Digital Marketing Nanodegree

Laila Hussain Alqawain

Project 5 - Part 2 Run an AdWords Campaign

Campaign Approach

Description, Marketing

Objective, and KPI

1. Approach Description

the campaign aims to capitalize on the potential of search engines to target the interested category, where text content and keywords are built according to the famous vocabulary used in a search in this area. Due to the intense demand in the recent period to learn this type of skill, especially in the countries of the developed world.

- **Course Name**: Front End Frameworks
- **Course Link**: https://www.udacity.com/course/front-end-frameworks--ud894
- **Target Location:** United Kingdom
- **Daily Budget:** $7
- **Total Budget:** $35
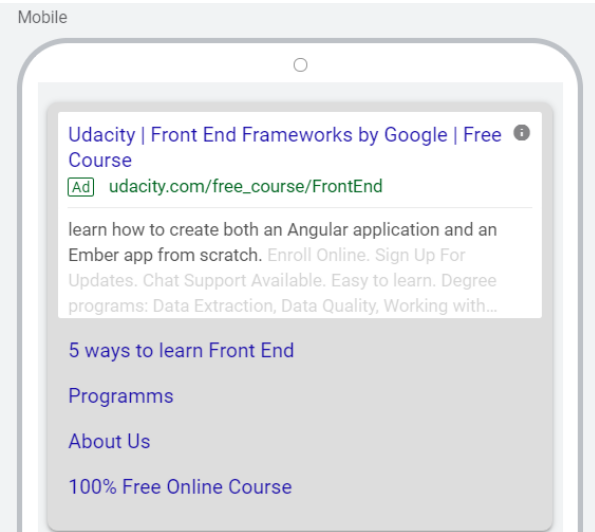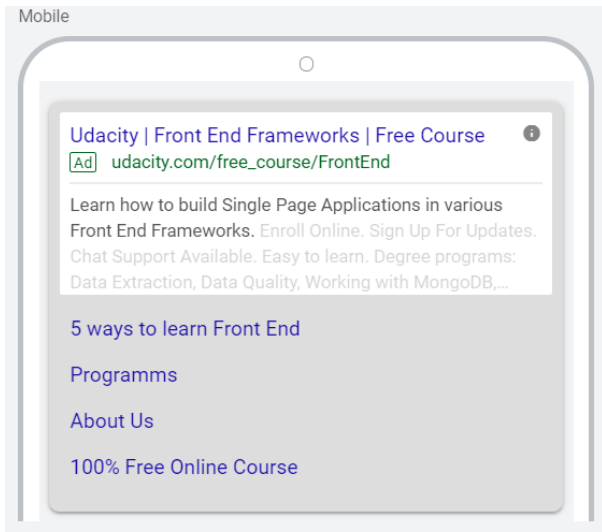- **Maximum Manual Bid per Keyword:** $3

2. Marketing Objective & KPI

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

To get 500 persons from the United Kingdom interested in this course with 7$ daily budget per day for 5 days.

What primary KPI are you going to track in your campaign?

