



Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

Campaign Approach

The project challenge I have selected is a free social media marketing e-book that includes content from the Digital Marketing Nanodegree program at Udacity. I have used the target persona from my first project. I will “target” men and women from 20 to 30 years old. Who lives in Egypt. And Interested in online learning marketing My marketing objective for this ad campaign is simple: convert 150 people from those who view the ads and have downloaded the free. e-book during a five days period in NOV of 2019 My total budget is \$125 for this ad campaign. My KPI for the ad campaign is the number of people who downloaded the free e-book

20to30 years old 2. Works 3. Live in egypt 4. Interested in online learning marketing	male and Female from 20to30 years old 	2. Good online course 3. Improved her skills in seo .sem and social media ads
Hobbies	Goals	Barriers
1. Reading 2. traveling 3. exercise	1. Become an expert in digital marketing 2. Have a voice in her field 3. Earn enough money	1. change in digital marketing moves quickly 2. Doesnot have enough time for offline courses 3. Not enough knowledge

Marketing Objective

convert 150 people from those who view the ads and have downloaded the free. E-book during a five day period in Dec of 2019 by our budget lifetime is \$100



KPI

number of people who have downloaded the free e-book during the ad campaign





Campaign Summary

- I targeted men and women aged 20 -30 who live in the Egypt, are interested in digital marketing and people who like audacity page people working professionals in digital marketing
- I used single image ads and created three of them that I placed into an ad set.



Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
Ad One	1	452	\$0.8	\$.39
Ad two	1	914	\$0.67	\$0.87
Ad Three	201	50,047	\$0.48	\$98.45
Overall	203	54,959	\$0.48	\$99.71

Campaign Evaluation

- In accordance to my marketing objective to convert 150 people by having them download the e-book, the campaign was successful. my campaign had a good target persona to use ad three was the best one and ad three only got more then 150 download e-book.

My campaign ROI is positive

ROI FOR DMND = $\$15 \times 203 / (99.71) = 30.53$

Campaign Evaluation: Recommendations

First I will determine the Marketing Objective I will put another big goal after that the KPIs after that Target Persona I will expand my target personas like determined big place I will target more than one country and language and I will target only men and I will choose only one language and testing Ad placement and I will start working in my social media campaign.





Appendix

Screenshots for Reference

Review Before Confirming

You can review what you've confirmed later in Ads Manager.

DRAFT CAMPAIGN

Campaign Name

midoroshdy1995-NTL-EGY

Campaign Objective

Conversions

Create New Ad Set ▼

Ad Set Name

US - 20-25,Marketing Higher Ed spend

Targeting

Custom Audience: Lookalike (US, 1%) - Students interested in digital marketing, Working professionals in digital marketing, Students interested in digital marketing, similar, Website visitors or Lookalike (ID, IN and 3 others, 3%) - People who like Digital Marketing by Udacity

More ▼

Ad Placement

Facebook Feeds, Facebook Instant Articles, Facebook In-Stream Videos, Facebook Right Column, Facebook Video Feeds, Facebook Marketplace, Facebook Stories, Facebook Search Results, Instagram Feed, Instagram Stories.

Close

Confirm

Review Before Confirming

You can review what you've confirmed later in Ads Manager.

Ad Placement

Facebook Feeds, Facebook Instant Articles, Facebook In-Stream Videos, Facebook Right Column, Facebook Video Feeds, Facebook Marketplace, Facebook Stories, Facebook Search Results, Instagram Feed, Instagram Stories, Instagram Explore, Audience Network Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos, Messenger Inbox and Messenger Stories

