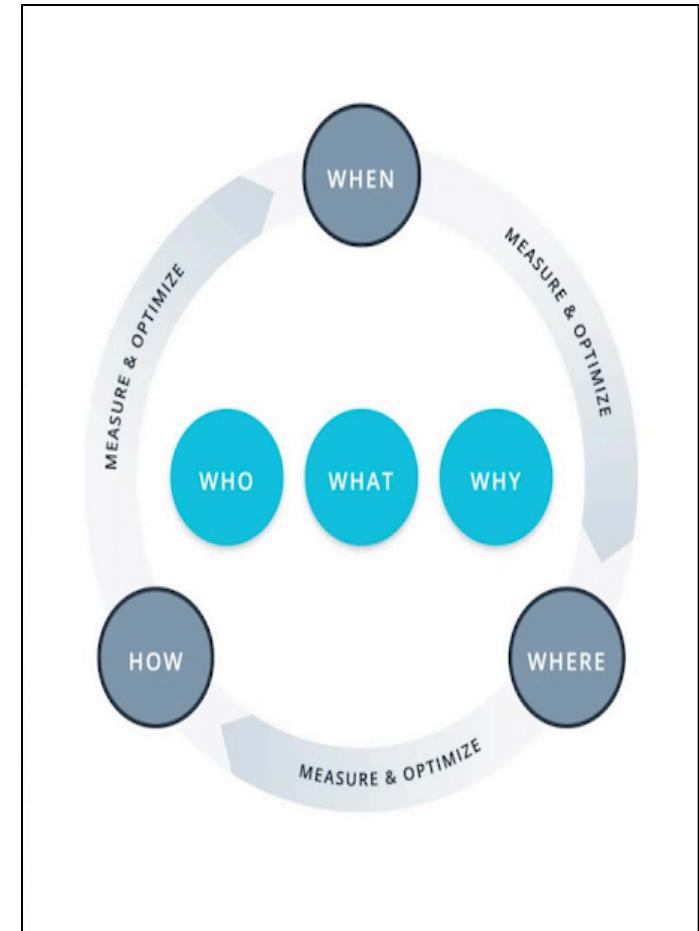




PROJECT 8 - PORTFOLIO

Customer Journey Based Marketing Plan



What: You Offer

Digital Marketing Nanodegree Program

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

Budget: \$50,000

Profit: For the purpose of this assignment, the cost of the Nanodegree is \$999, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money.

Marketing Objective

Get maximum number of customers enrolled for DMND program in next one quarter with a budget of \$50,000.

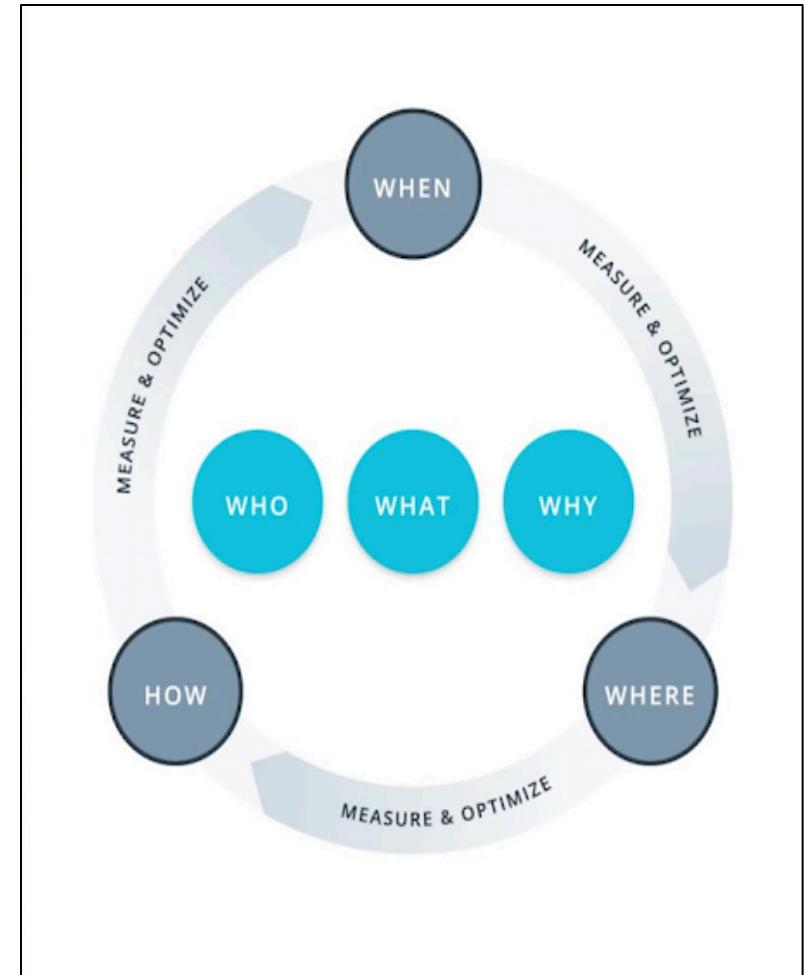
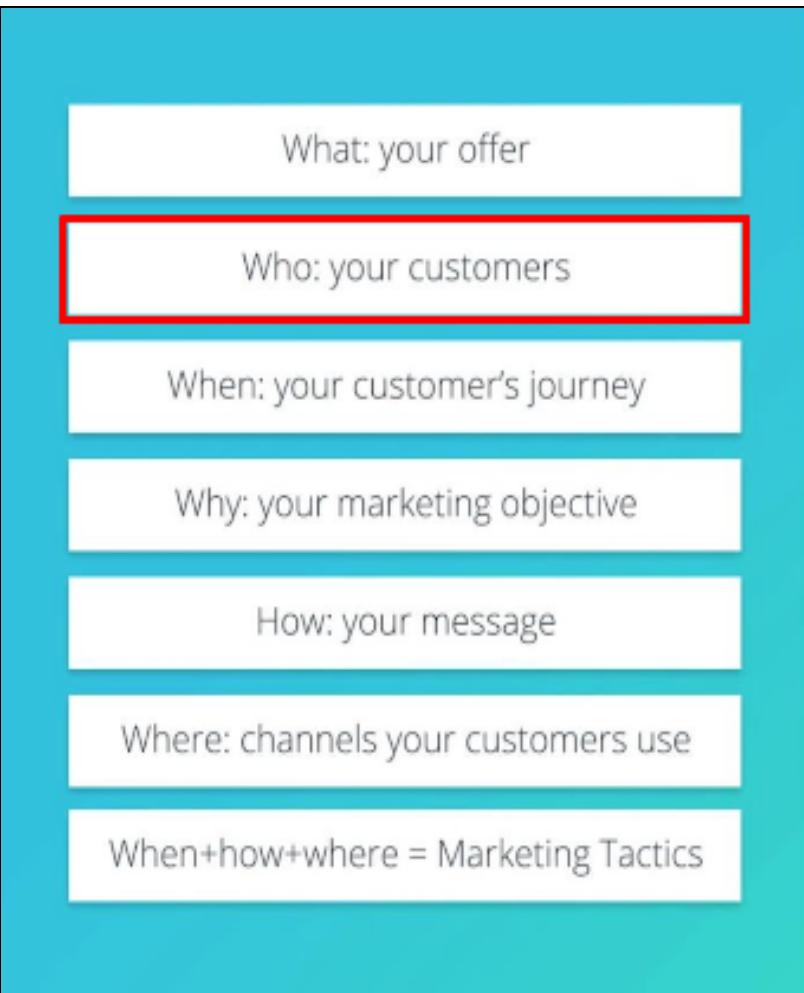
Primary KPI

To enroll minimum of 168 students to achieve the break even point in next one quarter with budget of \$50,000

Value Proposition

- FOR** – Individuals who are interested to enhance their understanding & advance their career in the field of Digital Marketing.
- WHO** – Want to expand their business & gain more customers or followers or those who want to become successful in the area of Digital Marketing
- OUR** – Digital Marketing Nanodegree (DMND) Program
- THAT** – Offers content in partnership with top-tier companies & digital marketing experts
- UNLIKE** – Other online platforms like Coursera/Udemy
- OUR OFFER** – Provides Real World Projects, Project Reviews and Feedback from experienced reviewers, Mentorship.

Who Are Our Customers?



Target Persona

<p><u>Background & Demographics</u></p> <ul style="list-style-type: none">• 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	<p><u>Name - Lucy Scott</u></p> 	<p><u>Needs</u></p> <ul style="list-style-type: none">• Start a new career• Single & Comprehensive learning resource• Real world skills• Mentoring• Start earning good income
<p><u>Hobbies</u></p> <ul style="list-style-type: none">• Travel• Reading Blogs• Fitness	<p><u>Goals</u></p> <ul style="list-style-type: none">• Get a good job• Become a successful Digital Marketer• Have Work-Life Balance	<p><u>Barriers</u></p> <ul style="list-style-type: none">• Time Constraint• Overwhelmed by so many online courses available• Needs motivation

