



# Project 3 – Part II

## Create a Facebook Campaign

# Campaign Approach

In Digital Marketing Nanodegree Program (DMND) Challenge, I need to create a Facebook campaign with an objective to collect email addresses of students, who would be interested in enrolling for the Program. Clicking on Facebook Ad will take students to the DMND ebook landing page <https://dmnd.udacity.com/ebook>, where the students can download an ebook for free by registering with their email addresses.

I would be taking following approach to achieve my target:

- The base for my campaign will be the Target Persona I had created earlier
- I will review the Marketing Objectives and plan a campaign to match that objective
- I will define primary KPIs that I will be tracking throughout the campaign
- I will then create Ad sets and Ads on Facebook
- I will monitor Ad performance against these KPIs daily, review and modify the campaign as needed.

# Target Persona

## Background & Demographics

- Female, 35-40 years old
- Married, 1 Kid
- Lives in San Francisco
- Studied Law
- Stopped working as moved to different Country
- Husband is into IT
- HH income 150K

## Name - Lucy Scott



## Needs

- Start a new career
- Single & Comprehensive learning resource
- Real world skills
- Mentoring
- Start earning good income

## Hobbies

- Travel
- Reading Blogs
- Fitness

## Goals

- Get a good job
- Become a successful Digital Marketer
- Have Work-Life Balance

## Barriers

- Time Constraint
- Overwhelmed by so many online courses available
- Needs motivation

# Marketing Objective

To generate atleast 50 leads (i.e. collect email addresses) of potential students interested to enroll for DMND Program over a period of 5 days when I will be running a Facebook Ads.

Budget: Lifetime Budget of Ads will be \$100

Time Frame: September 17, 2020 to September 21, 2020

## Primary KPI

I will be tracking number of conversions, i.e. the number of email addresses collected through the campaign.

I will also be tracking ROI and cost of customer acquisition

# Campaign Summary

## **TARGET AUDIENCE**

- **Location:** Canada, India, United States
- **Age:** 20 - 45
- **Interests:** Sales, Email marketing, Graphic design, Digital marketing, Marketing, Web development, Search engine optimization, Web hosting, Social media marketing, Web design, Display advertising, marketing digital, Online advertising, Advertising or Social media
- **Education:** High school grad

# Ad Images



**Digital Marketing by Udacity**  
Sponsored · 🌐

...

Gain real world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360 ...[See More](#)



DMND.UDACITY.COM  
**Free Social Media  
Advertising Guide**

[LEARN MORE](#)



**Digital Marketing by Udacity**  
Sponsored · 🌐

...

Gain real world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360 ...[See More](#)



DMND.UDACITY.COM  
**Why spend any money, when  
you can learn for free!**

[LEARN MORE](#)



**Digital Marketing by Udacity**  
Sponsored · 🌐

...

Gain real world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360 ...[See More](#)



DMND.UDACITY.COM  
**Free Social Media  
Advertising Guide**

[LEARN MORE](#)



# Changes in Ad


 **Digital Marketing by Udacity**  
Sponsored · 🌐

Gain real world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360 ...[See More](#)




DMND.UDACITY.COM  
**Why spend any money, when you can learn for free!** [LEARN MORE](#)



 **Digital Marketing by Udacity**  
Sponsored · 🌐

Gain real world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360 ...[See More](#)



DMND.UDACITY.COM  
**Why spend any money, when you can learn for free!** [LEARN MORE](#)

- Changes made to one of the Ad creative as displayed above.
- Also Changed Demographics of Target Audience, age changed from 20-55 to 20-45 as this group was performing better.

# Key Results

Campaign	Result	Reach	Cost	Amount Spent
Ad One	134	26848	\$0.24	\$32.79
Ad Two	295	67536	\$0.22	\$65.12
Ad Three	-	200	-	\$0.03
Overall	429	88512	\$0.23	\$97.94



# Campaign Evaluation

Overall, the campaign was a success. The objective was to generate 50 leads over the period of 5 days during which the Ad was active on Facebook with budget of \$100. The campaign exceeded that target by generating 429 leads.

