



Project 3: Run a Facebook Campaign

Part One

Campaign Approach

The project challenge I have selected is free social media marketing e-book that includes content from the Digital Marketing Nan degree program at Audacity. I have used the target persona from my first project. I will targeting men and women from 20 to 25 years old. Who's live in us. And Interested in online learning marketing My marketing objective for this ad campaign is simple: convert 200 people from those who view the ads and have downloaded the free. eBook during a five day period in NOV of 2019 My total 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

1. Female and male from twenty to twenty five years old
2. Works and students
3. Live in us
4. Interested in online learning marketing



1. To know she's not wasting her time and money on a degree
2. Good online course
3. Improved her skills in seo .sem and social media ads

Hobbies

1. Reading
2. traveling
3. exercise

Goals

1. Become an expert in digital marketing
2. Have a voice in her field
3. Earn enough money

Barriers

1. change in digital marketing moves quickly
2. Doesnot have enough time for offline courses
3. Not enough knowledge

Marketing Objective

convert 200 people from those who view the ads and have downloaded the free. E-book during a five day period in NOV of 2019

KPI

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





Campaign Screenshots

Campaign & Ad Set

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

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

Confirm

Ad Summary: Sample

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.

Ad Images: Sample

