



CAMPAIGN APPROACH

I designed an approach to generate new leads for Udacity's Enterprise Training program by targeting professionals interested in digital marketing on Facebook, Instagram, and LinkedIn. Since professionals most often use Facebook for business profiles, LinkedIn for professional networking, and Instagram for targeted ads, I believed these would be the best platforms most likely to increase conversions for the program.

TARGET PERSONA

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Male• Mid-thirties• Started a small tech startup, Apricot, right out of college• As owner, manages a business of 25 employees, including IT Engineers	<ul style="list-style-type: none">• Todd Jacobson 	<ul style="list-style-type: none">• Affordable options for to outsource professional development opportunities for his business• Working with a limited budget, Todd needs a program that demonstrates the most bang for his buck
Hobbies ¹	Goals	Barriers
<ul style="list-style-type: none">• Watching TV• Heading to a local brewery with friends• Playing pick-up basketball on the weekends	<ul style="list-style-type: none">• To grow Apricot in size to 100 employees by 2025• In order to diversify his business's portfolio, Todd must attract talent for an array of different technical backgrounds and skills• Todd wants to grow the competencies offered by Apricot's current and future employees	<ul style="list-style-type: none">• Works with a small and limited budget for professional development benefits• Is unable to predict the trajectory of his business and is uncertain about the future of the company as he pushes for exponential growth in the next five years

¹ Leveraged data from the U.S. Bureau of Labor Statistics' Average Time Use Study (2018), which identified average hours spent on leisure activities on weekend and weekdays among males. <https://www.bls.gov/charts/american-time-use/activity-leisure-by-sex.htm>

The background is a light gray with faint, hand-drawn line art illustrations of various objects. In the top left, there's a portion of a computer keyboard and a USB drive. In the top right, a pen lies next to a notepad with a simple sketch of a face. On the right side, a smartphone is depicted. In the bottom left, there's a cup of coffee on a saucer with a spoon nearby, and a pair of glasses. In the bottom right, a pair of earbuds with a coiled cable is shown. A small, square sticky note is also visible near the bottom center.

MARKETING OBJECTIVE

To generate 75 new leads for the Enterprise training program between January 28, 2020 - February 2, 2020.



KPI

I tracked the number of new leads (as identified by the number of individuals who filled out contact forms on the Enterprise landing page) as the key performance indicator.



CAMPAIGN SCREENSHOTS

CAMPAIGN & AD SET: SAMPLE

Review Before Confirming

You can review what you've confirmed later in Ads Manager.

DRAFT CAMPAIGN

Campaign Name

MeaWiJan-20

Campaign Objective

Conversions

Create New Ad Set ▼

Ad Set Name

US - 30-39, Digital Marketing, Business O...

Targeting

Location: United States

Excluded Connections: Exclude people who like Digital Marketing by Udacity

Age: 30 - 39

Language: English (US)

People Who Match: Interests: Digital marketing, Job title: Business Owner

Detailed Targeting Expansion: On

Less ▲

Ad Placement

Facebook Feeds, Facebook Instant Articles, Facebook In-Stream Videos, Facebook Right Column, Facebook Video Feeds, Facebook Marketplace, Facebook Stories, Facebook Search Results, Instagram Feed, Instagram Stories, Instagram Explore, Audience Network Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos, Messenger Inbox and Messenger Stories

Close

Confirm

AD SUMMARY: SAMPLE

Review Before Confirming



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Ad Placement

People Who Match: Interests: Digital marketing, Job title: Business Owner
Detailed Targeting Expansion: On
[Less](#) ▲

Facebook Feeds, Facebook Instant Articles, Facebook In-Stream Videos, Facebook Right Column, Facebook Video Feeds, Facebook Marketplace, Facebook Stories, Facebook Search Results, Instagram Feed, Instagram Stories, Instagram Explore, Audience Network Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos, Messenger Inbox and Messenger Stories

Budget & Schedule

\$100.00 Lifetime | Feb 4, 2020 - Feb 9, 2020

Create New Ad ▼

Ad Name

MeaWilJan-20

Text

Employee training and professional development opportunities are central to your organization's growth and success. Invest in your company's future today with Udacity's Digital Marketing Nanodegree (DMND) program.