The number of new persons who are from the United Kingdom and interested in this course
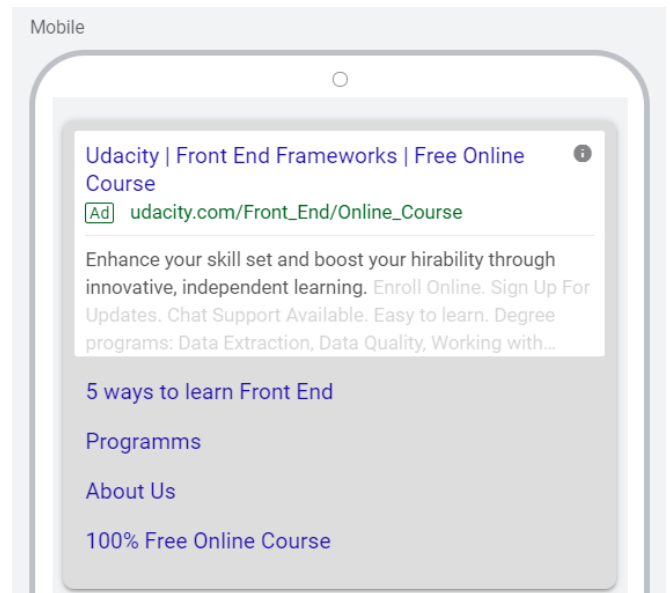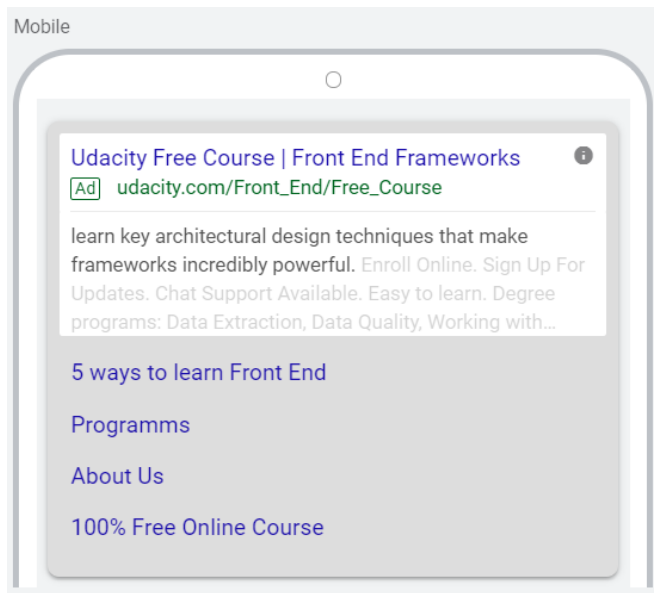
Ad Groups

Ads and Keywords

Ad Group #1: Front End Frameworks 1

Ads

Mobile

Udacity | Front End Frameworks | Free Course
Ad   udacity.com/free_course/FrontEnd

Learn how to build Single Page Applications in various
Front End Frameworks. Enroll Online. Sign Up For Updates.
Chat Support Available. Easy to learn. Degree programs:
Data Extraction, Data Quality, Working with MongoDB,...

5 ways to learn Front End

Programms

About Us

100% Free Online Course

Mobile

Udacity | Front End Frameworks by Google | Free
Course
Ad   udacity.com/free_course/FrontEnd

learn how to create both an Angular application and an
Ember app from scratch. Enroll Online. Sign Up For
Updates. Chat Support Available. Easy to learn. Degree
programs: Data Extraction, Data Quality, Working with...

5 ways to learn Front End

Programms

About Us

100% Free Online Course

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

Mobile

Udacity Free Course | Front End Frameworks
Ad udacity.com/Front_End/Free_Course

learn key architectural design techniques that make frameworks incredibly powerful. Enroll Online. Sign Up For Updates. Chat Support Available. Easy to learn. Degree programs: Data Extraction, Data Quality, Working with...

5 ways to learn Front End

Programms

About Us

100% Free Online Course

Mobile

Udacity | Front End Frameworks | Free Online Course
Ad udacity.com/Front_End/Online_Course

Enhance your skill set and boost your hirability through innovative, independent learning. Enroll Online. Sign Up For Updates. Chat Support Available. Easy to learn. Degree programs: Data Extraction, Data Quality, Working with...

