



PORTFOLIO

Final Project for Udacity Digital Marketing Nanodegree

01 Customer Journey Based Marketing Plan





What Your Offer

Marketing Objective: Corporate Training

To accrue 100 enrollments to the Udacity Enterprise Corporate Training program and generate a positive ROI on marketing campaigns, using a total budget of \$100,000, by the end of the quarter.

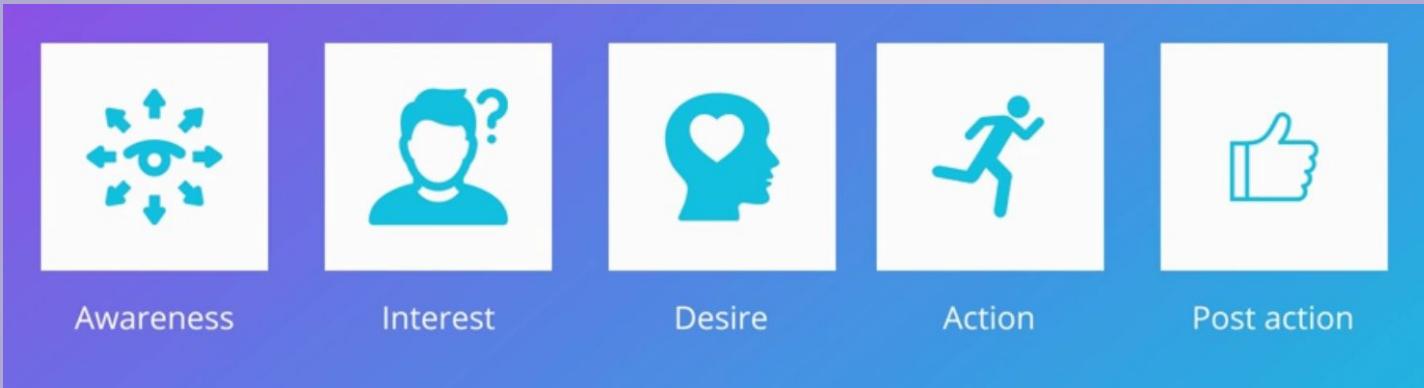


Who Are Our Customers?

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

Phases of the Customer Journey



When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	<ul style="list-style-type: none">-establish Udacity brand and its mission-educate on components of Corporate Training Program	<ul style="list-style-type: none">-provide details on Udacity Corporate Training program	<ul style="list-style-type: none">-outline Udacity's value proposition against similar competitors	<ul style="list-style-type: none">-outline price and discount options for program-show appreciation for customer taking action (e.g., signing up for newsletter, filling contact form)	<ul style="list-style-type: none">-Send 'Thank You!' note upon enrolling in Corporate Training
Channel	<ul style="list-style-type: none">- content marketing (e.g. blog)- Informative landing page- Social media-infographic-display and video ads	<ul style="list-style-type: none">-AdWords search campaign-informative landing page-social media-display and video ads	<ul style="list-style-type: none">-Case studies of successful alum in content marketing campaigns-social media-display and video ads	<ul style="list-style-type: none">-informative landing page-email marketing campaign	<ul style="list-style-type: none">-email

2. Budget Allocation

Corporate Training.

Budget Allocation

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$0	\$6.00	0	0.02%	0
AdWords Search	\$8,000	\$3.00	2,667	0.02%	1
Display	\$0	\$12.00	0	0.02%	0
Video	\$0	\$10.00	0	0.02%	0
Total Spend	\$8,000	Total # Visitors	2,667	Number of new Students	1

Intent: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$10,000	\$6.00	1,667	0.08%	1
AdWords Search	\$23,000	\$3.00	7,667	0.08%	6
Display	\$0	\$12.00	0	0.08%	0
Video	\$6,000	\$10.00	600	0.08%	0
Total Spend	\$39,000	Total # Visitors	9,934	Number of new Students	7

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$15,000	\$5.00	3,000	0.5%	15
AdWords Search	\$12,000	\$4.00	3,000	0.5%	15
Display	\$0	\$15.00	0	0.5%	0
Video	\$26,000	\$12.00	2,167	0.5%	11
Total Spend	\$53,000	Total # Visitors	8,167	Number of new Students	41

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$8,000	2,667	1	\$3,000	\$3,000	-\$5,000
Intent	\$39,000	9,934	7	\$3,000	\$21,000	-\$17,000
Desire	\$53,000	8,167	41	\$3,000	\$123,000	\$70,000
Total	\$100,000	20,768	49		\$147,000	\$48,000

3. Showcase Work

Market Your Content



Strategy

I targeted HR and business professionals making decisions on professional development opportunities by creating a blog post that reflects on my own experiences in using the Udacity Digital Marketing Nanodegree and highlighting the importance of prioritizing opportunities for employee growth.

I used the SCQA framework to introduce my own situation, presenting the challenge in finding opportunities for professional development, posing the question to organizations, and supplying key observations to address the challenge.