Budget & Schedule

\$100.00 Lifetime | Nov 26, 2019 - Nov 29, 2019

Create New Ad ▼

Ad Name


Default name - Conversions

- Image #

Text

Download your free e-Book now

Images

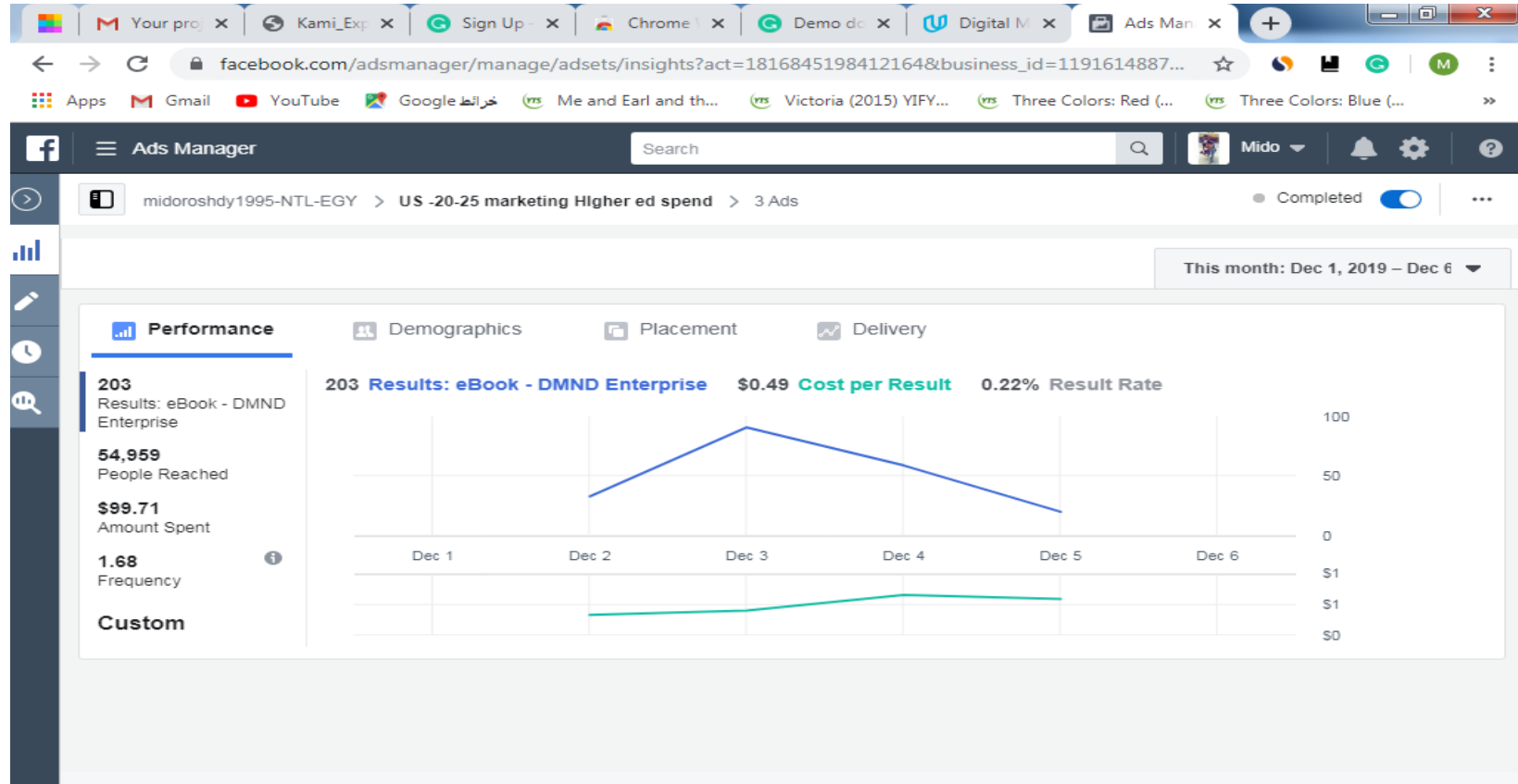


Each image will create a different ad.