What: your offer

Who: your customers

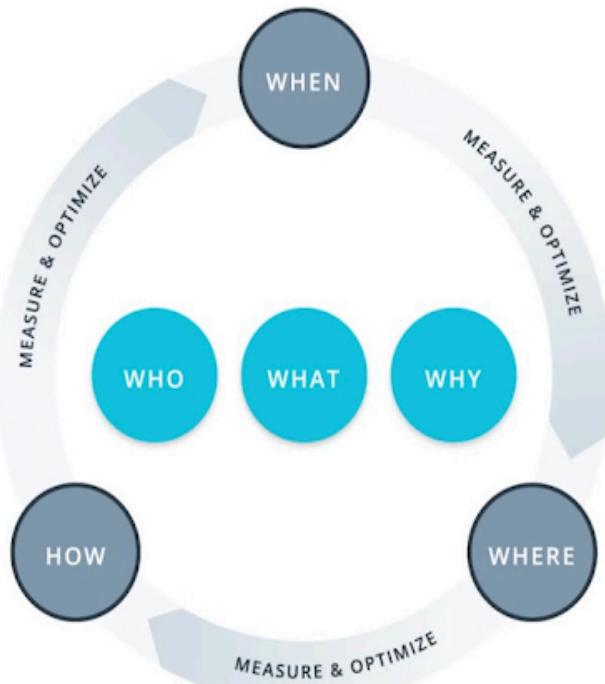
When: your customer's journey

Why: your marketing objective

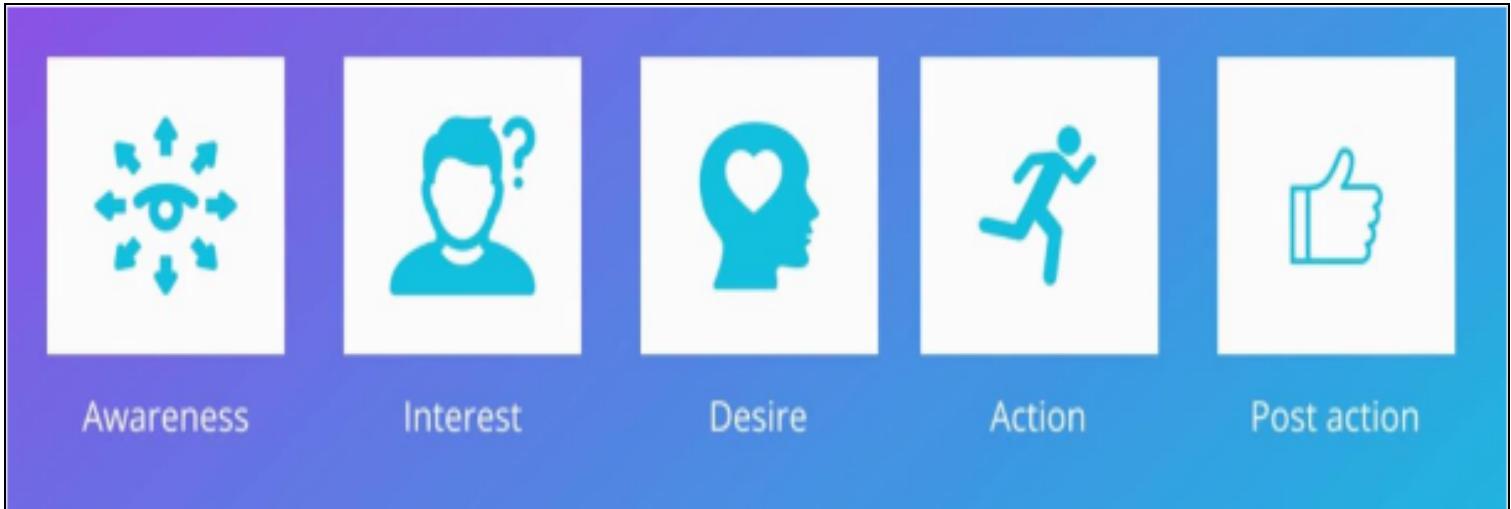
How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of Customer Journey



When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> •DMND is an online Digital Marketing Course •It provides real world project experience •We can learn from top Industry Experts 	<ul style="list-style-type: none"> •Real world projects •Top Industry Experts to mentor •Career Service •Learning with videos at our own pace 	<ul style="list-style-type: none"> •Digital Marketing is in demand •Great career in future • Discount and Promotion codes offered on enrollment 	<ul style="list-style-type: none"> • Industry recognized Certification •Smooth Checkout process •Reinforcement of Program benefits 	<ul style="list-style-type: none"> • Thank you note • Access to a snippet of the course •Showcasing other program and courses
Channel	<ul style="list-style-type: none"> • Informative Landing Page • Blog Post •Display and Video Ads 	<ul style="list-style-type: none"> • Testimonial Videos •Social Media Feeds • EBook 	<ul style="list-style-type: none"> • Email Marketing • Course Snippet • Testimonial of successful career 	<ul style="list-style-type: none"> • Email • Retargeted Display and Video Ads 	<ul style="list-style-type: none"> • Email • Social Media

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$4000	\$1.25	3200	0.05%	2
AdWords Search	\$4000	\$1.40	2857	0.05%	1
Display	\$2500	\$5.00	500	0.05%	0
Video	\$1500	\$3.50	429	0.05%	0
Total Spend	\$12000	Total # Visitors	6986	Number of New Students	3

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$5000	\$0.50	10000	0.1%	10
AdWords Search	\$4000	\$1.50	2667	0.1%	3
Display	\$2500	\$3.00	833	0.1%	1
Video	\$1500	\$2.75	545	0.1%	1
Total Spend	\$13000	Total # Visitors	14045	Number of New Students	15

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	18500	\$0.30	61667	0.3%	185
AdWords Search	2500	\$1.50	1667	0.3%	5
Display	2500	\$3.00	833	0.3%	2
Video	1500	\$2.75	545	0.3%	2
Total Spend	\$25000	Total # Visitors	41667	Number of New Students	194

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sale	Profit Per Sale	Total Profit	ROI
Awareness	\$12000	6986	3	\$299	\$897	-\$11103
Interest	\$13000	14045	15	\$299	\$4485	-\$8515
Desire	\$25000	64712	194	\$299	\$58006	+\$33006
Total	\$50000	85743	212		\$63388	+\$13388

Additional Channels/Recommendations

- Increase Organic Search through SEO over Social Media Channels like Instagram, Facebook, Twitter and others.
- More engaging content on Blogs, Vlogs and YouTube Channels.
- A/B testing our Email Marketing campaigns
- Optimize Landing page to make it more engaging



MARKET
YOUR CONTENT

Market Your Content

Marketing Objective

Increase the blog followers for Udacity Digital Marketing Nanodegree (DMND) Program by 100 in month of September 2020

Primary KPI

Number of followers gained in the month of September 2020

Blog Post

- This blog post is about why I decided for my career transition and how I decided to pursue Digital Marketing Nanodegree (DMND) program.
- Read more on: [My Journey of Career Transition](#)



LINKEDIN

This is a professional network, professionals use this platform to exchange information & ideas related to various industries. My blog post is about skills, trends and personal experience, it would help to generate leads among people interested in same industry.

Mansi Gandhi
Digital Marketing/Looking for Volunteer Jobs
23h •

The blog post is about why I decided for my career transition.
And how I enrolled for Udacity's Digital Marketing Nanodegree (DMND) program.
#digitalmarketing #marketing #socialmedia #socialmediamarketing #imindmnd



My Journey of Career Transition
link.medium.com
 2 • 2 Comments

TWITTER

Twitter is a platform for fast information exchange and it can reach larger crowd.

Screenshot of a Twitter post by **mansi** (@mansimody89) from Sep 5. The post features a photograph of a person's hands working on a large sheet of paper with various business-related icons (graphs, charts, arrows, money symbols) spread out on a wooden desk next to a laptop displaying similar infographics. The caption reads: "I just published My Journey of Career Transition". Below the photo, the title "My Journey of Career Transition" is shown, followed by a truncated bio: "I hold a Bachelors degree in Commerce, studied Law and have 6 years of experience in Finance Industry. Though I got to learn a lot and was...". A link to "link.medium.com" is provided. The post has 1 like and 1 reply. Navigation tabs at the top include Tweets, Tweets & replies, Media, and Likes.

FACEBOOK

This is the most targeted form of advertising. You can advertise to people by age, interests, behavior, and location. I can share my blog post and tag friends, relatives or co-worker who are interested in digital marketing.

Mansi Mody Gandhi
23h · Medium · 

I have written a short blog post about why I decided for career transition and how I decided to pursue Digital Marketing. It is interesting, give it a read.
[#imindmnd](#) [#Udacity](#)



LINK.MEDIUM.COM
My Journey of Career Transition
I hold a Bachelors degree in Commerce, studied Law and have 6 ye...

40 16 Comments

 Like  Comment  Share



RUN A FACEBOOK CAMPAIGN

Run 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.

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

Level

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**
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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 · ⓘ

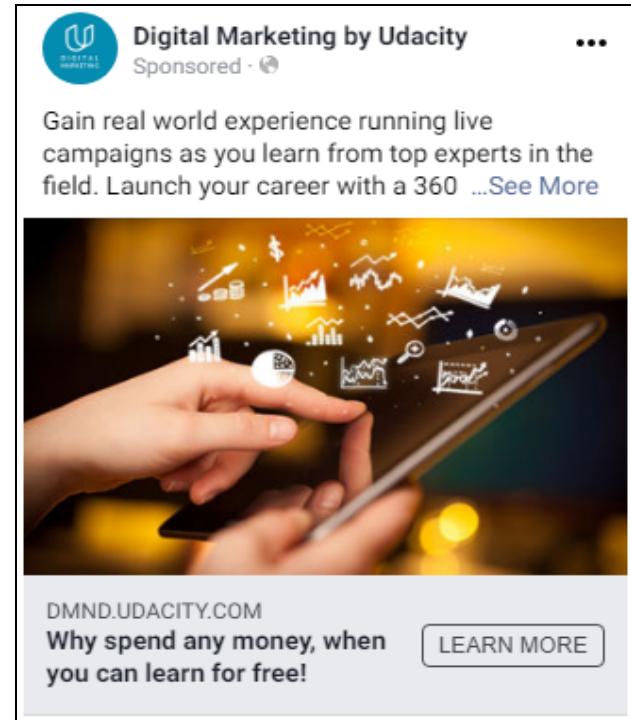
Gain real world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360 ...[See More](#)



DMND.UDACITY.COM
Free Social Media Advertising Guide

[LEARN MORE](#)

