

# Project 8

## Portfolio



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# **1. Customer Journey Based Marketing Plan**

What: your offer

Who: your customers

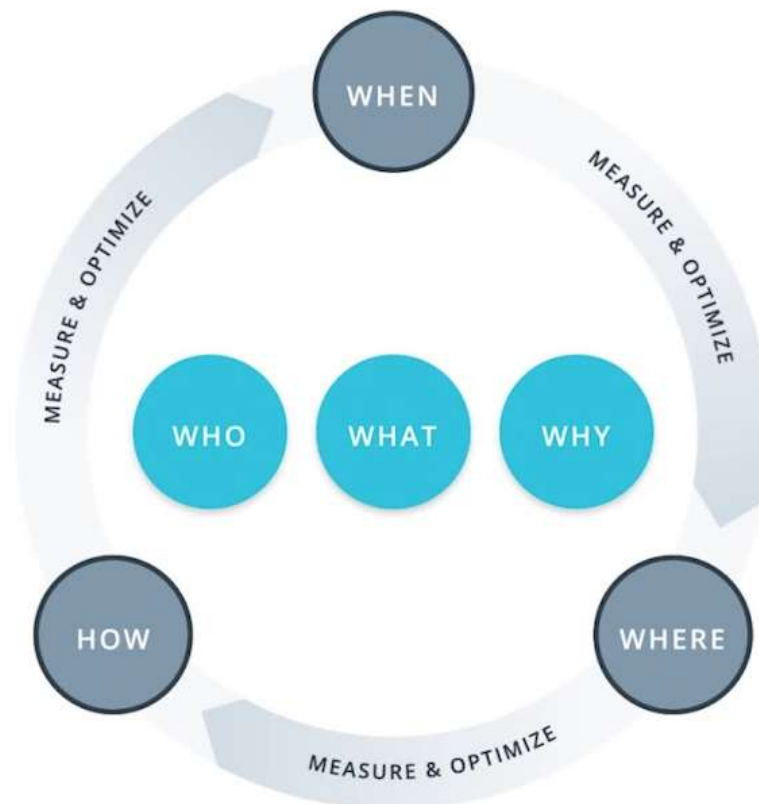
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics





**What: Your Offer**

# Option 1:

## Digital Marketing Nanodegree Program

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

**Budget:** \$50,000

**Profit:** For the purpose of this assignment, the cost of the Nanodegree is \$999, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