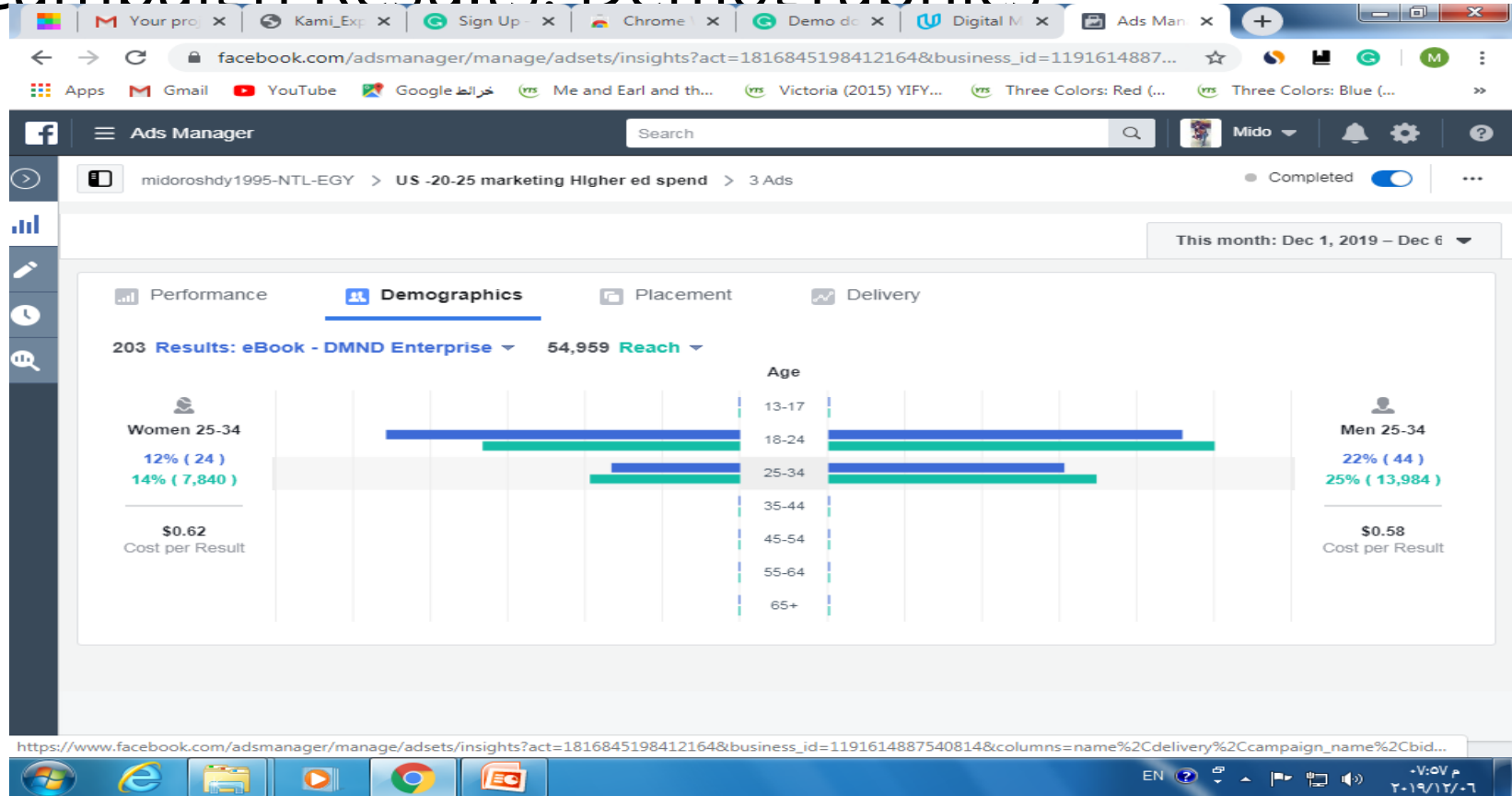
Close



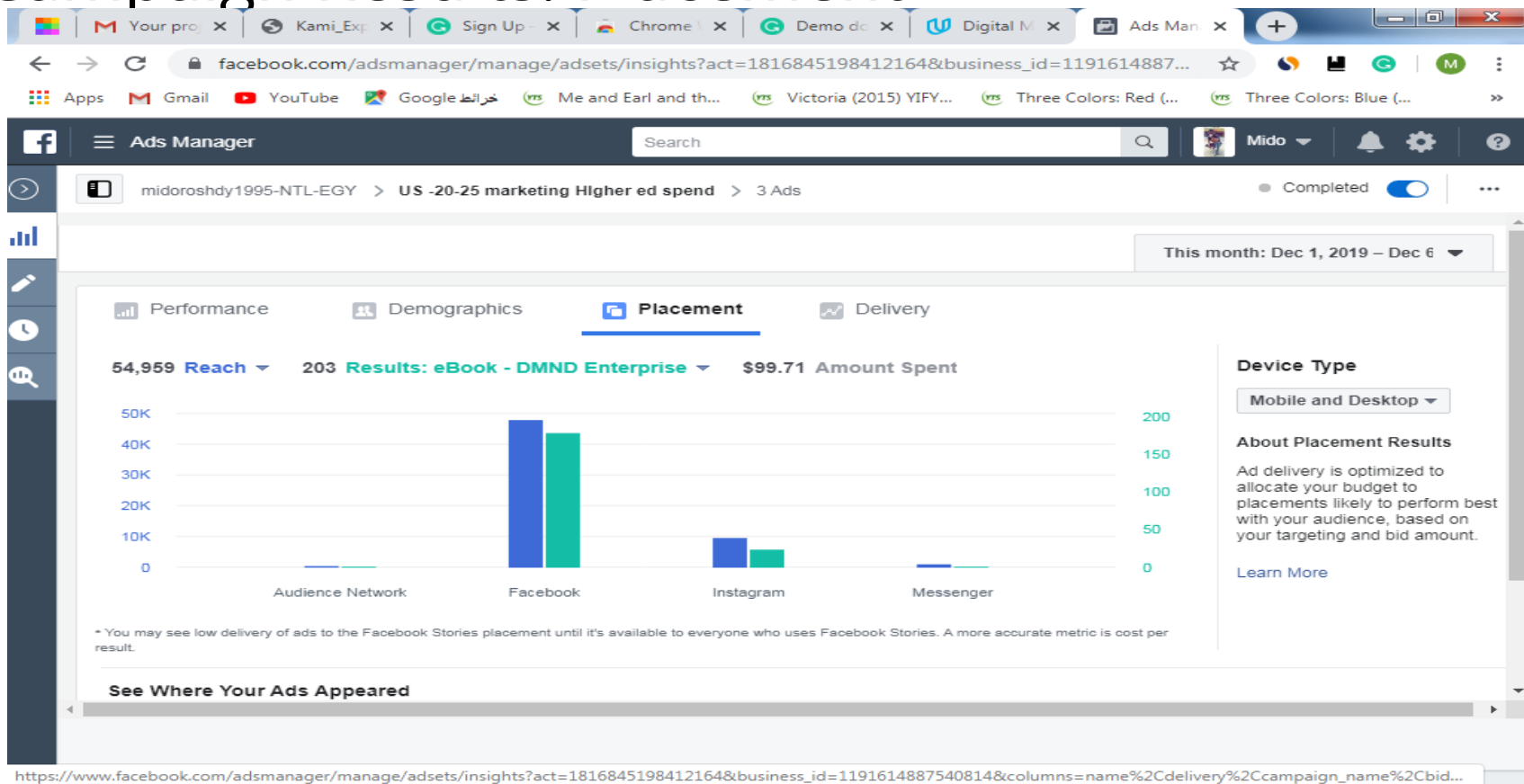
Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