Images



These images will appear in a carousel ad.

Close

Confirm

AD IMAGES: SAMPLES

- **Digital Marketing by Udacity**
Sponsored · 🌐

Employee training and professional development opportunities are central to your organization's growth and success. Invest in your company's future today with Udacity's Digital Marketing Nanodegree (DMND) program.



Invest in Your Company's Future Today
Udacity's DMND program offers o...

[Learn More](#)

👍 Like 💬 Comment ➦ Share



KEY RESULTS

CAMPAIGN	RESULTS	REACH	COST	AMOUNT SPENT
AD ONE	150 new leads	15,581	\$0.64 cost per result	\$95.44
OVERALL	150 new leads	15,587	\$0.64 cost per result	\$95.44



CAMPAIGN EVALUATION

The campaign's ROI was positive, with the ROI for Corporate Training amounting to 236 ($\$150 \times 150$ new leads)/\$95.44 spent. Additionally, the campaign was successful in surpassing the marketing objective goal of 75 new leads by double.



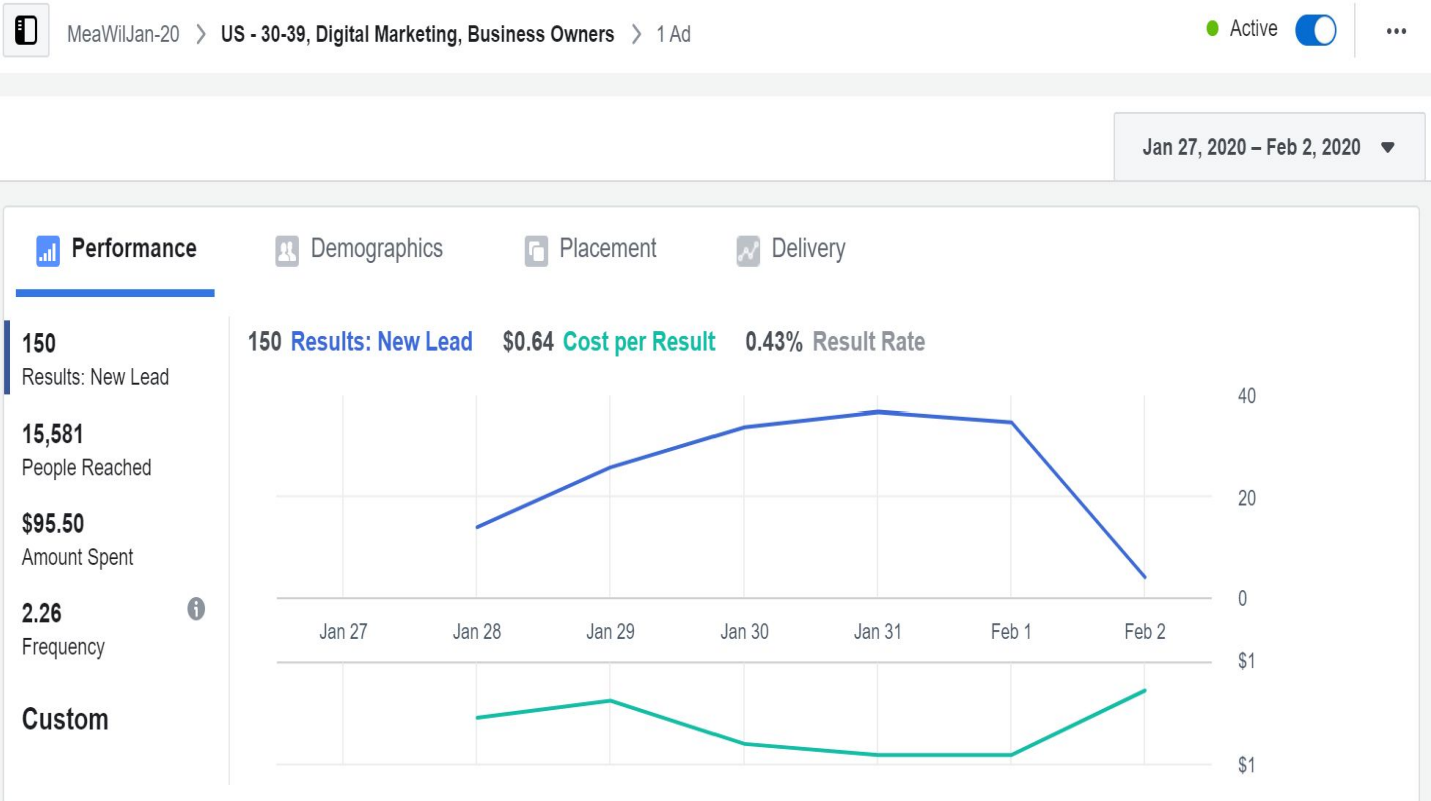
CAMPAIGN EVALUATION: RECOMMENDATIONS

Given the success of the campaign, my only recommendations to enhance the campaign with an increased budget would be to roll out changes with wording and ad copy with A/B testing to increase representation among women - as only 35% of leads were female, compared to 65% leads that were male.