**Campaigns:** We want to aggressively grow the program, but, we want to do it without losing money.

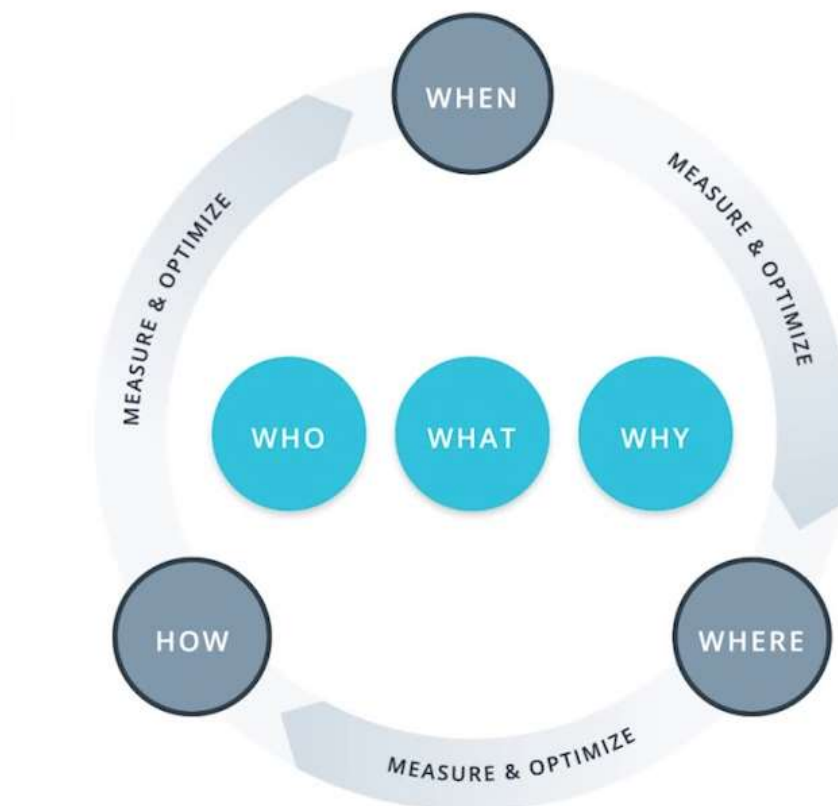
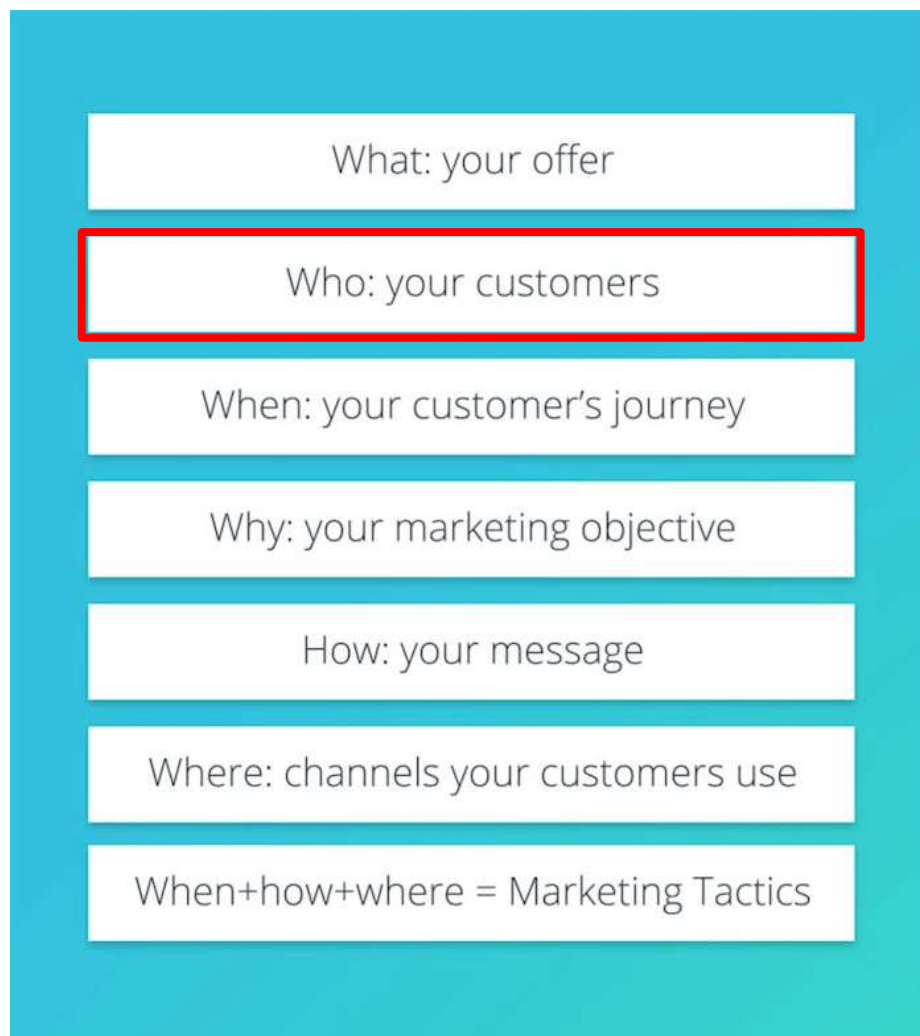
# Marketing Objective:

Your Company's Product/Service

*My marketing objective is to acquire 200 new customer signups at dmnd program in on quarter*




# Who Are Our Customers?





# Target Persona

<ol style="list-style-type: none"> <li>1. BACKGROUND DEMOGRAPHIC O 1 male and Female from 20to30 years old</li> <li>2. Works</li> <li>3. Live in egypt</li> <li>4. Interested in online learning marketing</li> </ol>	<p>male and Female from 20to30 years old</p> 	<ol style="list-style-type: none"> <li>1. To know she's not wasting her time and money on a degree</li> <li>2. Good online course</li> <li>3. Improved her skills in seo .sem and social media ads</li> </ol>
Hobbies	Goals	Barriers
<ol style="list-style-type: none"> <li>1. Reading</li> <li>2. traveling</li> <li>3. exercise</li> </ol>	<ol style="list-style-type: none"> <li>1. Become an expert in digital marketing</li> <li>2. Have a voice in her field</li> <li>3. Earn enough money</li> </ol>	<ol style="list-style-type: none"> <li>1. change in digital marketing moves quickly</li> <li>2. Doesnot have enough time for offline courses</li> <li>3. Not enough knowledge</li> </ol>