Blog Post

I explored my experiences in moving away from management consulting into attempting to break into the digital marketing world in this self-reflective blog post aimed to encourage other businesses in prioritizing employee growth.



The full post can be found here: <http://bit.ly/2TSndHV>.

LinkedIn

Explanation: LinkedIn is a great way to drive traffic to the original post on Medium. It also is appealing in its ability to reach industry leaders in digital marketing, who also may relate to the story, as well as inspire others. I also wanted to create a post that increases the likelihood of engagement by commenting and sharing to professionals' networks.

"I've always wondered why more companies don't prioritize speaking to professional development or training opportunities for their employees as part of their benefits packages. Take a look at a recent blog I wrote on this, based on my experiences that led me to enroll in Udacity's Digital Marketing Nanodegree program.

See the blog post [here](#)



Do you think your company promotes employee training opportunities as much as it could?"



Facebook

Explanation: Facebook is a great medium to reach not only my personal network but also to reach target personas who run company pages on Facebook. Facebook is a more personal and self-reflective social media channel than other professional networks, like LinkedIn, so this personal blog post may better speak to audiences on Facebook.

"Hey guys!

Recently thought to write a blog post summarizing some of my experiences in pursuing professional development training with the Udacity Digital Marketing Nanodegree program and thought I'd share them with you.

Check out my latest blog post [here](#).



What do you think, do organizations promote training opportunities enough for their employees?"

Twitter

Explanation: Twitter is known for its short-form content to quickly grab users' interests. In order to generate more views and engagement on the original Medium blog post, I chose to generate a short blurb on the importance for businesses to incorporate training opportunities and included relevant hashtags to increase visibility of the post.



Run a Facebook Campaign

Campaign & Ad Set: Sample

Review Before Confirming ×

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

DRAFT CAMPAIGN

Campaign Name

Campaign Objective

Create New Ad Set ▾

Ad Set Name

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

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

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

Budget & Schedule \$100.00 Lifetime | Feb 4, 2020 - Feb 9, 2020

[Create New Ad ▾](#)

Ad Name MeaWiJan-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

1. Digital Marketing by Udacity

Sponsored · 1

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](#)

2.

Digital Marketing by Udacity

Sponsored · 1

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

[Learn More](#)



[Like](#)



[Comment](#)



[Share](#)

3.

Digital Marketing by Udacity

Sponsored · 1

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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

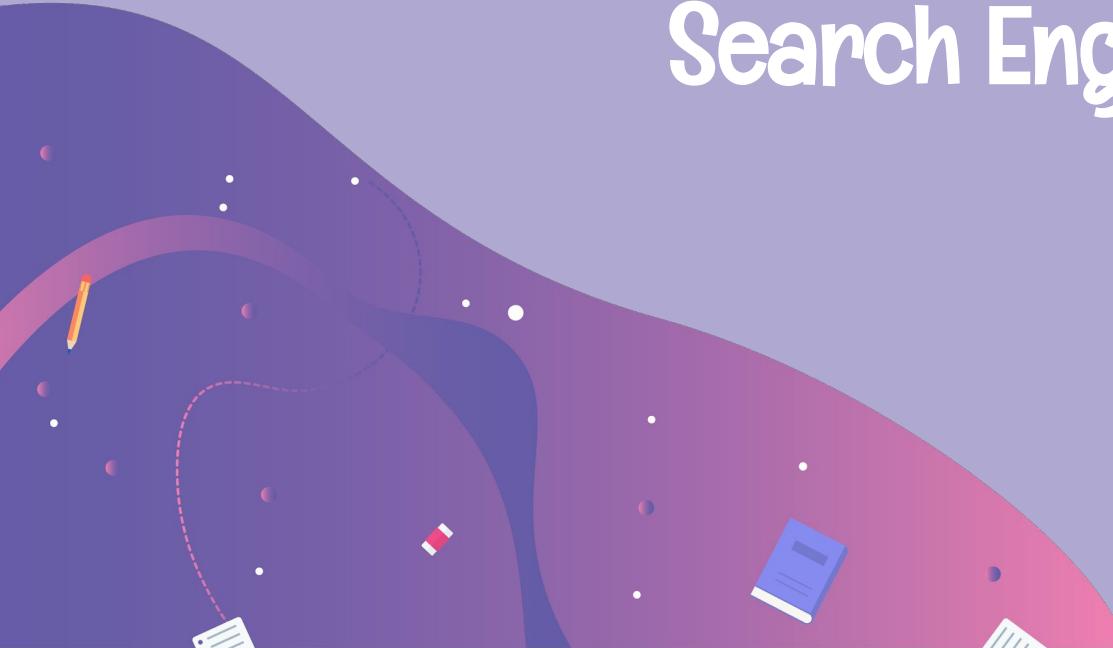
Campaign Evaluation

The campaign's ROI was positive, with the ROI for Corporate Training amounting to $236 (\$150 * 150 \text{ 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.