Changes in Ad



- 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

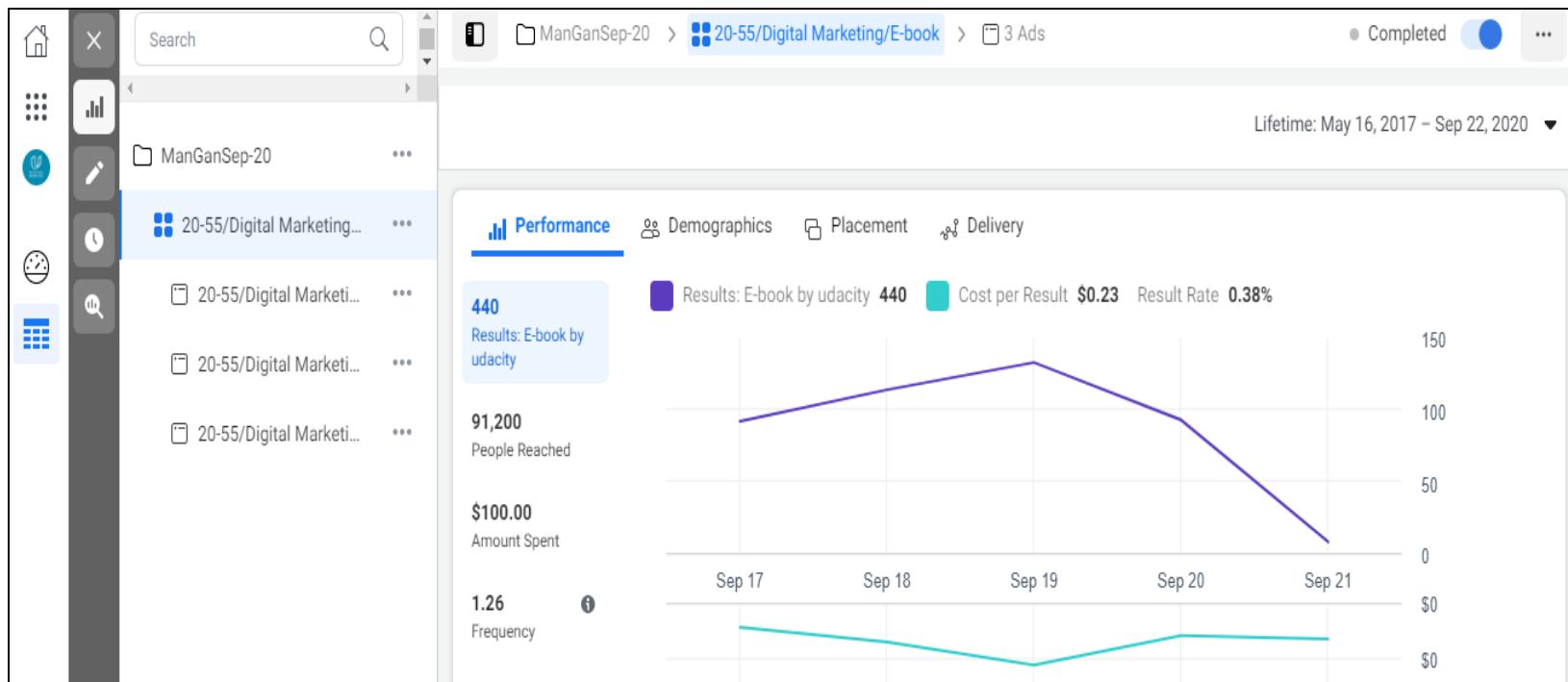
$(\$15 * 429 \text{ leads}) / \$100 = 64.35$

This is a positive ROI Campaign

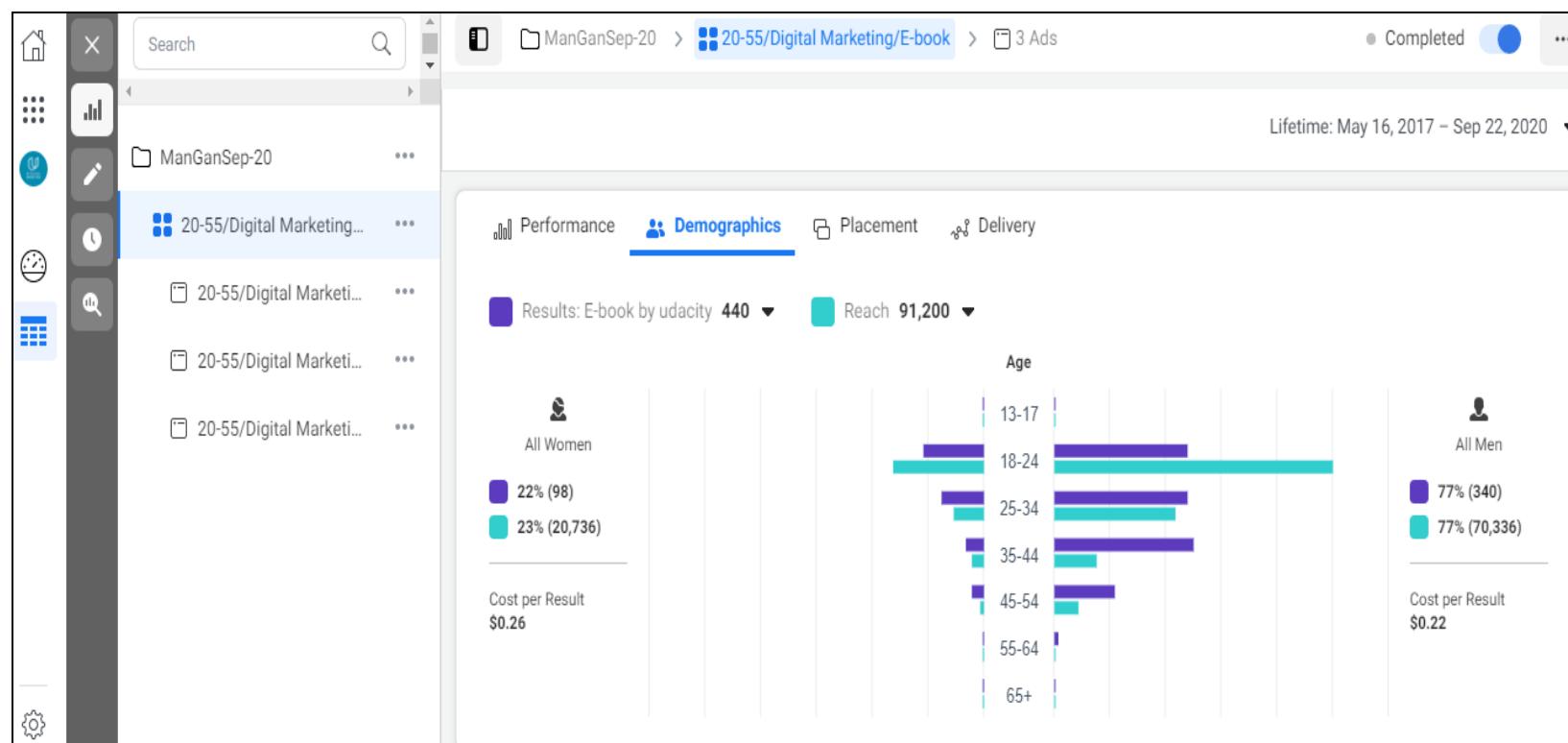
Following are some ideas that I would implement if I had more budget:

- 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

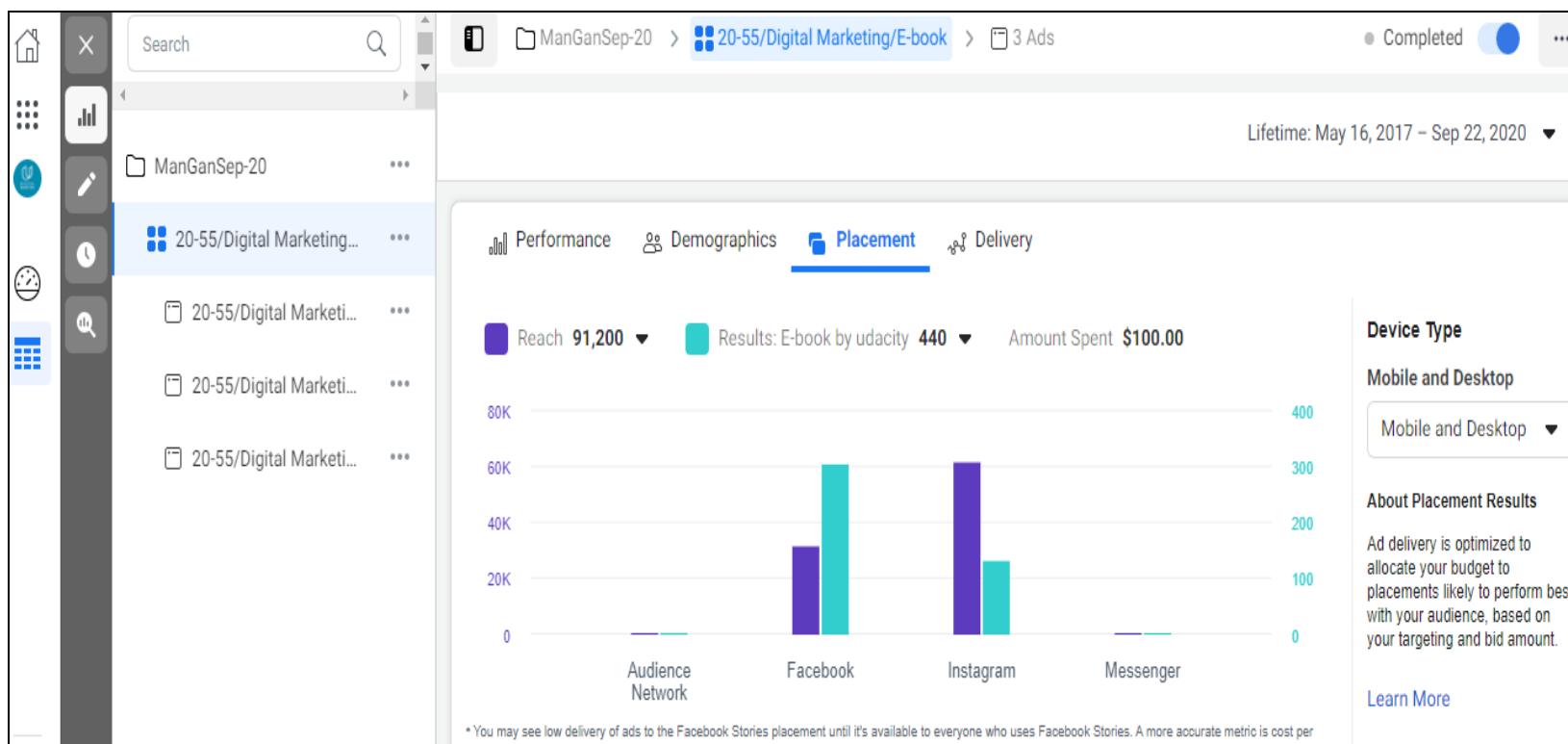
Campaign Result: Performance



Campaign Result: Demographics



Campaign Result: Placement



Ad Set Data: Performance

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 22, 2020

Campaigns Ad Sets 1 Selected Ads for 1 Ad Set

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

	Ad Name	Results	Reach	Impressio	Cost per Result	Quality Ranking	Engageme	Conversi	Amount Spent	Ends	Link Clicks
						Ad Relevan...	Ad Relevan...	Ad Relevan...			
<input type="checkbox"/>	20-55/Digital Marketing/E...	306 E-book ...	67,536	80,254	\$0.21 Per E-bo...	Above av...	Below av... Bottom 35...	Above ...	\$65.12	Sep 21, 2020	655
<input type="checkbox"/>	20-55/Digital Marketing/E...	134 E-book ...	26,848	30,399	\$0.24 Per E-bo...	Above av...	Below av... Bottom 35...	Above ...	\$32.79	Sep 21, 2020	341
<input type="checkbox"/>	20-55/Digital Marketing/E...	— E-book ...	200	241	— Per E-bo...	—	—	—	\$0.03	Sep 21, 2020	1
	> Results from 3 ads	440 E-book ...	88,512 People	110,894 Total	\$0.22 Per E-bo...				\$97.94 Total Spent		997 Total

Ad Set Data: Delivery

Ads Udacity 4 US (130140265322...)

Updated 8 minutes ago | 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 1 Selected

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

	Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)	
<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	
Results from 3 ads		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 (13014026532... ▾ Updated just now Discard Drafts Review and Publish ...

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

Campaigns Ad Sets 1 Selected X Ads for 1 Ad Set

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

	Ad Name	Delivery	Post Reactions	Pos Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link)
<input type="checkbox"/>	20-55/Digital Marketing/Ebook - Copy	● Completed	248	3	110	20	655	—	\$0.10
<input type="checkbox"/>	20-55/Digital Marketing/Ebook	● Completed	89	—	37	14	341	—	\$0.10
<input 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



SEARCH ENGINE **OPTIMIZATION (SEO)** **AUDIT**

Search Engine Optimization (SEO) Audit

Marketing Objective

To increase Organic traffic by at least 20% for selected keywords in a month which will improve the Average Ranking Position in Google search.

KPI

Organic CTR (click-through-rate)

Keywords

(Using Moz Keyword Explorer tool)

Head Keywords	Tail Keywords
Digital Marketing	Best online course to learn Digital Marketing
Digital Marketing Certification	How to learn Digital Marketing
Online Marketing Course	How to get Digital Marketing experience
Social Media Marketing	Digital Marketing Career
Digital Marketing Skills	Digital Marketing Salary
Udacity	Udacity DMND worth
Udacity DMND	How to promote your business
SEO	Digital Marketing job description
Digital Marketing Course	How to get job in Digital Marketing without experience
Learn Digital Marketing	

Keyword with greatest potential

Head Keyword

SEO has the greatest potential because it has very large monthly volume (64639 visitors) and high organic CTR (51%), yet it's relatively difficult to rank high on SERP with this head keyword (74 difficulty score).

Tail Keyword

Digital Marketing Salary has the greatest potential because it has relatively high average volume of monthly visitors (2726) with relatively low difficulty score (42) and high organic CTR of 91%.

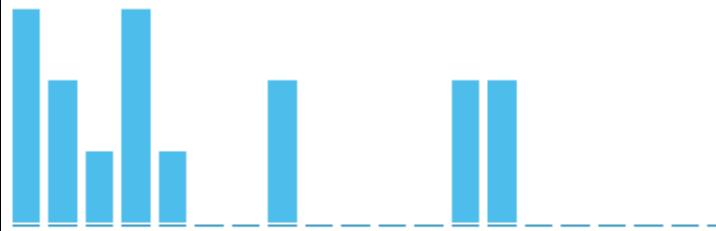
Moz Keyword Dashboard

Udacity Digital Marketing

 Export CSV

Monthly Volume

Volume Distribution (Low - High)
[Learn more about Volume Score](#)



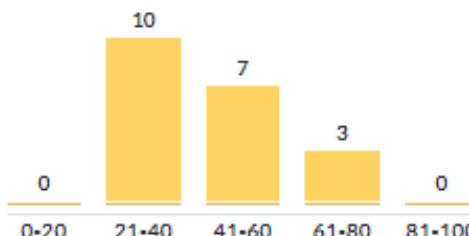
SERP Features

[Learn more about SERP features](#)



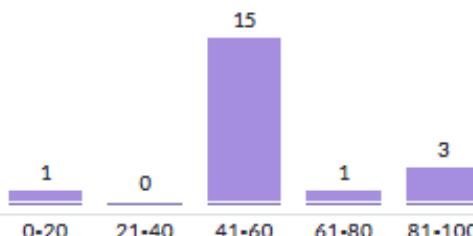
Difficulty

[Learn more about Difficulty Score](#)



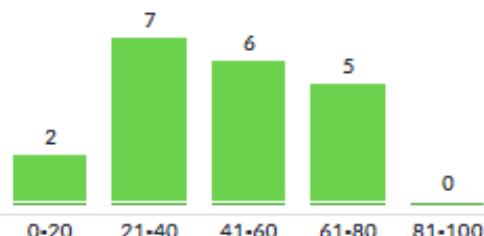
Organic CTR

[Learn more about Organic CTR Score](#)

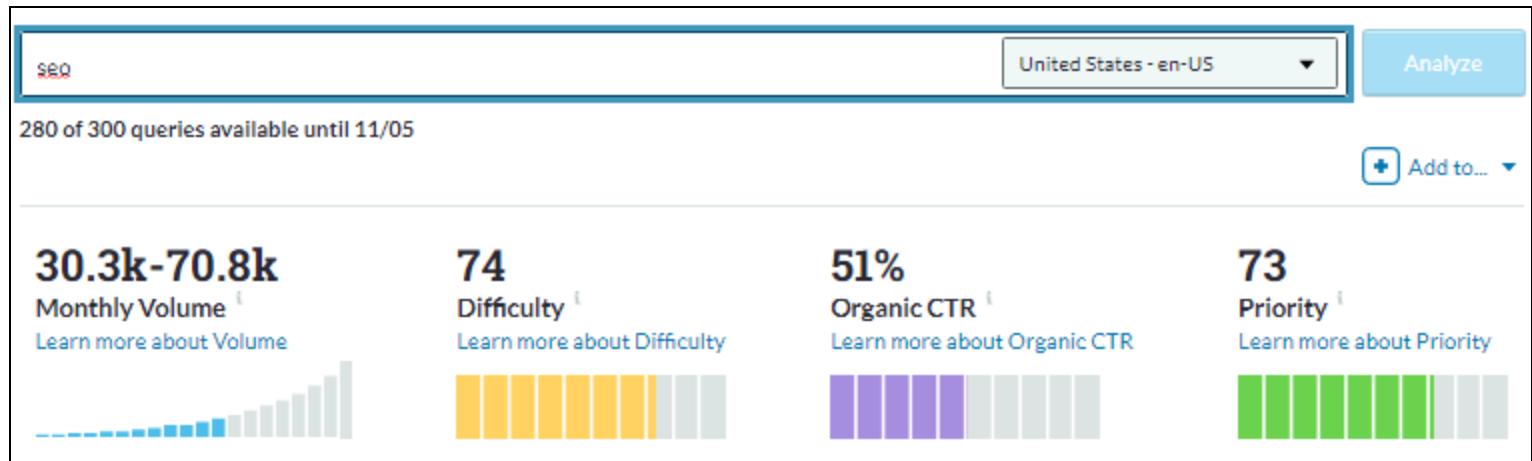


Priority

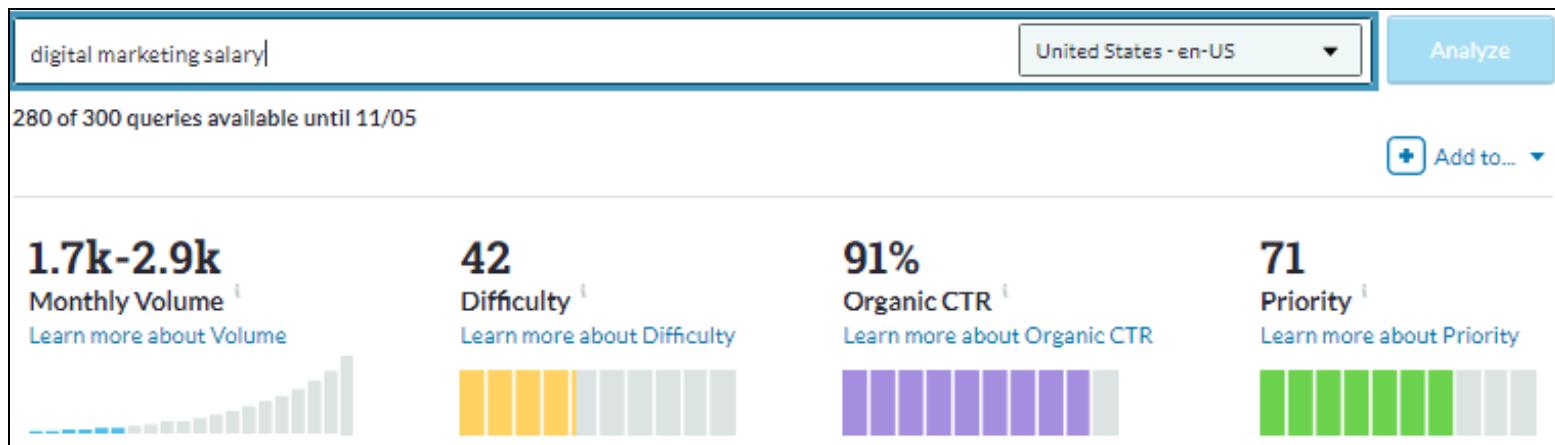
[Learn more about Priority Score](#)