What: your offer

Who: your customers

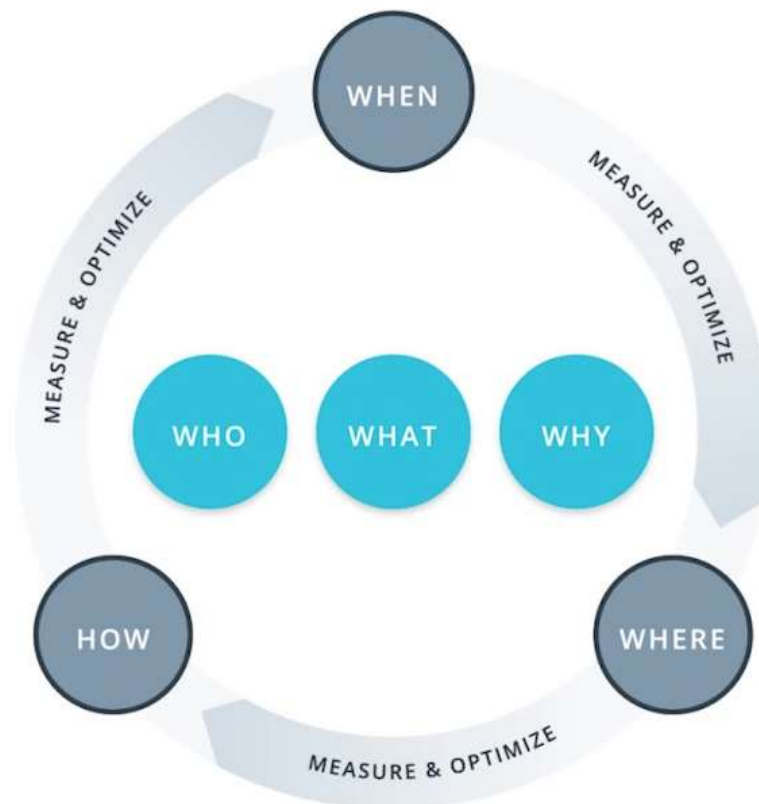
When: your customer's journey

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When+how+where = Marketing Tactics



# Phases of the Customer Journey



Awareness



Interest



Desire



Action



Post action

# When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	We will Describe DMnd program to them and make them know every thing about our program	We will explain the benefit in our program and tell them what is unique in our program	Give them a promotion and tell them the benefit if them take it now	MAKE SURE THE PURCHASE PROCESS IS SMOOTH PRODUCT BENEFIT	NEWS ABOUT DIGITAL MARKETING  CLASS ROOM UPDATES
Channel	WE WILL WRITE ABLOG LINK WITH INFORMITVE LANDUNG PAGE	SOCIAL MEDIA FEEDS DIPLAY AND VIDEO ADS SEARCH ENGINE ADS	EMAIL MARKETING SOCIAL MEADI ADS SEARCH ENGINE ADS	EMAIL SOCIAL MEDIA ADS	SOCIAL MEADI AND EMAIL



**DMND**

**Budget Allocation**

# Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	6000\$	\$1.25	4800	0.05%	2
AdWords Search	2000\$	\$1.40	1429	0.05%	1
Display	1000\$	\$5.00	200	0.05%	0
Video	1000\$	\$3.50	286	0.05%	0
<b>Total Spend</b>	10000\$	<b>Total # Visitors</b>	<b>6688</b>	<b>Number of new Students</b>	<b>3</b>

## Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	6000\$	\$0.50	12000	0.1%	12
AdWords Search	2000\$	\$1.50	1333	0.1%	1
Display	1000\$	\$3.00	333	0.1%	0
Video	1000\$	\$2.75	364	0.1%	0
<b>Total Spend</b>	10000\$	<b>Total # Visitors</b>	<b>14030</b>	<b>Number of new Students</b>	13

## Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	16000\$	\$0.30	53333	0.3%	160
AdWords Search	8000\$	\$1.50	5333	0.3%	16
Display	3000\$	\$3.00	1000	0.3%	3
Video	3000\$	\$2.75	1091	0.3%	3
<b>Total Spend</b>	300000\$	<b>Total # Visitors</b>	<b>60757</b>	<b>Number of new Students</b>	182



# ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Aware-ness	10000\$	6687	3	\$299	1002	-8998
Interest	10000\$	14030	14	\$299	4201	-5799
Desire	30000\$	60758	182	\$299	54502	24502
Total	50000\$	81475	199	\$299	59704	9705