## Campaign ROI

$$(\$15 * 429 \text{ leads}) / \$100 = 64.35$$

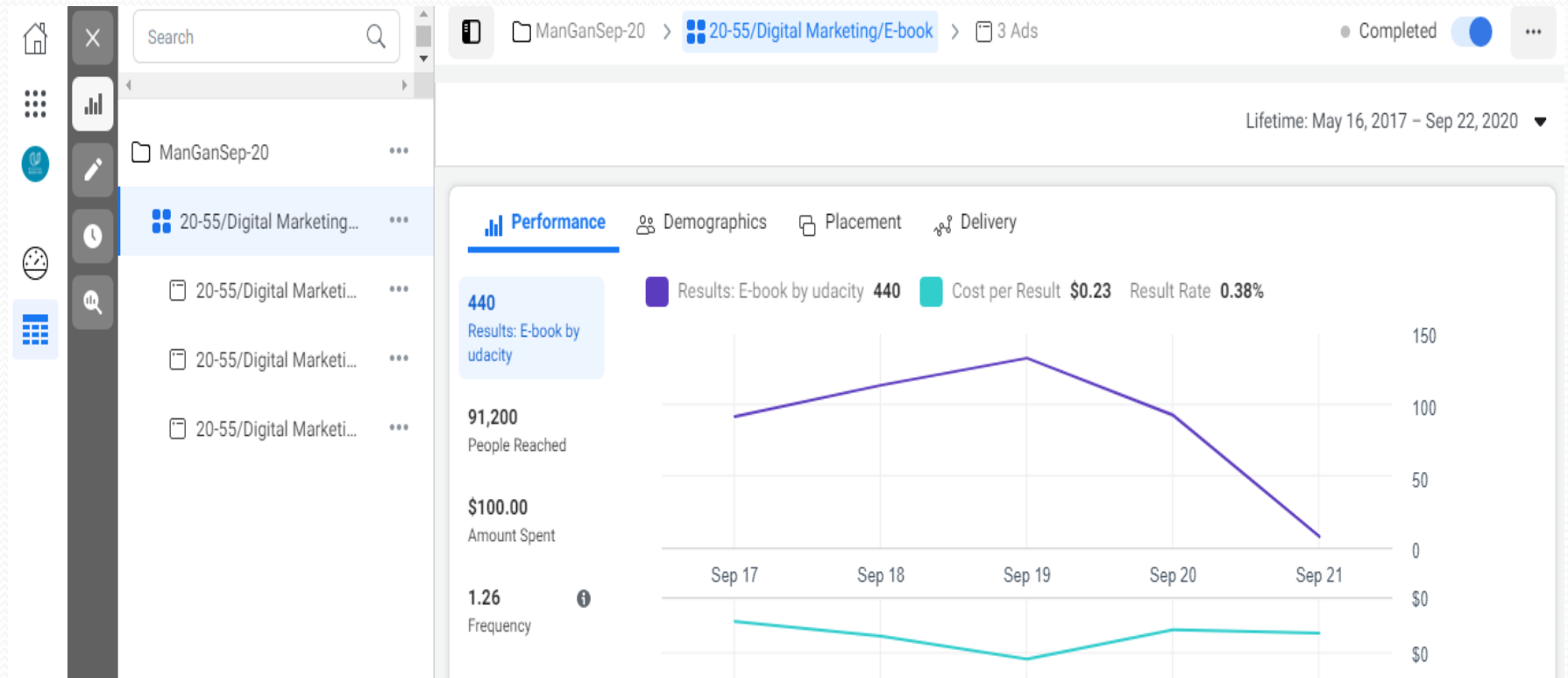
This is a positive ROI Campaign

# Campaign Evaluation: Recommendations

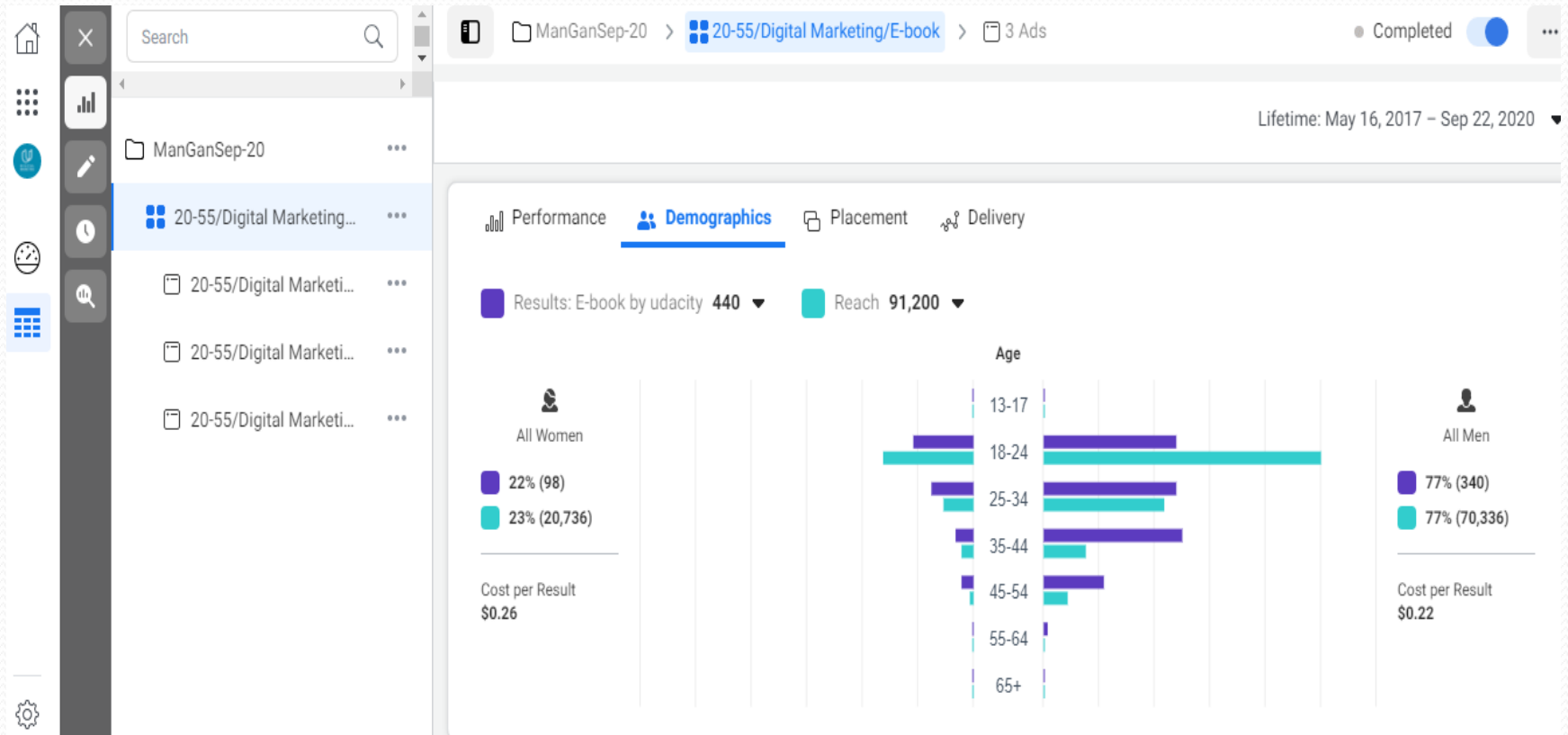
Following are some ideas that I would implement if I had more budget:

- I will do a more segmented targeting (using separate ad creative and copies for different segments). For example: Since my campaign shows a greater percentage of men were converted, I will try to create different copies for men and women that would resonate better for each group
- I will choose more interests in the Detailed Targeting section
- I will expand my locations so I can increase my reach and generate more product awareness
- I will experiment with my CTA (For example: use 'Download now' instead of 'Learn more')
- Would like to do some more research on selecting Ad creative
- I would refine the Ad creative so that some are matching the high performing creative from this campaign. I will use a combination of those, and new images