Head Keyword



Tail Keyword



Technical Audit: Metadata

URL	https://dmnd.udacity.com
Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	Blank
Alt-Tag	Blank (Full list mentioned on next slide)
Revision	
Title Tag	No change suggested (as the current title is brief enough to explain what the page is about)
Meta-Description	Become a Digital Marketer by running live campaigns and gaining real world experience with the help of a Course developed in association with Google, Hubspot, Moz, MailChimp and other tech leaders.
Alt-Tag	(Full list mentioned on next slide)

Suggested Blog Topics

Topic 1 – Top 5 Digital Marketing Skills

To increase the popularity of the blog we can add the statistics and bullet points. Bullet points in a blog makes it easy for a reader to go through the content more easily, whether they are viewing it from a desktop or a mobile device. Stating the statistics helps the reader to get the idea like growth, average salary, demand of skills, etc. Also adding the points according to their ranking will help the reader to decide whether they have required skill set and which other skills they need to learn.

Topic 2 – Is learning Digital Marketing worth it?

To gain the attention of the potential students , the above blog title is perfect. As there are many readers who are interested in the Digital Marketing but are not sure whether its worth their time, money, skills and future growth. By giving them a snippet of what Digital Marketing actually involves (content writing, SEO, SEM, Email marketing, Display Marketing, etc) will help them to take an informed decision.

Topic 3 – How to get started with Digital Marketing

This blog post will help to target the fresh graduates or someone who is interested in career change. The blog post will get the answer to questions like what skills are required to become Digital Marketer? Is prior experience required? How to start career in Digital Marketing? whether volunteering in Digital Marketing helps to gain experience? Etc.

Technical Audit: Backlink Audit

Using the Link Explorer tool, performed a backlink audit on Udacity.com

	Backlink	Domain Authority (DA)
1	TODO Android App Engineer @ Google 2 – YouTube www.youtube.com/watch?v=Tcqz0aB2m38	100
2	Machine Learning for Trading Udacity – YouTube www.youtube.com/playlist?list=PLAwxTw4SYaPnIRwl6rad_mYwEk4Gmj7Mx	100
3	Types of Market Segmentation: Behavioral and Psychographic Udacity – YouTube www.youtube.com/watch?v=zumYa-gC0BI	100

Link Building

	Site Name	Site URL	Organic Search Traffic
1	Buffer.com	https://buffer.com	734.5k
2	Hubspot.com	https:// www.hubspot.com	5.3m
3	Neilpatel.com	https://neilpatel.com	761.7k

Page Index

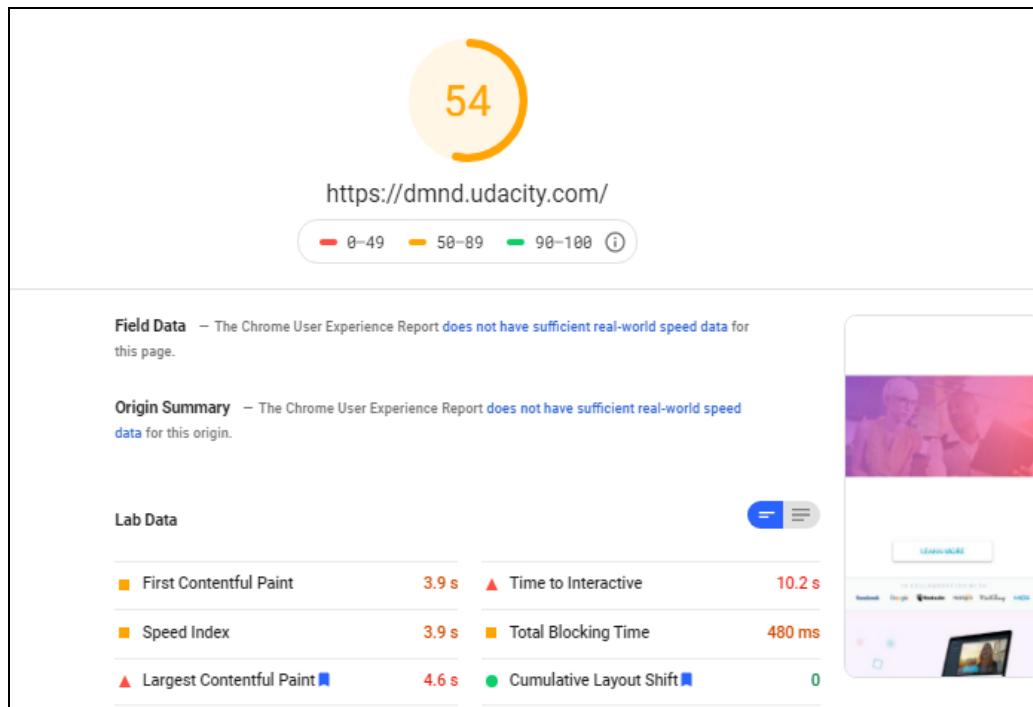
The number of pages indexed directly affects search results. More indexed pages, the better probability for search engines to find your content and eventually better SEO performance.

The screenshot shows a web-based SEO tool interface. On the left, there is a vertical sidebar with a blue header labeled "Categories" containing links to various SEO tools: Link Tools, Keyword Tools, Search Engine Tools, Header/Tag Tools, IP Tools, Miscellaneous Tools, and Source Code Tools. The main content area has a header "SEO Tools » Google Indexed Pages Checker". Below this, the title "Google Indexed Pages Checker" is displayed, followed by the sub-instruction "Check how many pages Google has indexed for one website.". A link "How do I use this tool? [+]" is present. A form field "Enter Your URL" contains the value "dmnd.udacity.com". A "Continue >>" button is located below the URL input. At the bottom, the results are shown in a table:

URL	Google Indexed Pages
dmnd.udacity.com	n/a

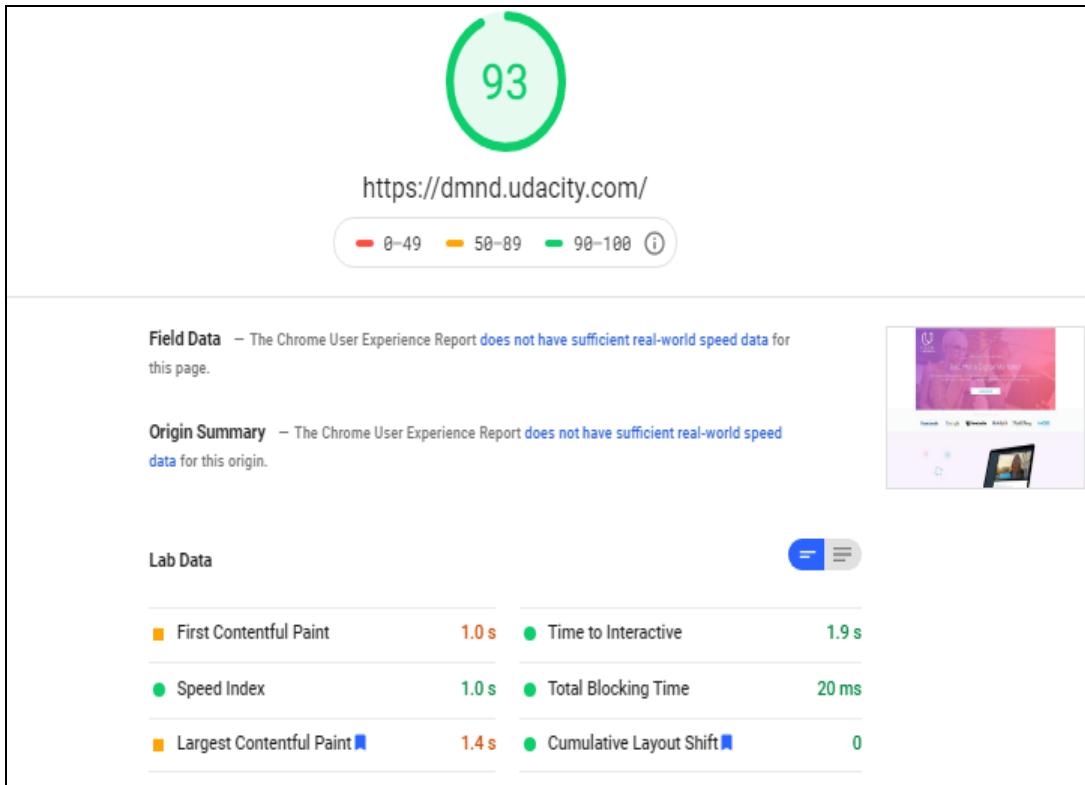
Page Speed

Page speed is one of the ranking factor used by Google in search engine results. Page speed also plays role in the user experience and their conversion.



→ On Mobile

Page Speed



→ On Desktop

Mobile Friendly Evaluation

Using the Think with Google tool, I assessed the mobile-friendliness of the dmnd.udacity.com website.