Additional Channels or  
Recommendations:  
EFFECTIVE KPIS AND A/B  
TESTING WILL GUIDE US  
ADDING MORE ENGAGING  
CONTENT LIKE BLOG AND  
STUDENT SHARING ABOUT  
THEIR EXPERIENCE



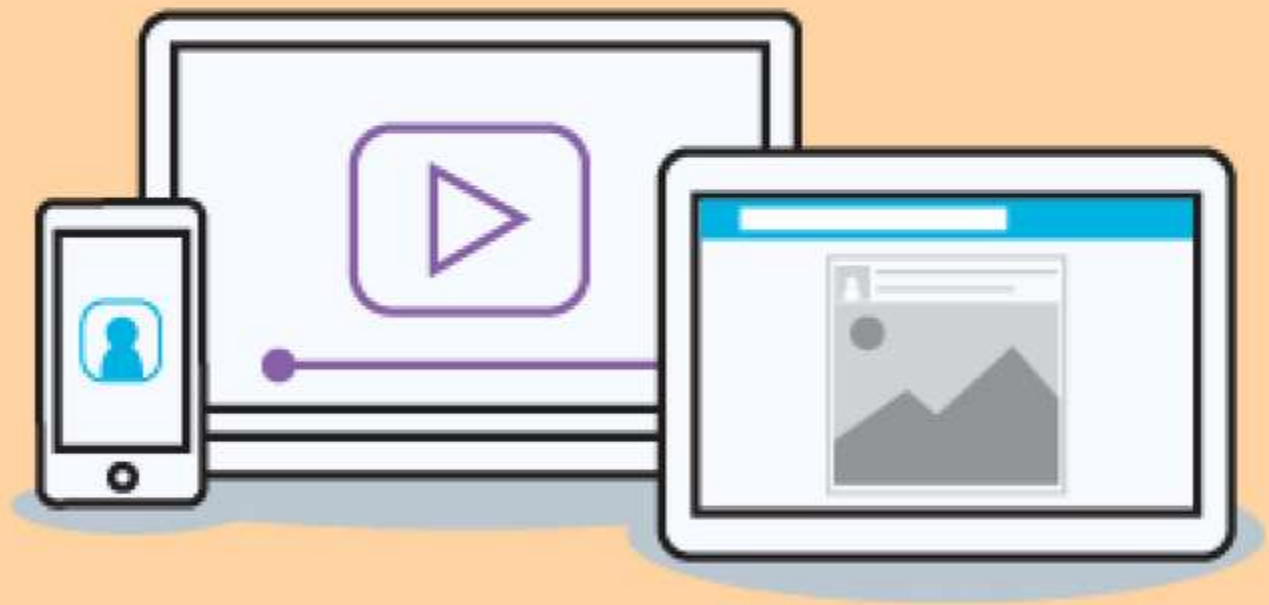
### **3. Showcase Work**

# Showcasing your Work

- **Social:** include your blog and social posts
- **Facebook Ads:** Facebook Ad Images and Results
- **SEO Audit:** Audit and Recommendations
- **SEM:** Ads, Keywords, Recommendations
- **Display:** Campaign Results, Recommendations
- **Email:** Email Plan, Test Message, Recommendations

# Project 2

## Market your Content




# MARKETING OBJECTIVE

*Udacity dmnd program have have a marketing objective to gain seventy blog followers in nov 2019*

# KPI

*The kips is the number of followers gained in nov 2019*

Background and Demographics	Target Persona Name	Needs
<ol style="list-style-type: none"> <li>1. Female twenty five years old</li> <li>2. Works</li> <li>3. Live in egypt</li> <li>4. Interested in online learning marketing</li> </ol>		<ol style="list-style-type: none"> <li>1. To know she's not wasting her time and money on a degree</li> <li>2. Good online course</li> <li>3. Improved her skills in seo .sem and social media ads</li> </ol>
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them and frame work of my blog post

Them

The reason to choase dmnd program

FRAMEWORK ; SCQA

SITUATION; SHE IS LOOKING FOR digital marketing course to improved her skills in digital marketing  
Complication; she found alot of courses online and offline courses but she doesnot have time for offline course and wanted agood online course withe a good material

QYESTION;how she will find the best online digital marketing course thats will satisfy for her needs

Answer ; after the reviewing she found DMND program provides to gain practica and experience

# **Why i chose digital marketing nanodegree by udacity**

- 1 great opportunity to learn with the best
- 2 become an expert in digital marketing
- 3partnership with Google face book hoot suite etc
- 4 I will gain real world experience

