

Project 3:

Evaluate a Facebook Campaign



Marketing Challenge #1:

Digital Marketing Nanodegree Program

Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might be interested in taking this course. In order to do this, we have created a [landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$25 per collected email address.



The screenshot shows a web browser window displaying the Udacity landing page. The page has a clean, modern design with a white background. At the top, the Udacity logo is visible. Below it, the title "Free Social Media Advertising Guide" is prominently displayed, followed by a subtitle "An excerpt from the Udacity Digital Marketing Nanodegree Program". On the left side, there is a purple eBook cover titled "SOCIAL MEDIA ADVERTISING GUIDE". To the right of the cover, the text "Get your free copy of the eBook today!" is followed by three bullet points with green checkmarks: "A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat", "Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads", and "Everything you need to get started!". Below these points is a white input field labeled "Email" and a blue button labeled "DOWNLOAD EBOOK". At the bottom, there is a small disclaimer: "By submitting your email, you agree to receive emails from Udacity, Inc. and can unsubscribe at any time. Please find our Privacy Policy here."

Landing Page



Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program



Get your free copy of the eBook today!

- ✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- ✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- ✓ Everything you need to get started!

SUBMIT




*By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time.
Please find our Privacy Policy [here](#).*

Marketing Objective & KPIs

Marketing Objective: To collect the email addresses of 50 potential students for the Digital Marketing Nanodegree Program, with a campaign running for one week and having a lifetime budget of \$1000

KPI: Number of eBook downloads

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">● Age 27● Female● Graduated from university● Employed● Lives in a mid-size US city	<p>Jessica</p> 	<ul style="list-style-type: none">● Flexible study schedule● “Bite-size” chunks of learning
Hobbies	Goals	Barriers
<ul style="list-style-type: none">● Hiking● Photography● Walking her dog	<ul style="list-style-type: none">● Transition into a new career in digital marketing● Get a job with higher earning potential/path to advancement● Meet other marketers	<ul style="list-style-type: none">● Limited time for studying/learning new skills● Unsure how to break into a new industry

Ad Set

The following three ads are the Ad Set we have designed to target that persona on the previous slide.

Ad One



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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



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Ad Two



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Ad Three



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Free eBook: Social Media Advertising

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Download

a-Briefly describe the targeting of the ad set (demographics, location, interest, behavior, etc

Demographic and location

People are live in mid-size cities who are employed ,and aged 21 years or older in the US.

Interest

They are looking forward to getting higher-paying jobs , or becoming digital marketers.

Behavior

They prefer to learn remotely

B-Provide the correct formulas for the following KPIs:

- CPM (Cost per 1,000 Impressions) = (ad cost/ad impressions)***1000**
- Link Click-Through Rate=(Total clicks/Total impressions)*100
- CPLC (cost per link click) =Total cost /total clicks
- Click To Lead Rate =(Total leads/total clicks)*100
- Cost per Results=Total cost/total leads

C- Based on the "key results" table, identify which ad performed best, and explain why you think this was the case.

The second ad got the most views by 7717 viewers Furthermore 29% of people who clicked on the second registered their email addresses and also the second ad Generated 65% of e-book downloads ,So the second ad performed the best.

D How would you optimize the campaign and explain do you think so?

We should run the campaign for another week to get more registered email addresses and set up A/B test for the call to action.

E-Write up a high-level overview of how well or not well the campaign performed, based on the marketing objectives.

The campaign reached 13011 people, and 26 %of viewers who watched one ad of the campaign ads registered their email addresses and downloaded the e-book, on the other hand, the campaign aimed to collect 50 email addresses of potential students and total registered email addresses were (sixty-six) email addresses so the campaign performed well.

- **Would you focus on certain ad groups or ads? If so, which ones and why?**

The second ad was the best because it generated the majority (65 %) of registered email addresses

and also cost per result was less than the cost per result of the first and the third ads so, I will focus on the second ad.

- **Would you change any of the existing ad copy or add any new ones? What would you add or change and why?**

I think the existing ad copy performed well, so I will not change or add anything.

- **What iteration would you make to the A/B test ?**

In this campaign we ran A/B test for the image by using three different images, and the second ad image was the best because the second ad generated the majority of registered email addresses

I will set up A/B test for call to action and use a different word for every ad call to action.

- **Would you make changes to the landing page, and if so, what kind of changes and why?**

I think some people hesitate to enter their names so I will remove the field of first name.

- **How would you optimize the campaign, and explain why you think so?**

The campaign targeted to collect 50 email addresses of potential students so I will change Bid strategy to (CPC) cost per click because it's more productive.