# **The Marketing Analytics Project Requirements**

# Project Title:

#### Analyzing the Performance of a Marketing Campaign for Any company

## **©** Project Objectives:

- Evaluate the effectiveness of a marketing campaign using data analysis
- Identify strengths and weaknesses in marketing performance
- Provide data-driven recommendations for improvement
- Develop a revised marketing plan based on insights

## Project Components:

#### 1. Product/Service Description

- Brief overview of the company and product/service
- Target audience and customer segment

#### 2. Marketing Channels Used

- Social media platforms (e.g., Facebook, Instagram, TikTok)
- Email marketing
- Paid ads (e.g., Google Ads, Meta Ads)
- Website traffic and SEO

#### 3. Data Sources

- Google Analytics
- Meta Ads Insights (Facebook & Instagram)

- CRM data or Excel sheets
- Visualization tools (e.g., Looker Studio, Tableau, Excel)

#### 4. Key Performance Indicators (KPIs)

- Website Traffic
- Click-Through Rate (CTR)
- Conversion Rate
- Cost Per Acquisition (CPA)
- Return on Investment (ROI)
- Engagement Rate
- Customer Lifetime Value (CLV)
- Churn Rate

#### 5. Types of Analysis

Descriptive Analysis: What happened?

Summarize campaign results (traffic, clicks, sales)

• **Diagnostic Analysis:** Why did it happen?

Identify reasons behind trends or issues

• **Predictive Analysis:** What might happen next?

Use historical data to forecast future performance

• A/B Testing: Which version performs better?

Compare two ad creatives, landing pages, etc.

#### 6. Findings and Observations

- Analyze and interpret campaign performance
- Compare actual results with predefined goals

• Highlight strengths and areas for improvement

#### 7. Recommendations

- Suggestions for improving content/design
- Adjustments to audience targeting
- Budget or timing modifications
- Proposals to scale what worked well

#### 8. Dashboard

- Visual presentation of campaign data
- Include charts, tables, and KPIs
- Tools: Google Data Studio, Tableau, or Excel

#### 9. Appendices (if applicable)

- Screenshots of campaign content
- Detailed raw data tables
- Tool links or access notes

# 🗱 10. Final Marketing Plan

Using insights from your analysis, create a data-driven marketing plan:

Marketing Goal:

Define the updated objective (e.g., increase conversions, reduce CPA)

Target Audience:

Refined segmentation based on campaign insights

Strategy:

Selected platforms, content direction, key messages

#### • Tactics:

Execution steps, ad formats, CTAs, channels to focus on

#### • KPIs:

Updated metrics to track performance

## • Timeline & Budget:

Proposed schedule and estimated cost allocation

### **✓** Submission Notes

- Format: PDF or PowerPoint
- Include group names and student IDs
- Submit via LMS or email (as per instructor instructions)