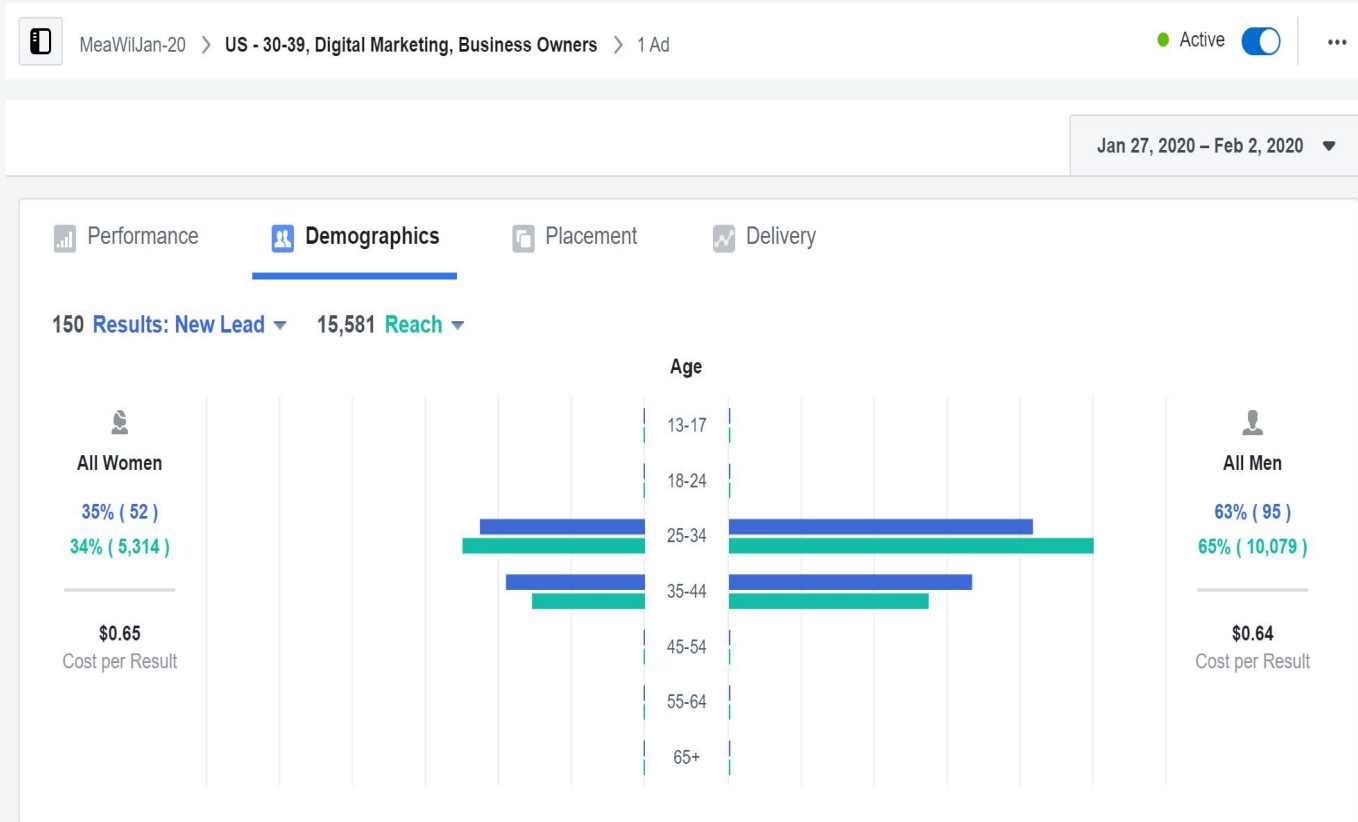
APPENDIX

SCREENSHOTS FOR REFERENCE

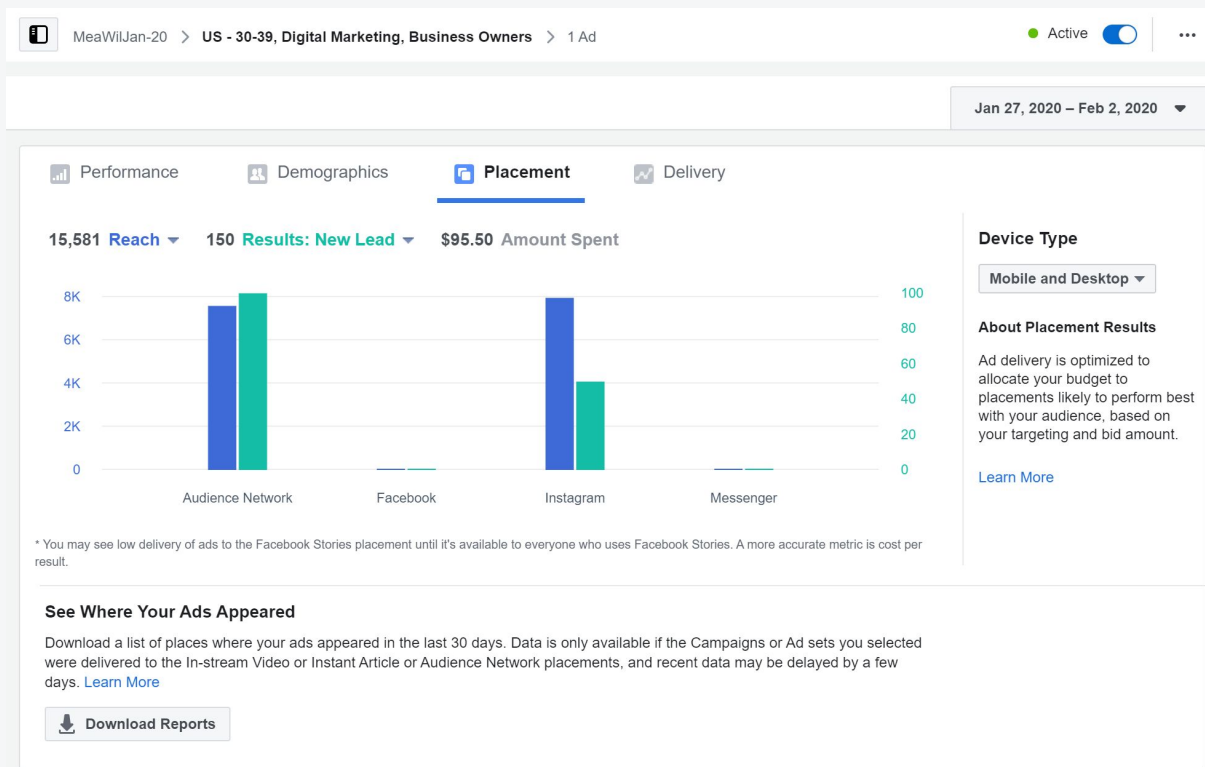
CAMPAIGN RESULTS: PERFORMANCE



CAMPAIGN RESULTS: DEMOGRAPHICS