Search Engine Optimization (SEO) Audit



KEYWORDS

	Head Keywords	Tail Keywords
1	Digital marketing	Udacity digital marketing nanodegree
2	Digital marketing course	Udacity nanodegree certification
3	Digital marketing jobs	Best online digital marketing courses
4	Marketing courses	Best digital marketing courses 2019
5	Udacity nanodegree	Learn digital marketing online

KEYWORDS AUDIT



Head

The head keyword with the greatest potential to drive new users to Udacity's site is "**digital marketing**". The keyword is searched between **30,300-70,800 users** on a monthly basis, according to Moz. While the priority score for "digital marketing" is **71**, which is slightly lower than Moz's ideal score of **80+**, this is among the top-ranking relevant terms.



Tail

The long tail keyword with the greatest potential to drive users to Udacity's site is "**Udacity digital marketing**." The phrase is searched by at least **101 to 200 users per month**, according to Moz. While the priority score for this phrase is slightly lower than "best online digital marketing courses" (48 vs. 50), this phrase is more likely to direct users to Udacity over its competitors.

TECHNICAL AUDIT: METADATA

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

Current		Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Udacity Digital Marketing Nanodegree
Meta-Description	"Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing."	"Advance your career by running cutting-edge live digital marketing campaigns alongside self-paced courses taught by experts in the field."
Alt-Tag	<pre></pre>	<pre></pre>

SUGGESTED BLOG TOPICS



Topic 1: Program Review

A blog post from a Udacity DMND graduate about their experiences with Udacity's nanodegree program, especially if they view it as one of the best online courses for digital marketing, could attract users to Udacity's site. Testimonials are often viewed as one of the most effective strategies for attracting organic traffic to the site through word-of-mouth. If the student can highlight successful outcomes directly correlated with enrolling in Udacity's DMND program (e.g., job offer, promotion), this can generate interest that leads to conversions later on.



Topic 2: Career Pivot

Another effective blog topic that may generate traffic to Udacity's DMND program site is a personal reflection on an individual's career pivot or switch. Udacity presents a great option for those looking to advance within their own companies or enter an entirely new industry. As Udacity provides online learning with the unique ability to showcase learning with professional portfolios, this could be a great opportunity to showcase DMND and the importance of having a portfolio of work during career changes.



Topic 3: Small Business Case Study

Given the target persona for this campaign, a blog post from a small or medium business owner who used Udacity or similar training for professional development of their employees is an attractive blog post option. This topic will generate interest from the B2B audience and highlights the benefits of using a training program, aimed at learning digital marketing online, to advance company growth and capabilities in an organic way.

TECHNICAL AUDIT: BACKLINK AUDIT

	Backlink	Domain Authority (DA)
1	http://www.nytimes.com/2013/12/11/us/after-setbacks-online-courses-are-rethought.html	95
2	http://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html	95
3	http://github.com/ZuzooVn/machine-learning-for-software-engineers	97

LINK-BUILDING

Site Name	Robert Half	Marketing Edge	Careers.org
Site URL	http://www.roberthalf.com/blog/job-market/10-great-career-resources-you-may-not-know-about	https://www.marketingedge.org/student/student-programs/career-forums/	http://www.careers.org/
Organic Search Traffic	2.4 million monthly visitors	222 monthly visitors	46,600 monthly visitors

PAGE INDEX

Dashboard > Domain Analytics > Backlink Analytics

Link building ideas User manual Send feedback PDF

Backlinks: dmnd.udacity.com

Report Scope: Subdomain

Overview Backlinks Anchors Referring Domains Referring IPs Indexed Pages Competitors More