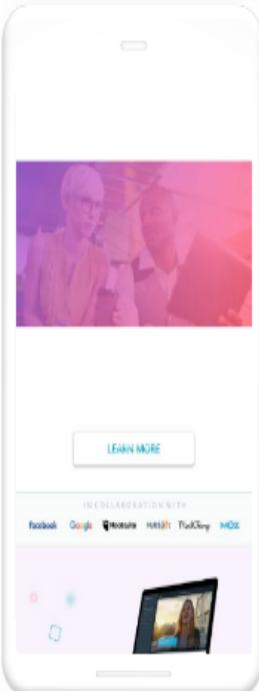
Your speed results for dmnd.udacity.com

Your mobile page speed is 3.8 seconds on a 4G connection.

RATING

Poor

Poor sites start to load in over 2.5 seconds.
[Learn more](#)



Recommendations

- Create additional keywords that pursue leads to take advantage of Udacity's relatively new approach to education.
- Meta-Description Tag and Alt-Tag are currently blank. This will result in poor website performance in SEO. I would recommend to complete all missing tags with accurate descriptions of content.
- Pingler test result shows dmnd.udacity.com website pages are not indexed. Indexing these pages will help in high page rank.
- The mobile page speed of dmnd.udacity.com result poor when measured using Google Page Speed tool. I would recommended to follow technical changes as suggested by Tool to improve page speed.
- Mobile friendliness evaluation results poor when calculated using Think With Google tool and it requires to improve speed.

CREATE AN
ADWORDS CAMPAIGN

Adwords Campaign

Approach Description

For my Google Adwords Campaign, I am assigned with helping students worldwide access to free education course – Differential Equations in Action. Preferred audience location is India who can read and write in English. Our daily budget is \$10 and Ads will run for 5 days.

Course – Differential Equations in Action

(Landing Page URL - <https://www.udacity.com/course/differential-equations-in-action--cs222>)

I segmented audience in two groups based on their customer journey stage as:

1. Awareness Stage
2. Desire Stage

1. Awareness Stage

In this segment I targeted larger audience by using broad and generic keywords. I used Moz keyword explorer to search for keywords to target potential students. I created two Ads and provided appropriate headlines and description to each Ads.

2. Desire Stage

In this segment I targeted more specific audience through brand and technical keywords. I used Moz keyword explorer to search for keywords to target potential students. Main objective is to get more students enrolled for free course provided by Udacity in the field of Differential Equations in Action. I created two Ads and provided appropriate headlines and description to each Ads.

Marketing Objective

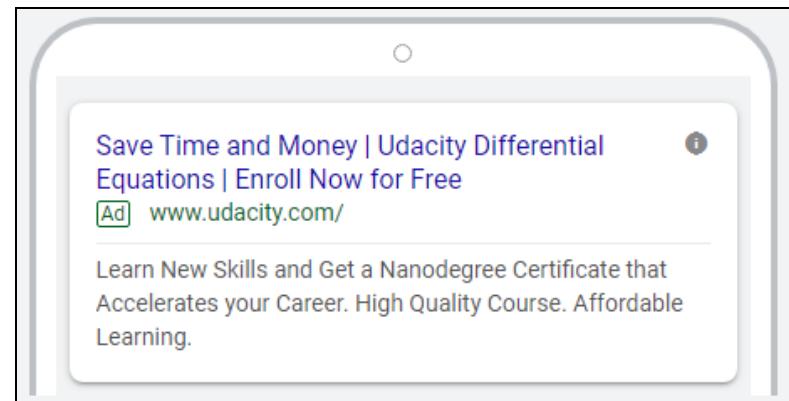
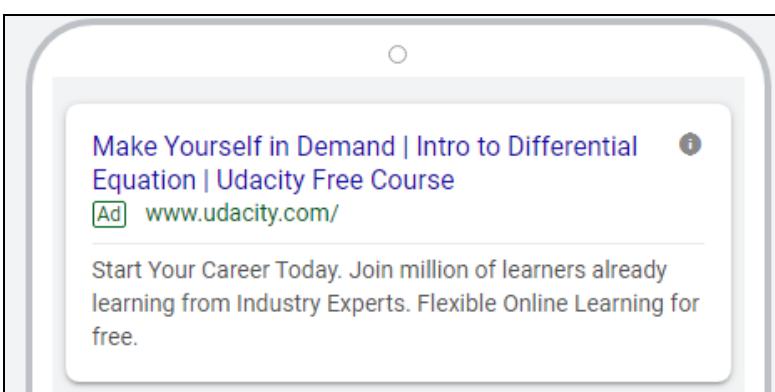
Generate 20 leads for free course Differential Equations in Action within 5 days with budget of \$10/per day.

Primary KPI

Number of Leads

Ad Group: Ads & Keywords

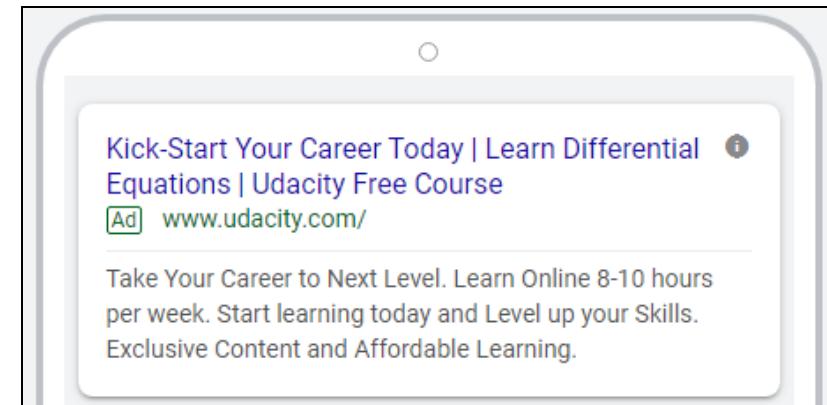
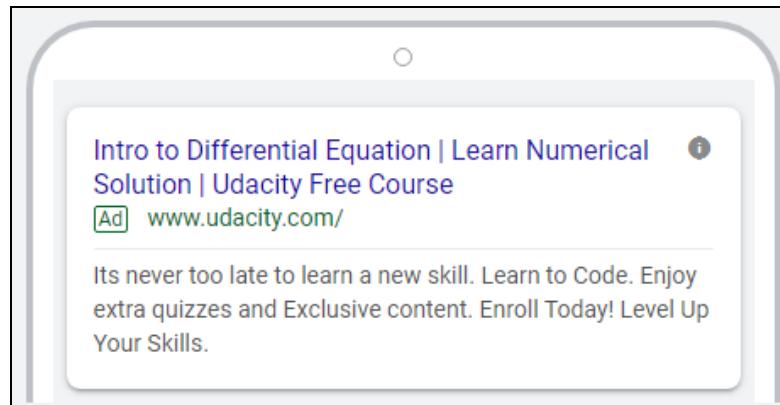
Ad Group 1 – Awareness Stage



Keywords for Ad Group 1 – Awareness Stage

1. python classes
2. equations
3. differential equations online course
4. differential equations online free course
5. how to solve basic differential equation
6. what is differential equation
7. partial differential equations online course
8. python programming certification
9. python lessons
10. online programming courses
11. python web development tutorial
12. advanced python course
13. best python programming book
14. free online computer courses with certificate of completion
15. python classes tutorial
16. ordinary differential equations online course
17. calculus course online
18. basic python programs
19. differential equation study guide
20. differential equation topics
21. differential equation curriculum
22. differential equation video lectures

Ad Group 2 – Desire Stage



Keywords for Ad Group 2 – Desire Stage

1. solving differential equation in python
2. project work in differential equation
3. differential equation for engineers solution
4. differential equation outline
5. differential equation course summary
6. differential equation for beginners
7. differential equation tutorial
8. differential equation mooc
9. differential equation course udacity
10. udacity free courses
11. udacity nanodegree courses
12. udacity calculus
13. udacity python
14. differential equation course credit
15. differential equation video lectures
16. differential equation topics
17. review of differential equation course
18. differential equation course description
19. differential equation solution

Campaign Review

The screenshot shows the Google Ads interface for a campaign named "ManGanSep-20_". The campaign is currently Paused. The settings include a budget of \$10.00/day, targeting the Google Search Network and Search partners, and advertising in India (country) in English. The bidding strategy is CPC (enhanced). The campaign runs from October 19, 2020, to October 23, 2020. Ad rotation is set to optimize for best performing ads. There are no dynamic search ads or IP exclusions.

Setting	Value
Campaign name	ManGanSep-20_
Campaign status	Paused
Goal	Leads
Networks	Google Search Network, Search partners
Locations	India (country)
Languages	English
Budget	\$10.00/day
Bidding	CPC (enhanced)
Start and end dates	Start date: October 19, 2020 End date: October 23, 2020
Conversions	Account-level conversions setting
Ad rotation	Optimize: Prefer best performing ads
Campaign URL options	No options set
Dynamic Search Ads setting	Get automated search targeting and customized ad headlines based on your website
IP exclusions	No exclusions set

Campaign Summary

☰ Google Ads | All campaigns > ManGanSep-20_

SEARCH REPORTS TOOLS & SETTINGS C ? 🔔 873-789-3111 DMND Uadcity mansimody89@gmail.com

Overview Paused Type: Search Budget: \$10.00/day More details ▾

Recommendations Ad groups Last 7 days Oct 11 – 17, 2020 ▾

+ Ad group status: All but removed ADD FILTER

	Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/> Ad group 1- Awareness stage	Not eligible Campaign paused, Campaign pending	\$3.00 (enhanced)	Standard	0	0	–	–	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/> Ad group 2- Desire stage	Not eligible Campaign paused, Campaign pending	\$3.00 (enhanced)	Standard	0	0	–	–	\$0.00	0.00	\$0.00
Total:... ?					0	0	–	–	\$0.00	0.00	\$0.00
Total:... ?					0	0	–	–	\$0.00	0.00	\$0.00

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost Per Click	Conv.	CR	Cost per Conv.	Cost
Ad Group 1- Awareness	\$3.00	3746	41	1.09%	\$1.22	0.00	0.00 %	\$0.00	\$49.82
Ad Group 2- Desire	\$3.00	98	1	1.02%	\$0.18	0.00	0.00 %	\$0.00	\$0.18
Total		3844	42	1.09%	\$1.19	0.00	0.00 %	\$0.00	\$50.00

Key Campaign Results (Contd..)