Facebook Ads Manager interface showing Ad Set Performance data for the campaign "midoroshdy1995-ntl-egy". The interface includes a search bar, filters, and a table of ad sets with columns for Ad Name, Last Significant Edit, Results, Reach, Impressions, and Cost per Result.

Account: Udacity Enterprise (18168451984...)

Updated just now | Discard Drafts | Review and Publish (2)

Search: midoroshdy1995-ntl-egy | Filters: Save Filter | Clear | This month: Dec 1, 2019 – Dec 6

Account Overview | Campaigns | Ad Sets (1 selected)

+ Create | Duplicate | Edit | More | Preview | Rules

View Setup | Columns: Performance | Breakdown | Reports

	Ad Name	Last Significant Edit	Results	Reach	Impressions	Cost per Result
<input type="checkbox"/>	Default name - Conversions - Image 1	Nov 30, 2019, 3:1... 6 days ago	1 eBook - D...	452	470	\$0.39 Per eBook ...
<input type="checkbox"/>	Default name - Conversions - Image 3	Nov 30, 2019, 3:1... 6 days ago	1 eBook - D...	1,148	1,237	\$0.87 Per eBook ...
<input type="checkbox"/>	Default name - Conversions - Image 2	Nov 30, 2019, 3:1... 6 days ago	201 eBook - D...	54,303	90,434	\$0.49 Per eBook ...
> Results from 3 ads			203 eBook - DM...	54,959 People	92,141 Total	\$0.49 Per eBook - ...

MARKETING REE PROGRAM

Ad Set Data: Delivery

Facebook Ads Manager interface showing Ad Set Data: Delivery.

Account: Udacity Enterprise (18168451984...)

Updated just now

Buttons: Discard Drafts, Review and Publish (2)

Search: Campaign Name: midoroshdy1995-ntl-egy

Filters: Save Filter, Clear

Time Period: This month: Dec 1, 2019 – Dec 6

Account Overview | Campaigns | Ad Sets (1 selected)

Buttons: Create, Duplicate, Edit, More, Preview, Rules

View Setup: Columns: Delivery, Breakdown, Reports

Ad Name	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
Default name - Conversions - Image 1	452	1.04	\$0.86	470	\$0.83
Default name - Conversions - Image 3	1,148	1.08	\$0.76	1,237	\$0.70
Default name - Conversions - Image 2	54,303	1.67	\$1.81	90,434	\$1.09
Results from 3 ads	54,959 People	1.68 Per Person	\$1.81 Per 1,000 Pe...	92,141 Total	\$1.08 Per 1,000 Im...

EN 2019/12/06

Ad Set Data: Engagement

Facebook Ads Manager interface showing Ad Set Data for Engagement.

Account: Udacity Enterprise (1816845198412164)

Updated just now

Search: midoroshdy1995-ntl-egy

Columns: Engagement

Breakdown

Results from 3 ads

Ad Name	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)	Effect Share
Default name - Conversions - Image 1	—	1	—	\$0.39	—
Default name - Conversions - Image 3	—	6	—	\$0.14	—
Default name - Conversions - Image 2	17	677	1	\$0.15	—
Results from 3 ads	17 Total	684 Total	1 Total	\$0.15 Per Action	— Total