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 20to 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

	male and Female from 20to30 years old	
20to30 years old 2. Works 3. Live in egypt 4. Interested in online learning marketing		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 ofline courses 3. Not enough knowledge

DIGITAL MARKETING
NANODEGREE PROGRAM

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.

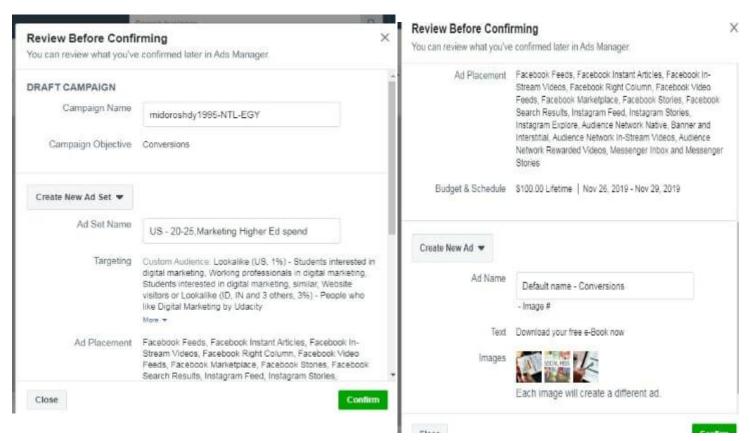My campaign ROI is positive

ROI FOR DMND = $15*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.
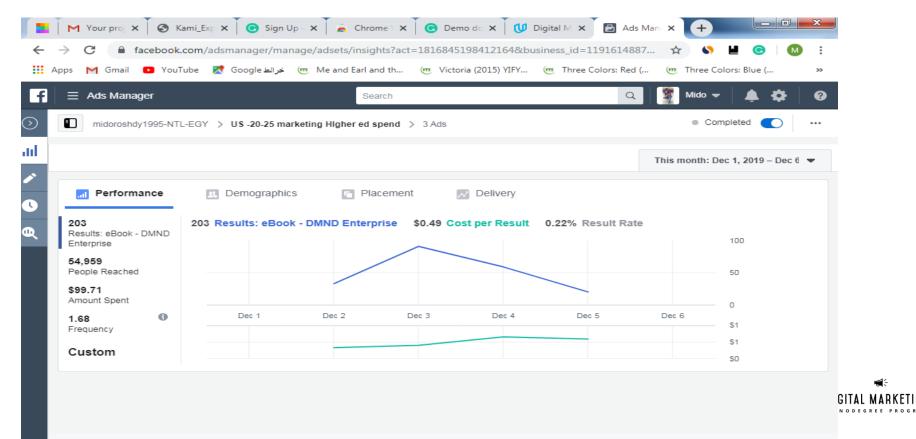
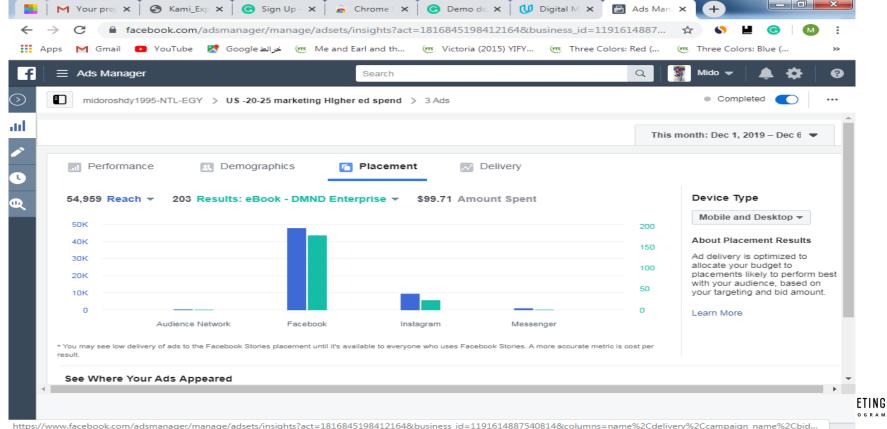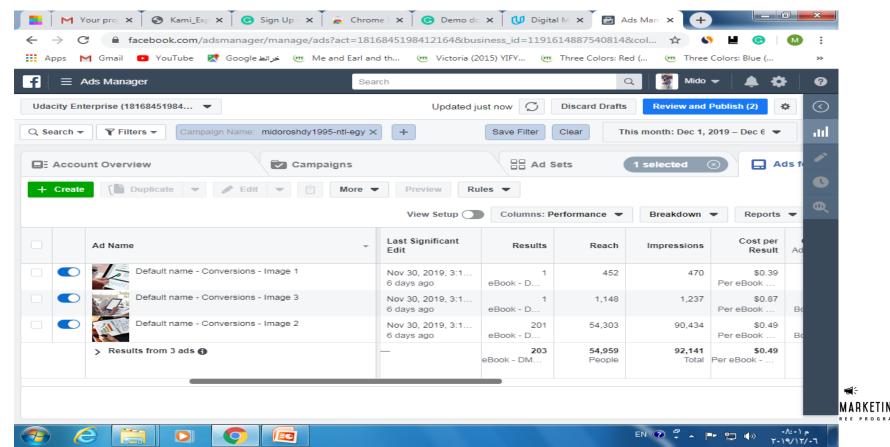# Appendix

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   **Confirm**

DIGITAL MARKETING
NANODEGREE PROGRAM

Campaign Results: Performance

Campaign Results: Demographics

Campaign Results: Placement

Ad Set Data: Performance

Ad Set Data: Delivery

Ad Set Data: Engagement