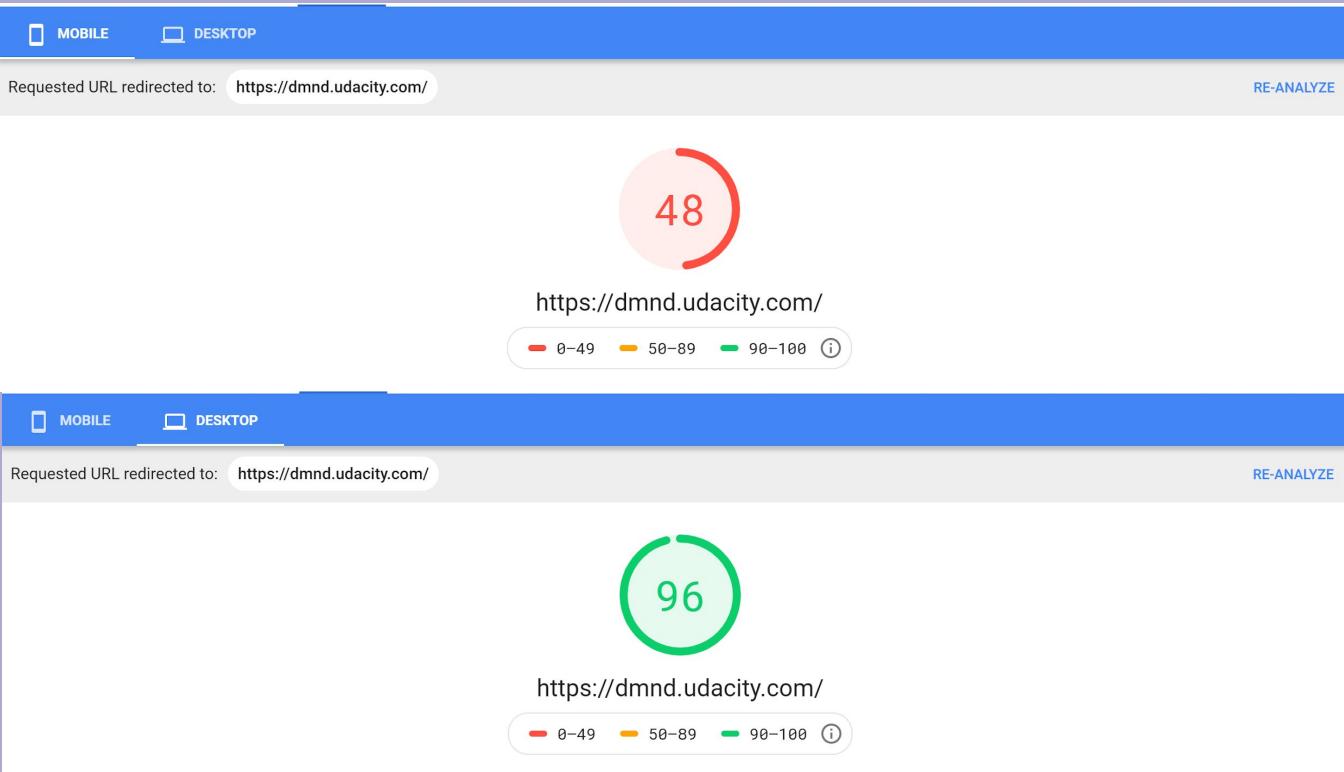
Indexed Pages 1 - 13 (13)

Title and URL	Backlinks	Domains	External Links	Internal Links	Last Seen
http://dmnd.udacity.com/	3	3	0	0	1 Jan'20
http://dmnd.udacity.com/ebook	3	2	0	0	19 d ago
Udacity Digital Marketing Nanodegree Program Website https://dmnd.udacity.com/	8	2	4	0	20 d ago
http://dmnd.udacity.com/ebook?fbclid=IwAR1Wg9KZoIRG-wlffoxfKRasUrahst...	3	2	0	0	11 d ago
http://dmnd.udacity.com/ebook_br	7	2	0	0	4 Jan'20
http://dmnd.udacity.com/corporate-training	2	1	0	0	16 Dec'19
http://dmnd.udacity.com/privacy-policy	0	0	0	0	23 d ago
http://dmnd.udacity.com/br	0	0	0	0	12 d ago
Free Social Media Advertising Guide https://dmnd.udacity.com/ebook_thanks	0	0	1	1	20 d ago
Free Social Media Advertising Guide https://dmnd.udacity.com/ebook?fbclid=IwAR1Wg9KZoIRG-wlffoxfKRasUrahst...	0	0	2	2	11 d ago

According to SEMRush, the DMND program website has 13 indexed pages.

This is critical because the higher the number of indexed pages, the more likely it is that the DMND program website will show higher in Google search results, likely resulting in driving traffic.

PAGE SPEED



The DMND program website speed is excellent on desktop (96) but slow on mobile (48).

This is critical because slow page speeds can deter mobile users from using the site.

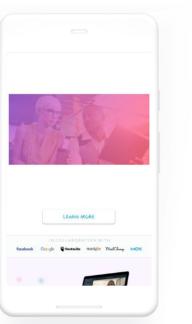
MOBILE-FRIENDLY EVALUATION

Your results for dmnd.udacity.com ⓘ

Your mobile page speed is 3.4 seconds on a 4G+ connection.

RATING
Slow

Slow pages start to load in over 2.5 seconds.



Tested on: Feb 5, 2020 at 9:48 AM

Page is mobile friendly

This page is easy to use on a mobile device



Similar to the results seen in the Page Speed tests, the DMND program site does not run at an optimal rate on mobile.

The slow mobile page speeds (for both 3G and 4G) are likely to deter mobile users from accessing DMND's website. However, aside from speed, the site appears to run optimally on mobile devices.

RECOMMENDATIONS

Recommendation #1



- The DMND website needs to improve its page speed on mobile devices. The current slow rates might deter mobile users from accessing the site, which serves as a barrier to traffic goals.