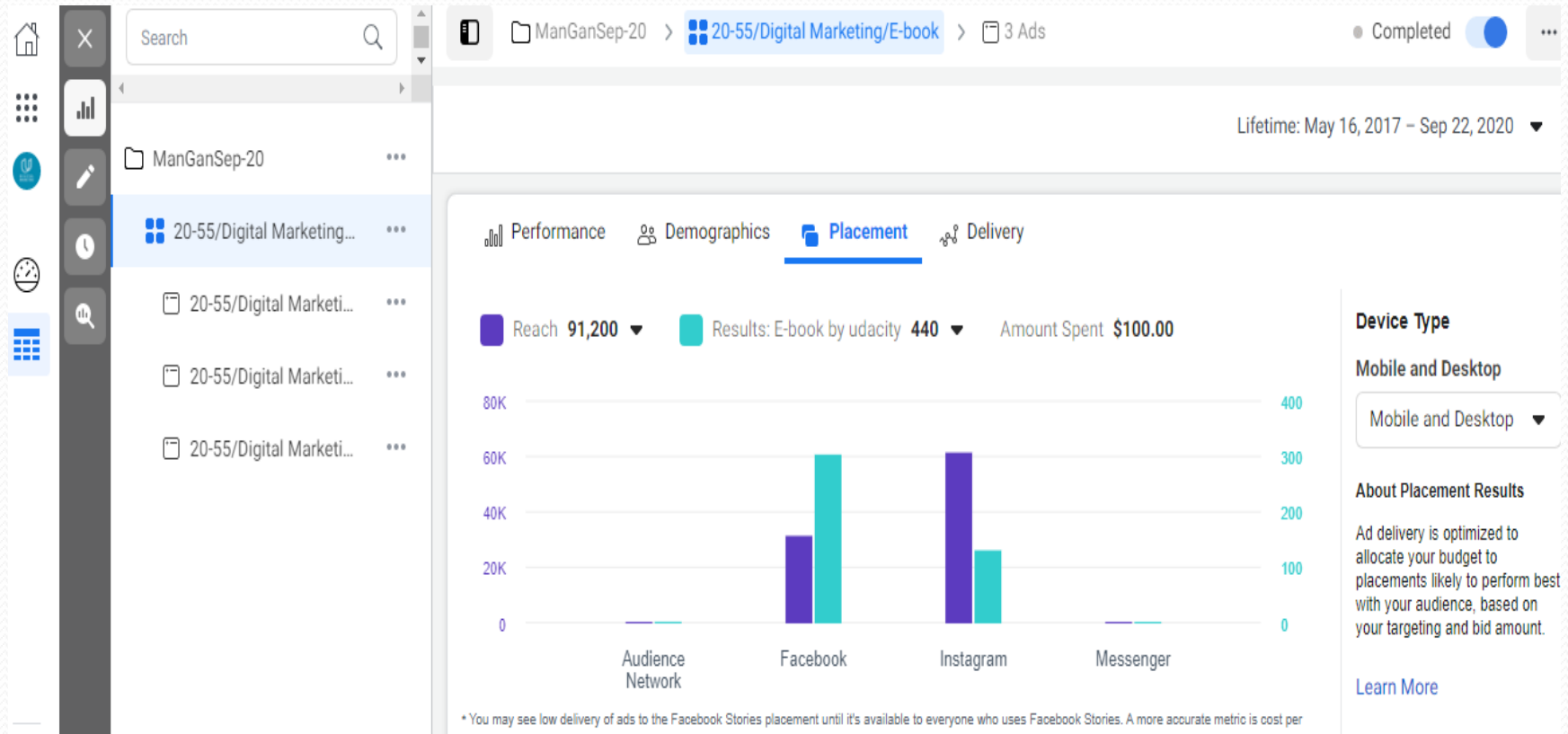
# Campaign Result: Performance



# Campaign Result: Demographics



# Campaign Result: Placement







# Ad Set Data: Delivery

<div> <div> </div> <div> <b>Ads</b> Udacity 4 US (130140265322... <span>▼</span> </div> <div> Updated 8 minutes ago <span>↺</span> <span>Discard Drafts</span> <span>Review and Publish</span> <span>...</span> </div> </div>									
<div> <div> <div> <div>🔍 Search <span>▼</span></div> <div>🔍 Filters <span>▼</span></div> <div> <div>🔍 Campaign Name: mangan <span>✕</span></div> <div>+</div> </div> </div> <div> <span>Save Filter</span> <span>Clear</span> <span>Lifetime: May 16, 2017 – Sep 23, 2020 <span>▼</span></span> </div> </div> </div>									
<div> <div> <div>📁 Campaigns</div> <div>📁 Ad Sets <span>1 Selected ✕</span></div> <div>📄 Ads <span>1 Selected ✕</span></div> </div> <div> <span>+ Create</span> <span>📄 Duplicate <span>▼</span></span> <span>✎ Edit <span>▼</span></span> <span>More <span>▼</span></span> <span>Preview</span> </div> <div> View Setup <span>🔴</span> <span>Columns: Delivery <span>▼</span></span> <span>Breakdown <span>▼</span></span> <span>Reports <span>▼</span></span> </div> </div>									
<input type="checkbox"/>		Ad Name <span>▼</span>	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)	<span>+</span>
<input checked="" type="checkbox"/>		20-55/Digital Marketing/Ebook - Copy	● Complete	67,536	1.19	\$0.96	80,254	\$0.81	
<input type="checkbox"/>		20-55/Digital Marketing/Ebook	● Complete	26,848	1.13	\$1.22	30,399	\$1.08	
<input type="checkbox"/>		20-55/Digital Marketing/Ebook - Copy 3	● Complete	200	1.21	\$0.15	241	\$0.12	
<span>&gt; Results from 3 ads <span>ℹ</span></span>				88,512 People	1.25 Per Person	\$1.11 Per 1,000 Peo...	110,894 Total	\$0.88 Per 1,000 Imp...	

# Ad Set Data: Engagement

**Ads** Udacity 4 US (130140265322... Updated just now Discard Drafts Review and Publish

Search Filters Campaign Name: mangan Save Filter Clear Lifetime: May 16, 2017 – Sep 23, 2020

Campaigns Ad Sets 1 Selected Ads for 1 Ad Set

+ Create Duplicate Edit More Preview View Setup Columns: Engagement Breakdown Reports

		Ad Name	Delivery	Post Reactions	Pos Comment:	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	20-55/Digital Marketing/Ebook - Copy	● Completed	248	3	110	20	655	—	\$0.10
<input type="checkbox"/>	<input checked="" type="checkbox"/>	20-55/Digital Marketing/Ebook	● Completed	89	—	37	14	341	—	\$0.10
<input type="checkbox"/>	<input checked="" type="checkbox"/>	20-55/Digital Marketing/Ebook - Copy 3	● Completed	—	—	—	—	1	—	\$0.03
> Results from 3 ads ⓘ				337 Total	3 Total	147 Total	34 Total	997 Total	— Total	\$0.10 Per Action