Ad	Clicks	CTR	Avg. Cost Per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	30	1.10%	\$1.37	0.00	0.00%	\$0.00
Ad Group 1, Ad 2	11	1.08%	\$0.79	0.00	0.00%	\$0.00
Ad Group 2, Ad 1	1	1.37%	\$0.18	0.00	0.00%	\$0.00
Ad Group 2, Ad 2	0	0.00%	-	0.00	0.00%	\$0.00

Key Campaign Results (Keywords)

Keywords	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Online Programming Courses	22	1.27%	\$1.44	0.00	0.00%	\$0.00
Equations	12	0.81%	\$0.49	0.00	0.00%	\$0.00
Python lessons	2	1.08%	\$1.74	0.00	0.00%	\$0.00

Campaign Evaluation

- Unfortunately, my campaign was not successful and hence it resulted into negative ROI.
- Was able to achieve clicks and impressions for my Ad Group 1- Awareness stage. But Ad Group 2 – Desire stage, faced some issue and did not run as expected.
- I have attached the screenshot of the error message received from Google Ads Team mentioning the issue for not running the Ads of Group 2- Desire Stage

Campaign Evaluation

 Google Ads Sign in: DMND Udacity
Your Customer ID: 873-789-3111

Ads (1) impacted by Google Ads policy

[View and fix policy issues](#)

Campaign: [udacity 6](#) [11358162886]

! Disapproved

Ads (1)

Policy: [Destination not working](#), [Capitalization](#), [Legal: Russia](#)

[View and fix issues](#) by going to the Policy Manager. For each issue, you can do one of the following:

- Edit content to fix the issue (this automatically resubmits content for approval).
- For destination issues, first fix your destination, then hover over the ad's "Status" column and click **Request another review**.

Thank you,

The Google Ads Team

Recommendations for future campaigns

- I would focus more on high performing Ads and Keywords and create more attractive and eye catching headlines and descriptions. Also would target specific group of audience who might be interested in my Ads.
- I would pause poor performing Ads and add or replace the short keywords with long tail keywords which are broad and specific.
- I will perform A/B test by choosing two different Ad Groups with either with different headlines or descriptions or keywords, this would help me to easily evaluate which group is performing better and which one should I pause.
- Landing page is important as it is what audience looks at and based on it conversion takes place. Landing page should deliver the message clearly and should not be confusing. Adding videos or images or testimonials will be helpful to convince people to lead to conversion.

Appendix Screenshots for Reference

Ad Groups

<input type="checkbox"/>	<input checked="" type="radio"/> Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
<input type="checkbox"/>	<input checked="" type="radio"/> Ad group 1- Awareness stage	Not eligible Campaign ended	\$3.00 (enhanced) 	Standard	41	3,746	1.09%	\$1.22	\$49.82
<input type="checkbox"/>	<input checked="" type="radio"/> Ad group 2-Desire stage	Not eligible Campaign ended	\$3.00 (enhanced) 	Standard	1	98	1.02%	\$0.18	\$0.18
	Total: All ... 				42	3,844	1.09%	\$1.19	\$50.00
	Total: Ca... 				42	3,844	1.09%	\$1.19	\$50.00

Ads

		Ad	Ad group	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	Make Yourself in Demand Intro to Differential Equation Udacity Free Course www.udacity.com Start Your Career Today. Join million of learners already learning from Industry Experts. Flexible... View assets details	Ad group 1-Awareness stage	Not eligible Poor ad strength. Campaign ended	Responsive search ad	30	2,732	1.10%	\$1.37	\$41.10
<input type="checkbox"/>	<input checked="" type="radio"/>	Save Time and Money Udacity Differential Equations Enroll Now for Free www.udacity.com Learn New Skills and Get a Nanodegree Certificate that Accelerates your Career. High... View assets details	Ad group 1-Awareness stage	Not eligible Poor ad strength. Campaign ended	Responsive search ad	11	1,014	1.08%	\$0.79	\$8.72
<input type="checkbox"/>	<input checked="" type="radio"/>	Intro to Differential Equation Learn Numerical Solution Udacity Free Course www.udacity.com Its never too late to learn a new skill. Learn to Code. Enjoy extra quizzes and Exclusive conten... View assets details	Ad group 2-Desire stage	Not eligible Poor ad strength. Campaign ended	Responsive search ad	1	73	1.37%	\$0.18	\$0.18
<input type="checkbox"/>	<input checked="" type="radio"/>	Kick-Start Your Career Today Learn Differential Equations Udacity Free Course www.udacity.com Take Your Career to Next Level. Learn Online 8-10 hours per week. Start learning today and Level u... View assets details	Ad group 2-Desire stage	Not eligible Poor ad strength. Campaign ended	Responsive search ad	0	25	0.00%	-	\$0.00
Total: All but removed ads ②						42	3,844	1.09%	\$1.19	\$50.00
▼ Total: Campaign ②						42	3,844	1.09%	\$1.19	\$50.00

Keywords

Keyword	Ad group	Status	Max. CPC	Match type	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
Total: All but removed keyw... ⓘ							42	3,844	1.09%	\$1.19	\$50.00
online programing courses	Ad group 1-Awareness stage	Campaign ended	\$3.00 (enhance)	Broad match	Eligible	-	22	1,738	1.27%	\$1.44	\$31.62
equations	Ad group 1-Awareness stage	Campaign ended	\$3.00 (enhance)	Broad match	Eligible	-	12	1,480	0.81%	\$0.49	\$5.91
python lessons	Ad group 1-Awareness stage	Campaign ended	\$3.00 (enhance)	Broad match	Eligible	-	2	185	1.08%	\$1.74	\$3.48

DISPLAY
ADVERTISING
CAMPAIGN

Display Advertising Campaign

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

Cost: The cost of the degree is \$999

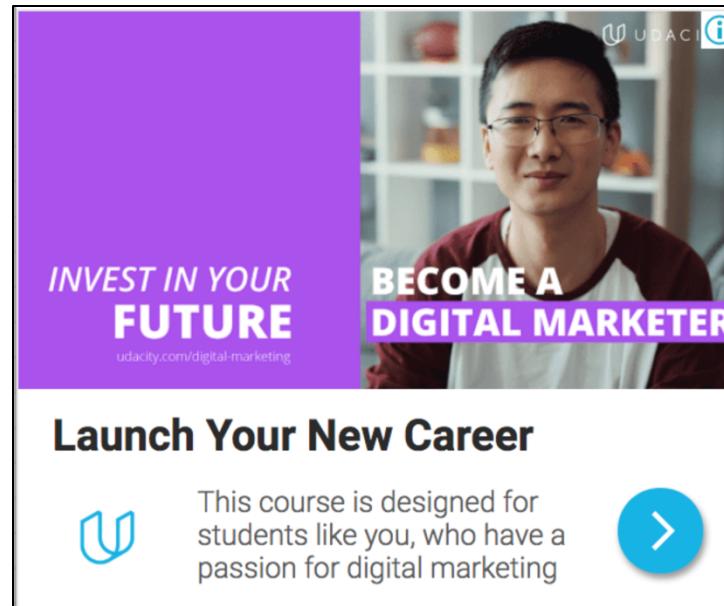
Profit: For the purpose of this assignment, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

Display Image Campaign: Overall Result

Find below the result of overall Display Image Campaign

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
Affinity Audience	1243	200957	0.62%	\$0.36
Cost	Conversion Rate	#New students	CPA	ROI+/-
\$448.95	0.2%	2	\$224.48	\$149.04

- The total cost of the campaign was \$448.95. The ad was shown 200957 times, with 1243 users clicking on the ad to land up on the home page. This comes to a CTR of 0.62% of the 1243 people who landed up on the homepage, assuming a 0.2% conversion rate, we could find the total users who ultimately signed up were 2. The CPA calculated is \$224.48 (Total cost of campaign/ total signups).
- The overall ROI is \$149.04 – positive.

How would you optimize this campaign?

According to me the campaign is doing good, but would like to suggest following ideas and see whether it will help to optimize campaign or not.

Suggestion 1: A/B testing different Ad Creative

Suggestion 2: A/B testing different Colors

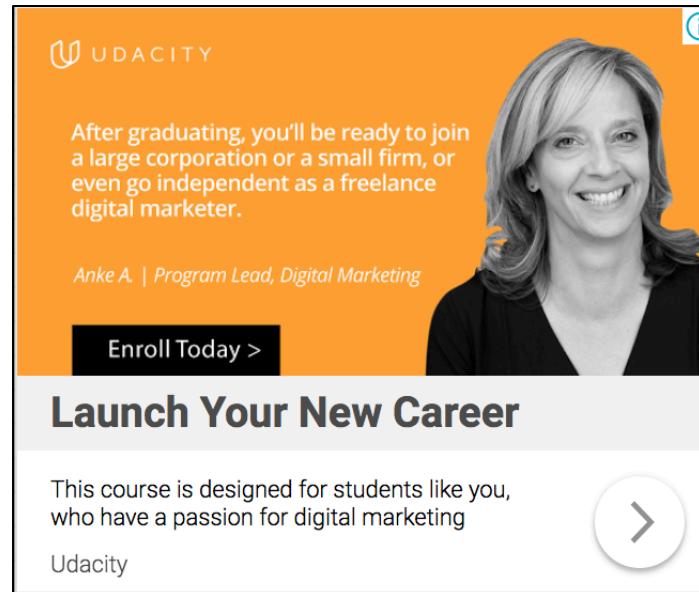
Suggestion 3: Changing the target audience

Suggestion 4: Optimizing based on devices, geolocation and income of the target audience

Display Image Campaign: Site Targeting

Review below the overall results of the Display Image Campaign targeting placements (site targeting).

Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
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
Site Targeting	407	67833	0.60%	\$0.57
Cost	Conversion Rate	#New Students	CPA	ROI+/-
\$231.99	0.2%	1	\$231.99	\$67.01

- The total cost of the campaign was \$231.99. The ad was shown 67833 times, with 407 users clicking on the ad to land up on the home page. This comes to a CTR of 0.6% of the 407 people who landed up on the homepage, assuming a 0.2% conversion rate, we could find the total users who ultimately signed up were 1. The CPA calculated is \$231.99 (Total cost of campaign/ total signups).
- The overall ROI is \$67.01 – positive.

How would you optimize this campaign?

Suggestion 1: Would display the Ads on the sites where target audience would visit more frequently.

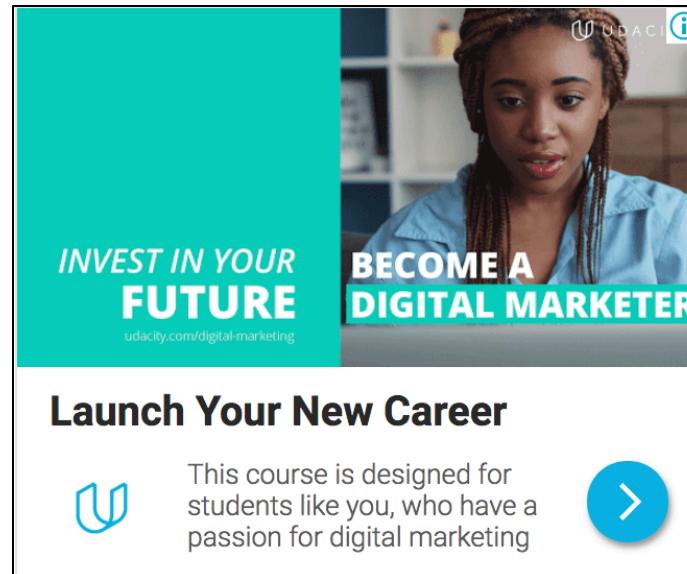
Suggestion 2: Expand the keyword list, add the keywords similar to the one performing well.

Suggestion 3: A/B testing different creative.

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.

<input type="checkbox"/>	<input checked="" type="radio"/> 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



Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg. CPC
Remarketing	670	109994	0.61%	\$0.35
Cost	Conversion Rate	#New Students	CPA	ROI+/-
\$234.50	0.2%	1	\$234.50	\$64.50

- The total cost of the campaign was \$234.50. The ad was shown 109994 times, with 670 users clicking on the ad to land up on the home page. This comes to a CTR of 0.61% of the 670 people who landed up on the homepage, assuming a 0.2% conversion rate, we could find the total users who ultimately signed up were 1. The CPA calculated is \$234.50 (Total cost of campaign/ total signups).
- The overall ROI is \$64.50 – positive.

How would you optimize this campaign?

Suggestion 1: Pause the Ad group that doesn't perform well.

Suggestion 2: A/B testing different colors.

Suggestion 3: A/B testing different creative.

Which campaign performed best the best? Why?

- Campaign 1-Affinity Audience performed best as it has highest positive ROI and also the number of new students (i.e. Conversions) is 2.
- Campaign 2 and Campaign 3 also performed well as both have positive ROI and have similar number of new students enrolled (i.e. Conversion) is 1.
- However the CTR is almost same for all the 3 campaigns i.e. 0.62%, 0.60% and 0.61%. But Campaign 1 has highest no. of Clicks, Impressions and conversion resulting into best performed campaign .

Recommendations for future campaigns

- I would focus on Ads and Keywords which are performing well and would pause the Ads and Keywords which are not performing well and has high CPC.
- I would also perform A/B testing with different Ad creatives and Ad Colors.
- Landing page should be clear and target audience should understand what we are offering and should have clear call to action.

Appendix Screenshot for Campaign Result

Creatives	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	New Students	CPA	ROI +/-
Affinity Audience	1243	200957	0.62%	\$0.36	\$448.95	0.20%	2	\$224.48	\$149.04
Site Targeting	407	67833	0.60%	\$0.57	\$231.99	0.20%	1	\$231.99	\$67.01
Remarketing	670	109994	0.61%	\$0.35	\$234.50	0.20%	1	\$234.50	\$64.50



MARKET WITH EMAIL

Market with Email

Marketing Objective

Convert 50 leads into purchaser (enroll) for Digital Marketing Nanodegree (DMND) Program within 3 weeks of Email Marketing campaign.

Primary KPI

Number of Conversion i.e. Number of students enrolled for the Program.

Email Series

Email 1: Do you want to Become an Expert in Digital Marketing?

Email 2: Free EBook - Digital Marketing Nanodegree Program

Email 3: 30% Discount Reminder to become Digital Marketing Specialist

Creative Brief: Email 1

General	The first email gives idea about the course, Industry Experts and Real world projects will make the learning process more interesting.
Subject Line 1	Do you want to Become an Expert in Digital Marketing?
Subject Line 2	How about becoming a Digital Marketing Expert?
Preview Text	Launch a successful career as Digital Marketer with the guidance of Industry experts
Body	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.
Outro CTA	Learn More

Creative Brief: Email 2

General	In the second email, prospective students will get the preview of the course through a Free eBook
Subject Line 1	Free EBook - Digital Marketing Nanodegree Program
Subject Line 2	FREE Digital Marketing Ebook Download Now!
Preview Text	Find out what you can learn at Udacity Digital Marketing Nanodegree (DMND) Program
Body	With the Ebook for Digital Marketing Nanodegree Program you can get a snippet of the course. What are the topics covered like Facebook campaign, SEO, SEM, Google Ad words to name few. Take advantage of this opportunity today! Get the idea of the course for FREE.
Outro CTA	Download Free Ebook

Creative Brief: Email 3

General	The third and last email in the series amplifies the desire to enroll by offering a good discount deal for the limited time
Subject Line 1	30% Discount Reminder to become Digital Marketing Specialist
Subject Line 2	30% Discount Grab before its too late
Preview Text	Here is a Final reminder for quickly enrolling for the Program to grab the 30% discount deal
Body	This is a final reminder for quickly enrolling yourself for the DMND program and avail a good discount of 30%. The last date for the enrollment is November 15, 2020 to take the advantage of the discount and get yourself a successful and bright future in the field of Digital Marketing. Don't wait and get yourself enrolled today!
Outro CTA	Enroll Now

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	November 10	November 11	November 13	November 19
Email 2	November 11	November 12	November 18	November 23
Email 3	November 12	November 13	November 23	November 27

Week One					Week Two					Week Three				
M	T	W	TH	F	M	T	W	TH	F	M	T	W	TH	F
	Yellow	Cyan		Green			Green			Red				
		Yellow	Cyan					Red						
			Yellow	Cyan										Red

Color Key

Planning

Testing

Send

Analyze

Draft Email

Desktop	Mobile	Inbox	Header Info
			<p>Enable live merge tag info <input checked="" type="checkbox"/></p>
<p>Become a Digital Marketer</p> <p>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.</p>  <p>Learn to create marketing content, use social media to amplify your message, make content discoverable in search, run Ads campaigns and advertise on Facebook.</p> <p>Additionally, learn how display and video ads work and how to</p>	<p>To: <i>Recipient's email address</i></p> <p>From: Mansi Gandhi Udacity DMND mansimody89@gmail.com</p> <p>Subject: Do you want to Become an Expert in Digital Marketing ?</p> <p>Preview Text: Launch a successful career as Digital Marketer with the guidance of Industry experts</p>		

Cont...

Additionally, learn how display and video ads work and how to market with email, and measure and optimize with Google Analytics.

[Learn More](#)



Copyright © |CURRENT_YEAR|* |LIST:COMPANY|*, All rights reserved.
"|IFNOT:ARCHIVE_PAGE|" "LIST:DESCRIPTION|"

Our mailing address is:
"|HTML:LIST_ADDRESS_HTML|* "|END:IF|"

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

"|IF:REWARDS|" "|HTML:REWARDS|* "|END:IF|"

Final Email



Become a Digital Marketer

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.



Cont..

← Back ⏪ ⏩ →

Archive Move Delete Spam ...

Learn to create marketing content, use social media to amplify your message, make content discoverable in search, run Ads campaigns and advertise on Facebook.

Additionally, learn how display and video ads work and how to market with email, and measure and optimize with Google Analytics.

[Learn More](#)

Copyright © 2020 “[LIST:COMPANY]”. All rights reserved.
[LIST:DESCRIPTION]

Our mailing address is:
[LIST_ADDRESS_HTML]

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Grow your business with mailchimp

Result Email #1

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

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

A/B Testing

A/B Testing		
CTA		
Email #1	Learn More	Tell me More

- A/B Testing is comparing two types of online or offline campaigns whether it is Subject Line, Body of Email, Call to Action (CTA), Time & Date when an Email was sent and many other such elements of an Email Marketing campaign.
- A/B Testing plays an important role in understanding whether our email campaign is performing good or it needs to make few changes in it to enhance its performance. It helps to reduce Bounce Rate, Click through Rate (CTR), Conversion Rate.
- A/B testing should be first performed on statistically significant data rather than performing on whole data.

Final Recommendations

- 1.** Since the Bounce rate is high i.e. 250 emails were not delivered out of total 2500 emails, which means 10% of total emails sent were bounced. It is advised to keep bounce rate low as <1% or we can be flagged as spammer. Remove the invalid email addresses and try to keep hard bounces low.
- 2.** We can optimize the Open Rate and Conversion Rate by following A/B test method on Subject Line, Preview Text, Body of the email and Call to Action. We can include more images, videos or testimonials in the body of the emails to gain attention of more prospective students and pursue them to convert.

- 
3. It is important to provide our Subscribers with an option to Unsubscribe from the emails. If we do not provide with this option, subscribers might start considering our emails as Spam and this can increase our chances of being flagged as spammer, which can impact our reputation and business negatively and our competitors can take advantage of this situation. If our unsubscribe rate is high, we must analyze our content and conduct A/B testing or reduce frequency and try to engage subscribers more efficiently.