Recommendation #2



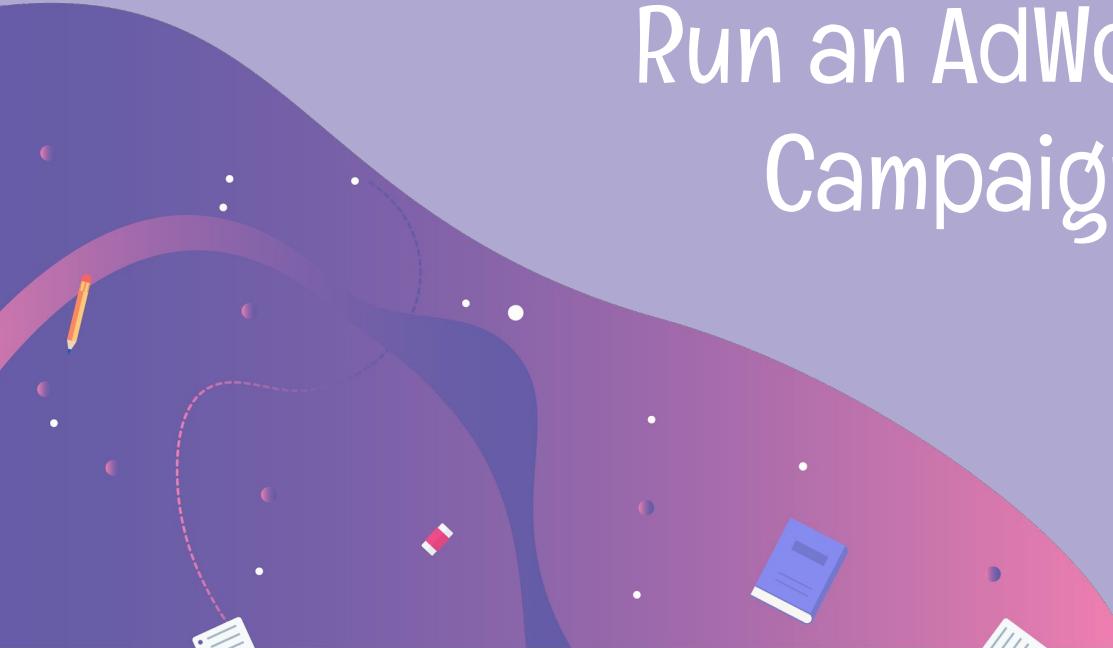
- DMND's website metadata, including title, anchor, and alt tags should be rewritten to be more descriptive and concise. This will improve the likelihood that search engines will rank the site higher in its results pages.

Recommendation #3

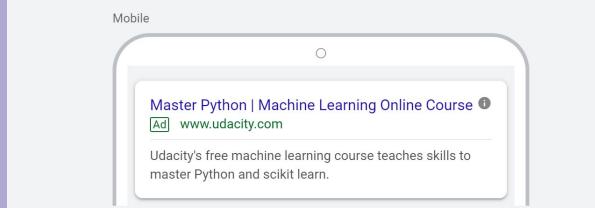
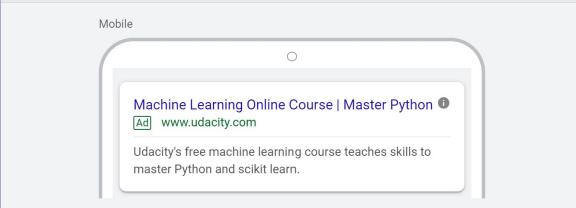


- Prospective sites identified in the link-building campaign should be contacted to expand the Udacity website's potential traffic.

Run an AdWords Campaign



Ad Group #1

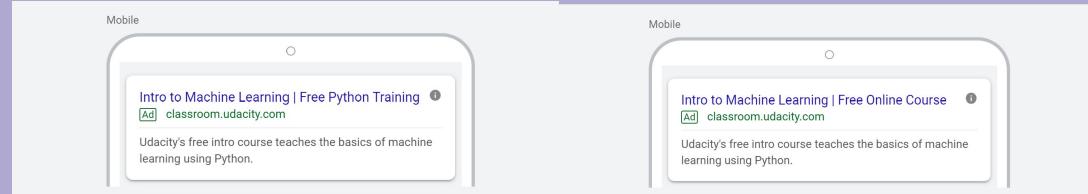


Keyword List:

- Udacity machine learning
- machine learning
- python training
- learn python
- python course
- python programming course
- learn python programming
- best way to learn python

- python online training
- free python training
- learn to code python
- python courses online
- learn machine learning online
- machine learning algorithms
- machine learning online course
- deep learning tutorial
- python online tutorial
- learn python online
- linear regression in python
- learn pytorch

Ad Group #2



Keyword List:

- computer programming
- computer programming degree
- computer programming jobs
- learn machine learning
- machine learning courses
- online machine learning
- machine learning basics
- introduction to machine learning
- machine learning online course
- machine learning for dummies
- introduction to machine learning with python

- machine learning introduction
- best machine learning course
- online learning machine learning
- intro to machine learning
- career in machine learning
- career as data analyst
- machine learning training
- introduction to python
- machine learning algorithms for beginners
- career as programmer
- udacity machine learning
- Udacity machine learning

Example: Ad Groups

The screenshot displays a digital marketing dashboard interface for managing ad groups. At the top, there's a search bar and various navigation buttons: SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, EXPAND, and MORE. Below the header, a message indicates "Ad group status: All but removed" and provides an "ADD FILTER" option.