# Blog Post on medium

- <https://medium.com/@midoroshdy1995/the-reason-for-me-to-chose-digital-marketing-nano-degree-program-by-udacity-ba9814cf4e2b>



# Summary

Facebook i have diverse network here thats can help me to create content easily through features like 'share and 'like

Linkedin it has my professional network its help me to create a professional brand

Twitter its a powerful platform to distribute the content to abigger audience

# Platform 1 and Post

- LinkedIn post



# Platform 2 and Post

- Facebook post



**Mido Roshdy**

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**i**

medium.com

**the reason for me to chose Digital Marketing  
Nano degree program By Udacity.**



أعجبني



تعليق



مشاركة

## Platform 3 and Post

- Twitter post



# Extra Credit: Post Online & Share Your Results

- Put your social media plan to action and promote your blog on the platforms you chose. Share your results in the table below

Platfo rm	Traffic	Likes	Shares	Comme nts	Notes
Blog	Medium	0	0	0	
Social Platfor m	FACEB OOK	0	0	0	
Social Platfor m	twitter	0	0	0	
Social Platfor m	LinkedIn	0	0	0	



## Extra Credit: Analysis

What would you do differently based on your results?

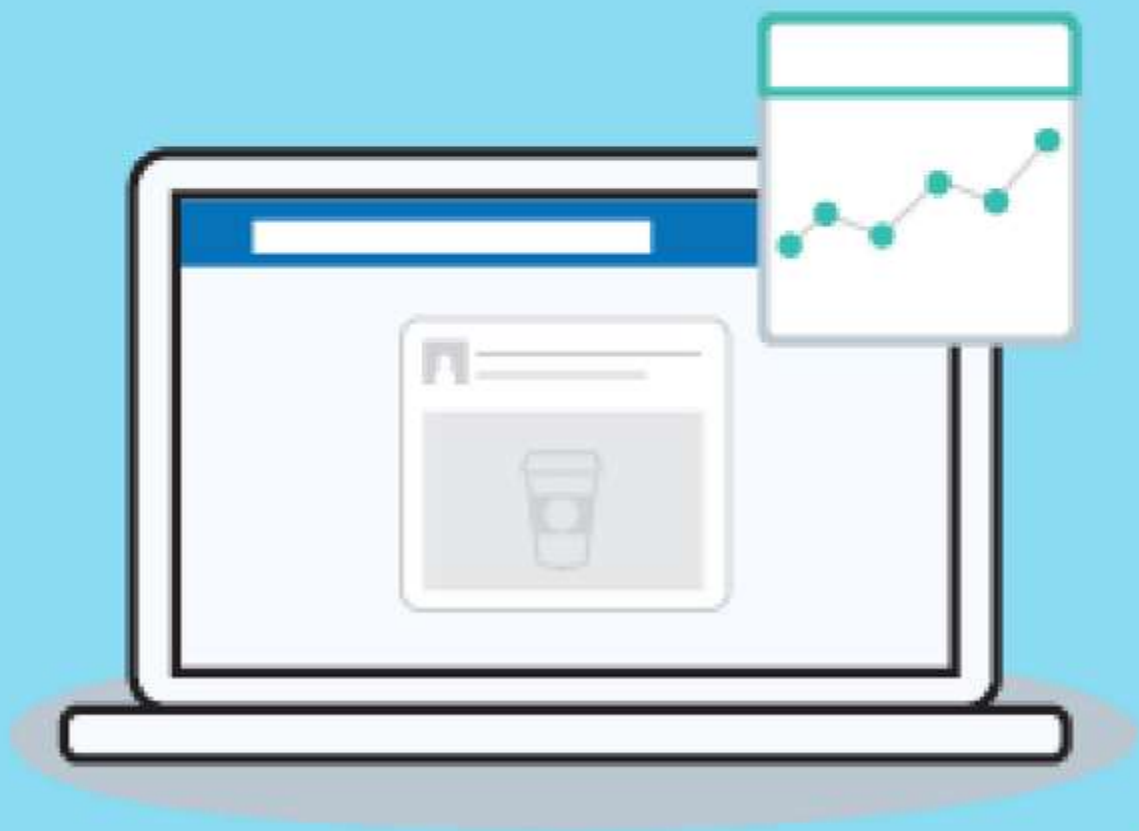
I want to expend my sociel net work

What other topics might you feature on your blog and in social?

