UDACITY

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

Changes in Ad

- 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.
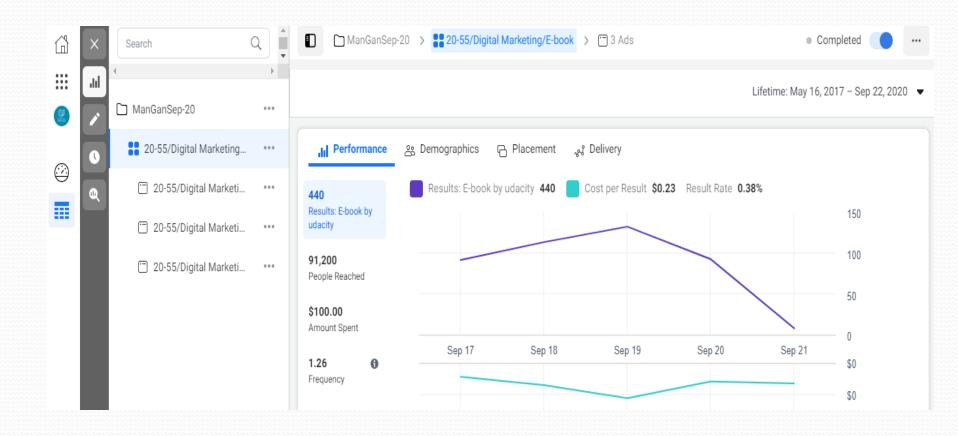
Campaign ROI

($15*429 leads)/$100 =64.35

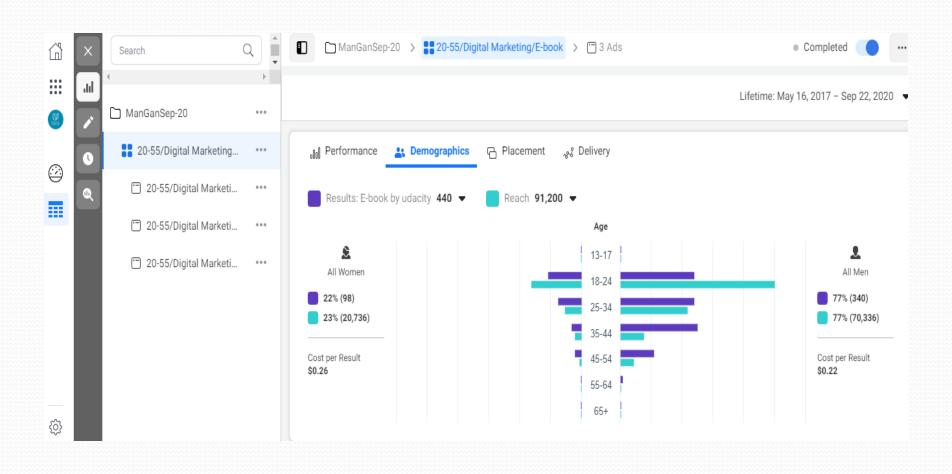This is a positive ROI Campaign

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
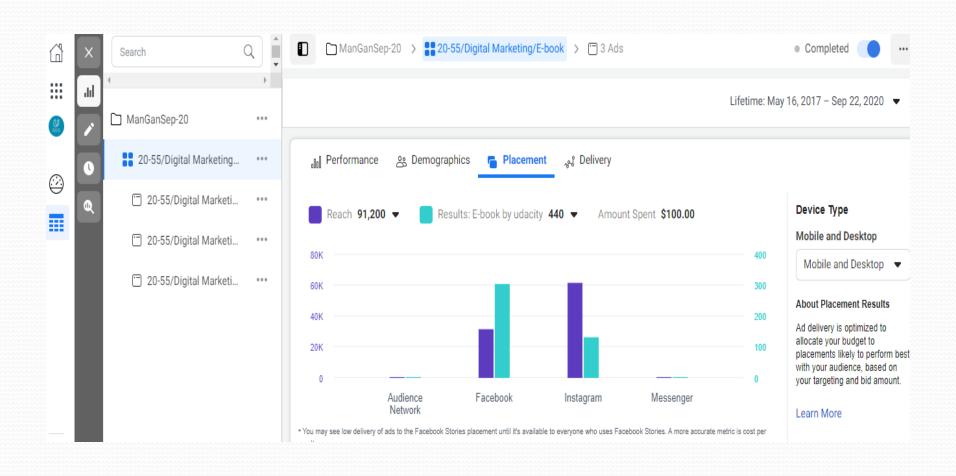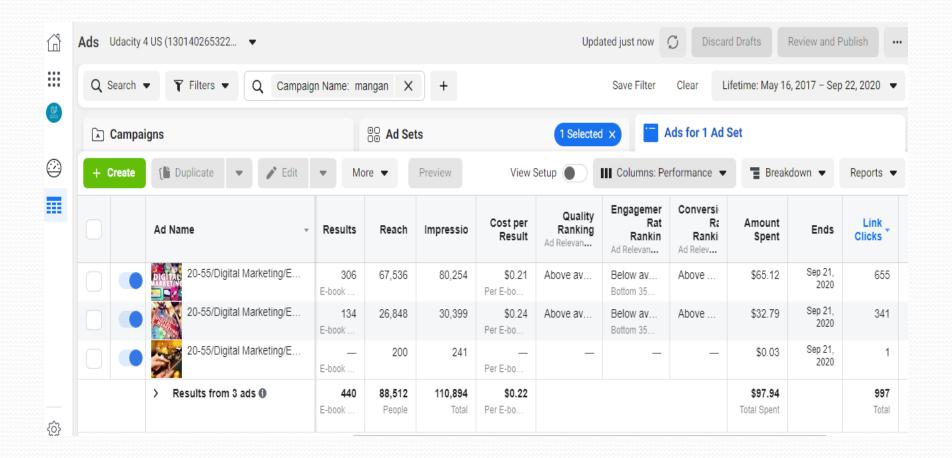
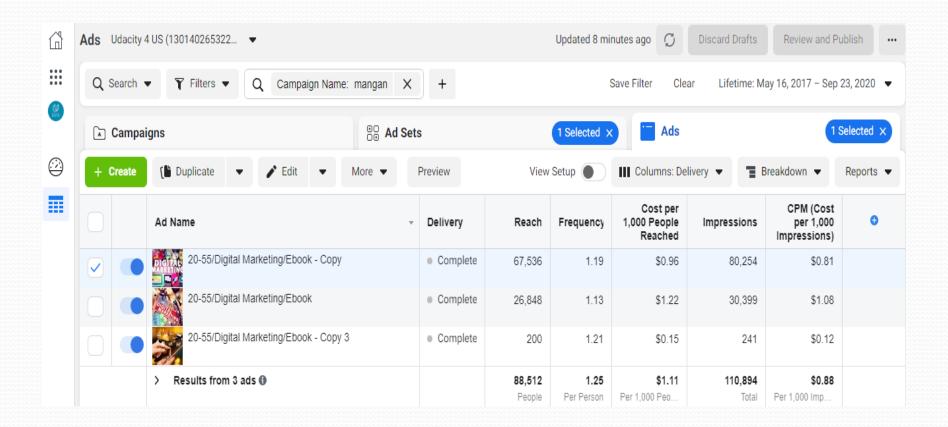# Campaign Result: Performance

Campaign Result: Demographics

Campaign Result: Placement

Ad Set Data: Performance

Ad Set Data: Delivery

Ad Set Data: Engagement