5 ways to learn Front End

Programms

About Us

100% Free Online Course

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

Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results
(Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Front End Frameworks # 1	$3.0	20	2	10.00%	$1.88	0.00	0.00%	$0.00	$3.76
Front End Frameworks # 2	$3.0	203	16	7.88%	$1.95	0.00	0.00%	$0.00	$31.20
Total		**223**	**18**	**8.07%**	**$1.94**	**0.00**	**0.00%**	**0.00**	**$34.96**

Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	2	10.00%	$1.88	0.00	0.00%	$0.00
Ad Group 1, Ad 2	0	-	$0.00	0.00	0.00%	$0.00
Ad Group 2, Ad 1	16	8.16%	$1.95	0.00	0.00%	$0.00
Ad Group 2, Ad 2	0	0.00%	-	0.00	0.00%	$0.00

Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
free course online	15	7.54%	$2.08	0.00	$0.00	0.00%
free course online	2	40.00%	$1.88	0.00	$0.00	0.00%
udacity free course online	1	50.00%	$0.06	0.00	$0.00	0.00%

Campaign Evaluation
Evaluate how successful your campaign was, given what your Marketing Objective has been.

- Did your campaign result in a positive ROI? *From the result above, ROI=0 due to conversions is 0 so even ROI is positive and lower the 7$ but doesn't make sense.*
- Was the conversion rate higher or lower than expected? *The conversion was very lower than expected. It was 0.00*
- How much did you have to spend per click? How close did you get to your max. CPC bid? *The total of Avg. of CPC was $1.94, and it is lower than $3.00.*
- Which ad group, ads and keywords led to the highest click through and conversion rates and why might that have been the case? *The Ad Group #2 Front End Frameworks # 2 with the highest number of clicks even although both ad groups didn't lead any conversions.*
- Looking at the cost per click and the average position of your ad groups, can you infer which kind of keywords are subject to higher competition in AdWords? *The keyword free course online in Ad group #2 had the highest number of Avg. CPC which was $2.08.*
- Which keywords performed best for you and why might that have been the case? *The keyword free course online had the best performance and it had led 15 clicks which is the highest number of clicks among all keywords.*

DIGITAL MARKETING
NANODEGREE PROGRAM

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.*

Appendix

Screenshots for Reference
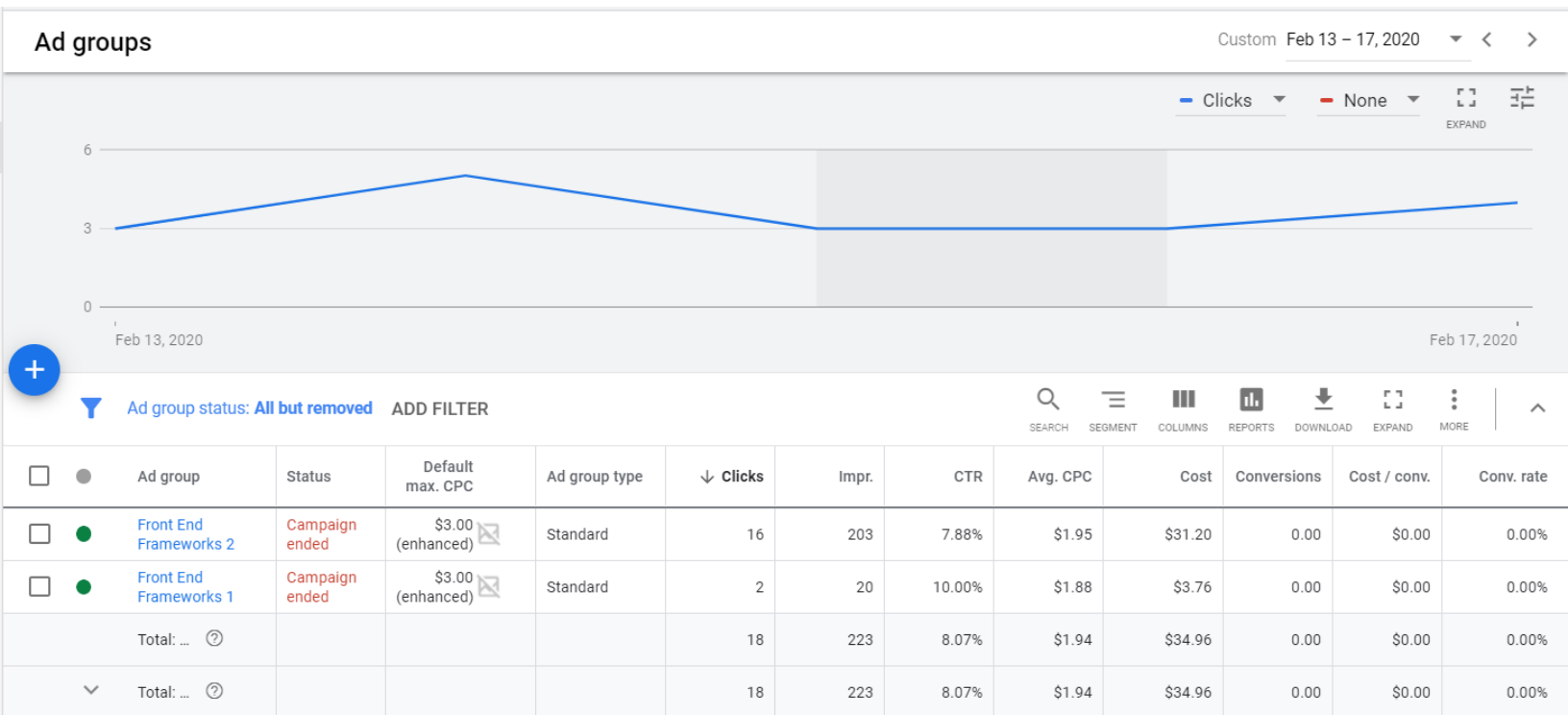
Example:
Ad Groups

