	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

DIGITAL MARKETING
NANODEGREE PROGRAM

Ad Set Data: Demographics



DIGITAL MARKETING
NANODEGREE PROGRAM

Ad Set Data: Placement