CAMPAIGN RESULTS: PLACEMENT



AD SET DATA: PERFORMANCE

Jan 27, 2020 – Feb 2, 2020 ▼



Performance



Demographics



Placement



Delivery

150

Results: New Lead

15,587

People Reached

\$95.44

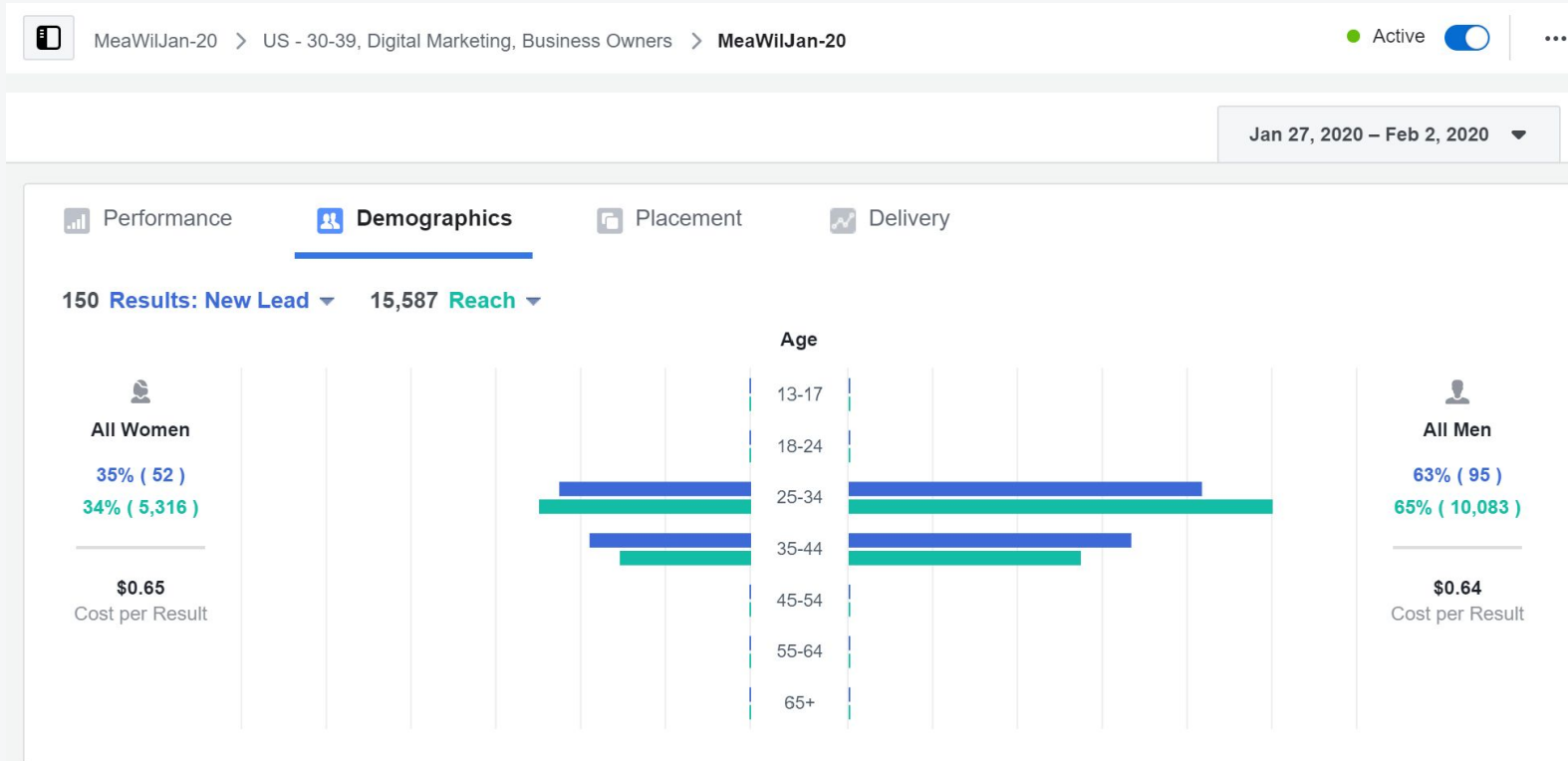
Amount Spent

Custom

150 Results: New Lead \$0.64 Cost per Result 0.43% Result Rate



AD SET DATA: DEMOGRAPHICS



AD SET DATA: PLACEMENT