Example:
Ads

		Ad	Ad group	Status	Ad type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●	Udacity Free Course | Front End Frameworks udacity.com/Front_End/Free_Course learn key architectural design techniques that make frameworks incredibly powerful.	Front End Frameworks 2	Campaign ended	Expanded text ad	16	196	8.16%	$1.95	$31.20	0.00	$0.00	0.00%
☐	●	Udacity | Front End Frameworks | Free Course udacity.com/free_course/FrontEnd Learn how to build Single Page Applications in various Front End Frameworks.	Front End Frameworks 1	Campaign ended	Expanded text ad	2	20	10.00%	$1.88	$3.76	0.00	$0.00	0.00%
☐	●	Udacity | Front End Frameworks by Google | Free Course udacity.com/free_course/FrontEnd learn how to create both an Angular application and an Ember app from scratch.	Front End Frameworks 1	Campaign ended Approved (limited): Trademarks in ad text	Expanded text ad	0	0	–	–	$0.00	0.00	$0.00	0.00%
☐	●	Udacity | Front End Frameworks | Free Online Course udacity.com/Front_End/Online_Course Enhance your skill set and boost your hirability through innovative, independent learning.	Front End Frameworks 2	Campaign ended	Expanded text ad	0	7	0.00%	–	$0.00	0.00	$0.00	0.00%
		Total: All but removed ads ⑦				18	223	8.07%	$1.94	$34.96	0.00	$0.00	0.00%
⌄		Total: Campaign ⑦				18	223	8.07%	$1.94	$34.96	0.00	$0.00	0.00%

Example:
Keywords

		Keyword	Ad group	Status	Max. CPC		Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●	free course online	Front End Frameworks 2	Campaign ended	$3.00 (enhanced	✉	Eligible	—	15	199	7.54%	$2.08	$31.14	0.00	$0.00	0.00%
☐	●	free course online	Front End Frameworks 1	Campaign ended	$3.00 (enhanced	✉	Eligible	—	2	5	40.00%	$1.88	$3.76	0.00	$0.00	0.00%
☐	●	udacity free course online	Front End Frameworks 2	Campaign ended	$3.00 (enhanced	✉	Eligible	—	1	2	50.00%	$0.06	$0.06	0.00	$0.00	0.00%