The main content area is a table listing ad groups. The columns include: Ad group (checkbox), Status, Default max. CPC, Ad group type, Clicks, ↑ Impr. (Impressions), CTR, Avg. CPC, Cost, Conversions, Cost / conv., and Conv. rate.

Two specific ad groups are listed:

- Ad group 1 (Career Advancers)**: Campaign paused, Standard type, \$3.00 (enhanced) CPC, 15 clicks, 705 impressions, 2.13% CTR, \$1.32 Avg. CPC, \$19.81 Cost, 0.00 Conversions, \$0.00 Cost / conv., 0.00% Conv. rate.
- Ad group 2 (Career Switchers)**: Campaign paused, Standard type, \$3.00 (enhanced) CPC, 35 clicks, 1,164 impressions, 3.01% CTR, \$1.19 Avg. CPC, \$41.61 Cost, 0.00 Conversions, \$0.00 Cost / conv., 0.00% Conv. rate.

Below these rows are summary rows:

- Total: ... (with a question mark icon) showing 50 clicks, 1,869 impressions, 2.68% CTR, \$1.23 Avg. CPC, \$61.42 Cost, 0.00 Conversions, \$0.00 Cost / conv., 0.00% Conv. rate.
- A collapsed row labeled "Total: ..." (with a question mark icon) showing identical values to the previous summary row.
- A final summary row labeled "Total: ..." (with a question mark icon) showing 0 clicks, 0 impressions, - CTR, - Avg. CPC, - Cost, 0.00 Conversions, - Cost / conv., 0.00% Conv. rate.

Example: Ads

Ad status: All but removed ADD FILTER										SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE	Conversions	Cost / conv.	Conv. rate
	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	0.00	\$0.00	0.00%								
<input type="checkbox"/>	Ad																		
<input type="checkbox"/>	Intro to Machine Learning Free Python Training classroom.udacity.com Udacity's free intro course teaches the basics of machine learning using Python.	Ad group 2 (Career Switchers)	Campaign paused	Expanded text ad	23	763	3.01%	\$1.14	\$26.22										
<input checked="" type="checkbox"/>	Intro to Machine Learning Free Online Course classroom.udacity.com Udacity's free intro course teaches the basics of machine learning using Python.	Ad group 2 (Career Switchers)	Campaign paused	Expanded text ad	12	401	2.99%	\$1.28	\$15.39	0.00	\$0.00	0.00%							
<input type="checkbox"/>	Master Python Machine Learning Online Course classroom.udacity.com Udacity's free machine learning course teaches skills to master Python and scikit learn.	Ad group 1 (Career Advancers)	Campaign paused	Expanded text ad	9	214	4.21%	\$1.23	\$11.08	0.00	\$0.00	0.00%							
<input type="checkbox"/>	Machine Learning Online Course Master Python classroom.udacity.com Udacity's free machine learning course teaches skills to master Python and scikit learn.	Ad group 1 (Career Advancers)	Campaign paused	Expanded text ad	6	491	1.22%	\$1.46	\$8.73	0.00	\$0.00	0.00%							
Total: All but removed ads ?				50	1,869	2.68%	\$1.23	\$61.42	0.00	\$0.00	0.00%								
<input checked="" type="checkbox"/>	Total: Campaign ?			50	1,869	2.68%	\$1.23	\$61.42	0.00	\$0.00	0.00%								

Example: Keywords

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Career Advancers	\$3.00	705	15	2.13%	\$1.32	0	0.00%	\$0.00	\$19.81
Career Switchers	\$3.00	1,164	35	3.01%	\$1.19	0	0.00%	\$0.00	\$41.61
Total		1,869	50	2.68%	\$1.23	0	0%	\$0	\$61.42

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	9	214	\$1.23	0	0%	\$0
Ad Group 1, Ad 2	6	491	\$1.46	0	0%	\$0
Ad Group 2, Ad 1	23	763	\$1.14	0	0%	\$0
Ad Group 2, Ad 2	12	401	\$1.28	0	0%	\$0

Key Campaign Results (Keywords)

Three keywords considered most successful, based on my marketing objective:

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Computer programming</i>	15	3.33%	\$.74	0	0%	\$0
<i>Learn machine learning</i>	7	4.86%	\$1.88	0	0%	\$0
<i>Introduction to python</i>	6	1.78%	\$1.14	0	0%	\$0

Campaign Evaluation

- My campaign was not successful in generating leads, as the campaign did not generate any conversions to the site and the conversion rate was 0%.
- More impressions and clicks were accumulated from the Career Switchers ad group. I believe this was due to the fact that those already in the field may utilize competitors (e.g., Coursera, Udemy), if offered by their company, for advancement purposes.

Recommendations for future campaigns

- If I had additional budget, I would modify my ad groups to focus solely on those who are motivated to switch careers and instead opt for grouping career switchers who are in the awareness/interest stage of the funnel and those who are more actively interested in specifically finding free courses for computer programming.
- Additionally, the landing page I believe should be modified that contact forms are located both at the top and the bottom of the page - as conversions might have been low due to the positioning of the form.

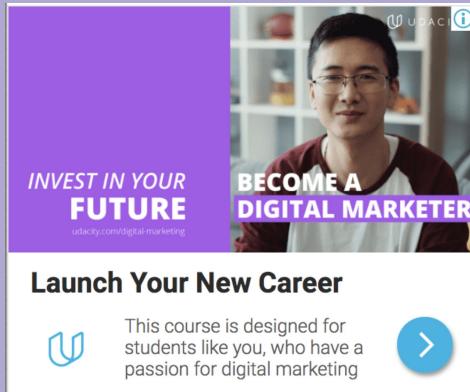
Evaluate a Display Ad Campaign



Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

	Ad group	↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
	Affinity Audience	●	Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36	\$448.95	Display	None



Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	.2%	2	\$224.48	149.04

How would you optimize this campaign?

Suggestion 1: Site Targeting

- It seems the campaign could be optimized firstly by refining the targeting strategy to those who have visited the Udacity site or similar online learning sites to improve the likelihood of conversions through adding additional keywords associated with competitors' sites.

Suggestion 2: A/B Testing

- The ad could be further optimized by rolling out A/B testing on the images used for the campaign to see if there are appreciable differences in conversions.

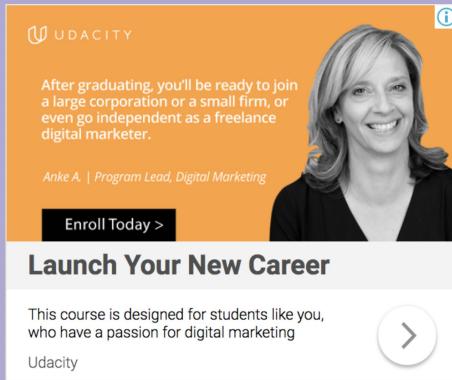
Suggestion 3: Creating Additional Ad Groups

- Within the affinity audience, it is recommended that the display campaign is further broken down by social media enthusiasts at various stages in the conversion funnel. Segmenting social media enthusiasts by those who are closer to the desire stage versus those closer to conversions,

Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

●	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
11	Site Targeting	Campaign ended	\$5.00 (enhanced)	--	407	67,833	.6%	\$0.57	\$231.99	Display	None



Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	.2%	1	\$231.99	67.01

How would you optimize this campaign?

Suggestion 1: Create a Video Ad

- An opportunity to increase likelihood for conversions includes creating a video ad for more engaging content for viewers. Perhaps using a small clip of Anke or a Udacity alum, depending on what most resonates with our target audience, talking about the course and places where alumni have gone on to work could be an engaging clip to drive conversions.

Suggestion 2: Incorporate Udacity Logo

- Adding the Udacity company logo next to the call to action button on the ad campaign may increase brand awareness and recognition among audiences, which might contribute to higher conversion rates.

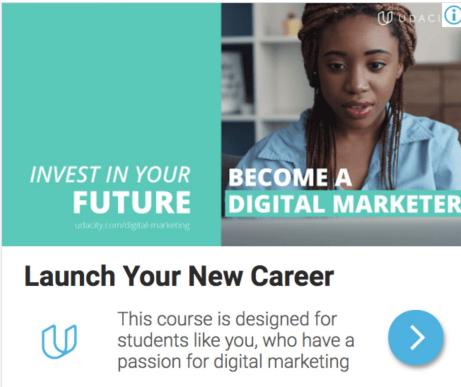
Suggestion 3: Compare to Competitors

- Given that this media campaign is targeted from partners' sites yet has a lower ROI than campaign #1, it is worth exploring what words and images are used among competitors, which may provide inspiration to improve the campaign's conversion rate and engagement rate.

Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

	Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
<input type="checkbox"/>	<input checked="" type="radio"/> Remarketing	Campaign ended	\$3.00 (enhanced)	--	670	109,994	.61%	\$0.35	\$234.50	Display



The image shows a display advertisement for the Digital Marketing Nanodegree program. The ad has a teal header with the text "INVEST IN YOUR FUTURE" and "BECOME A DIGITAL MARKETER". Below the header, there is a photo of a woman with braided hair. At the bottom of the ad, there is a call-to-action button with the text "Launch Your New Career". To the left of the ad, there is a table showing campaign statistics: Ad group type (Display), Cost (\$234.50), Avg. CPC (\$0.35), CTR (.61%), Impr. (109,994), Clicks (670), Ad rotation (--), Default max. CPC (\$3.00 enhanced), Status (Campaign ended), and Ad group (Remarketing).

Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	.2%	1	\$234.50	64.5

How would you optimize this campaign?

Suggestion 1: A/B Testing

- Trying out different images in A/B testing and measuring their effects on conversion rates may be a useful tool to optimize ad campaign #3.

Suggestion 2: Ad Groups

- I would set up additional ad groups to target users that have visited the Udacity landing page by grouping those who already showed conversions versus those that are new visitors to the site.

Suggestion 3: Add Value Proposition

- The wording for this ad campaign is fairly generic. Adding more specific language about the skills gained and potential benefits most relevant to our target persona might drive conversions.

Which campaign performed the best? Why?

Campaign #1 had the best performance, with the highest ROI (149.04). Given the wide spread of the campaign and high number of impressions, the campaign was able to produce the highest number of new student sign-ups.

Recommendations for future campaigns

- If there was additional budget, I would ensure that future ads are more targeted based on user cookie data.
- Additionally, for the existing ads that had positive ROI I would roll out additional A/B testing to determine what language or images most resonate with these targeted audiences.

Market with Email



Email Series

Email 1: Welcome to the Udacity Community!

Email 2: Meet Todd

Email 3: Still on the Fence?

Creative Brief: Email 1

Theme	
General	<i>This is intended to generate new leads for Udacity's Corporate Training program by providing additional information on the course to those who filled the landing page's contact form.</i>
Subject Line 1	<i>Thank you for your interest in joining Udacity!</i>
Subject Line 2	<i>Welcome to the Udacity Community</i>
Preview Text	<i>Learn more about Udacity's Corporate Training Program and its benefits for your organization below.</i>
Body	<p><i>Hi [FNAME],</i></p> <p><i>Welcome to the Udacity community! We are so excited to have you here. Udacity's Corporate Training program boasts benefits to organizations including diversifying its capabilities in digital marketing, AI, machine learning, and more and enhancing employee satisfaction. The program, which is expertly taught and self-paced, incorporates the building of a professional portfolio to showcase your employees' mastery of complex concepts.</i></p>
Outro CTA	<i>For more information on Udacity and its programs, follow us on social media! [Link social media platforms for Udacity]</i>

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences	
General	<i>This is intended to increase conversions to Udacity's Corporate Training program by showcasing real-life success stories from candidates whose companies enrolled in Udacity's Corporate Training program.</i>
Subject Line 1	<i>Meet Todd:</i>
Subject Line 2	<i>Learn how one CEO transformed his business with Udacity</i>
Preview Text	<i>Todd Jacobson, CEO of Apricot Technology, saw an increase in employee satisfaction and his company's portfolio size by using Udacity Corporate Training.</i>
Body	<p><i>Hi [FNAME],</i></p> <p><i>We recently posted a blog post showcasing Todd Jacobson, a recent Udacity Corporate Training user, and his company's success with the program [URL link to post].</i></p>
Outro CTA	<i>For more success stories, including Todd's and many others, click the link here to access Udacity's blog.</i>

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences	
General	<p><i>This is intended to drive conversions for Udacity's Corporate Training program by incentivizing those who had previously received 'Thank You' follow-up emails with a discount coupon code.</i></p>
Subject Line 1	<p><i>Still on the fence?</i></p>
Subject Line 2	<p><i>Invitation to Join Udacity's Corporate Training Program</i></p>
Preview Text	<p><i>Perhaps this 20% off coupon will help you decide...</i></p>
Body	<p><i>Hi [FNAME],</i></p> <p><i>We see that you have not yet enrolled in the Udacity Corporate Training program. Our team offers flexible payment options, including monthly installments, to meet diverse financial needs.</i></p> <p><i>Right now the Udacity program is running a promotional 20% off on its trainings. Don't miss out on this incredible value!</i></p>
Outro CTA	<p><i>Copy and paste the code below to claim 20% off and enroll today!</i></p>

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1: Thank you for your interest in Udacity!	March 16	March 17	March 18	March 19
Email 2: Still on the fence?	March 20	March 23	March 24	March 25
Email 3: Meet Todd	March 26	March 27	March 29	March 30

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Yellow	Cyan	Green	Pink											
					Yellow	Cyan	Green	Pink						
										Yellow	Cyan	Green	Pink	

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Draft Email

Preview mode

Desktop Mobile Inbox

[View this email in your browser](#)



UDACITY

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Udacity!**

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Final Email

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[!\[\]\(1c96958c73cc6fbd0a116c5b9f7c147f_img.jpg\)](#) [!\[\]\(13508be173e47f0314f6b339c5afe242_img.jpg\)](#) [!\[\]\(30b771ba803256c6bf51924556c775ba_img.jpg\)](#)

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Results Email #1

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

Results (continued) Email #1

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3.33%	30

Final Recommendations

To enhance the results from Emails #2 & 3, I would recommend the following:

- Roll out A/B testing on the campaigns' wording and evaluate conversion rates to determine which language is more likely to drive conversions.
- Segment audiences to those who have actively subscribed to Udacity's newsletter versus those who have not subscribed and tweak campaigns to target both audiences differently.

Thank You!