I would like to shera my learning excperience

# Project 3 - Part 2

## Run a Facebook Campaign



## Campaign Approach

The project challenge I have selected is a 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 “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.

1. BACKGROUND DEMOGRAPHIC O 1 male and Female from 20to30 years old 2. Works 3. Live in egypt 4. Interested in online learning marketing	male and Female from 20to30 years old	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	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

KPIS

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

- 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	.8\$	\$.39
AD TWO	1	914	.67\$	\$0.87
AD THREE	201	<b>50,047</b>	.48\$	\$98.45
OVER ALL	203	<b>54,959</b>	.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 testing Ad placement and I will start working in my social media campaign.

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

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

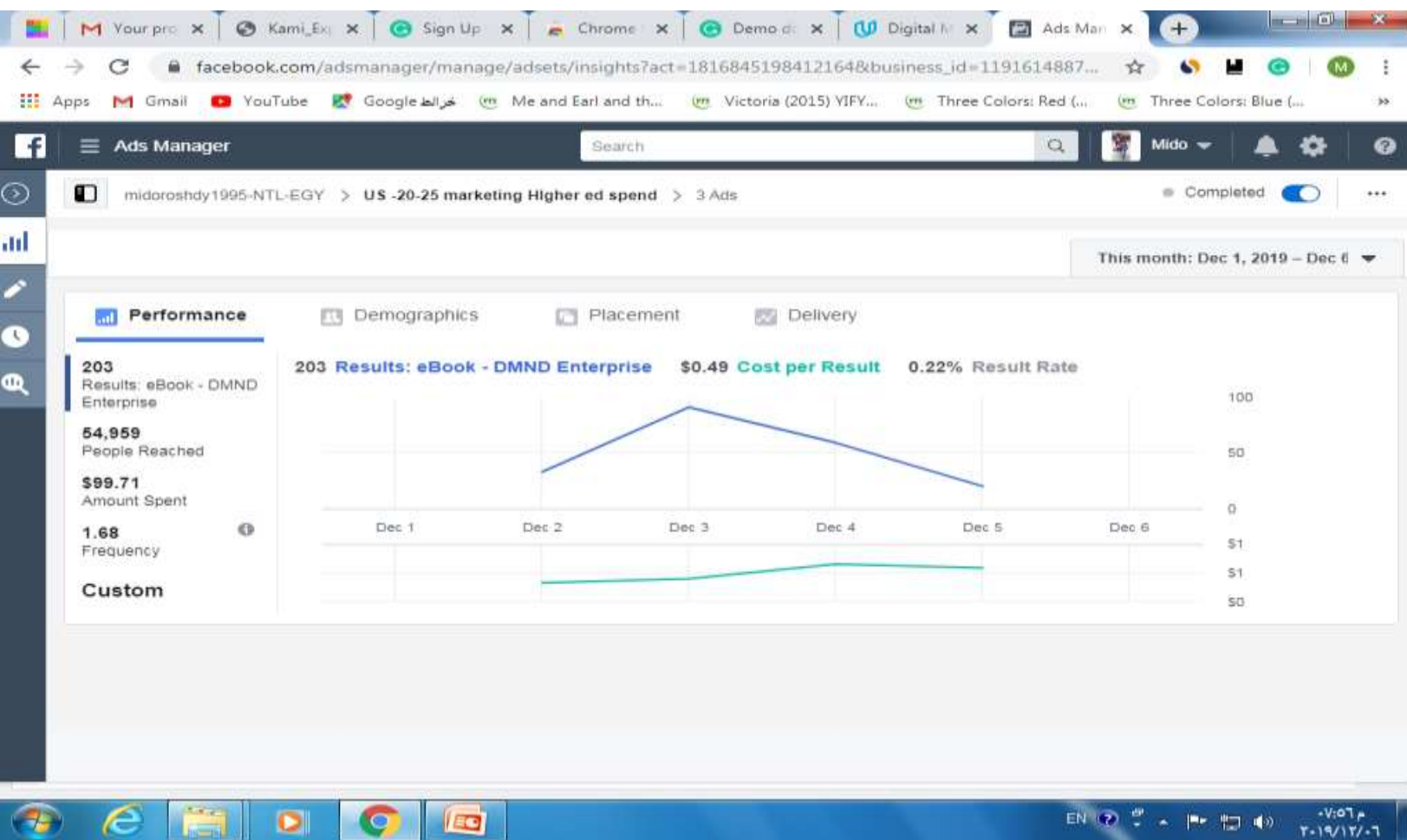
Ad Placement

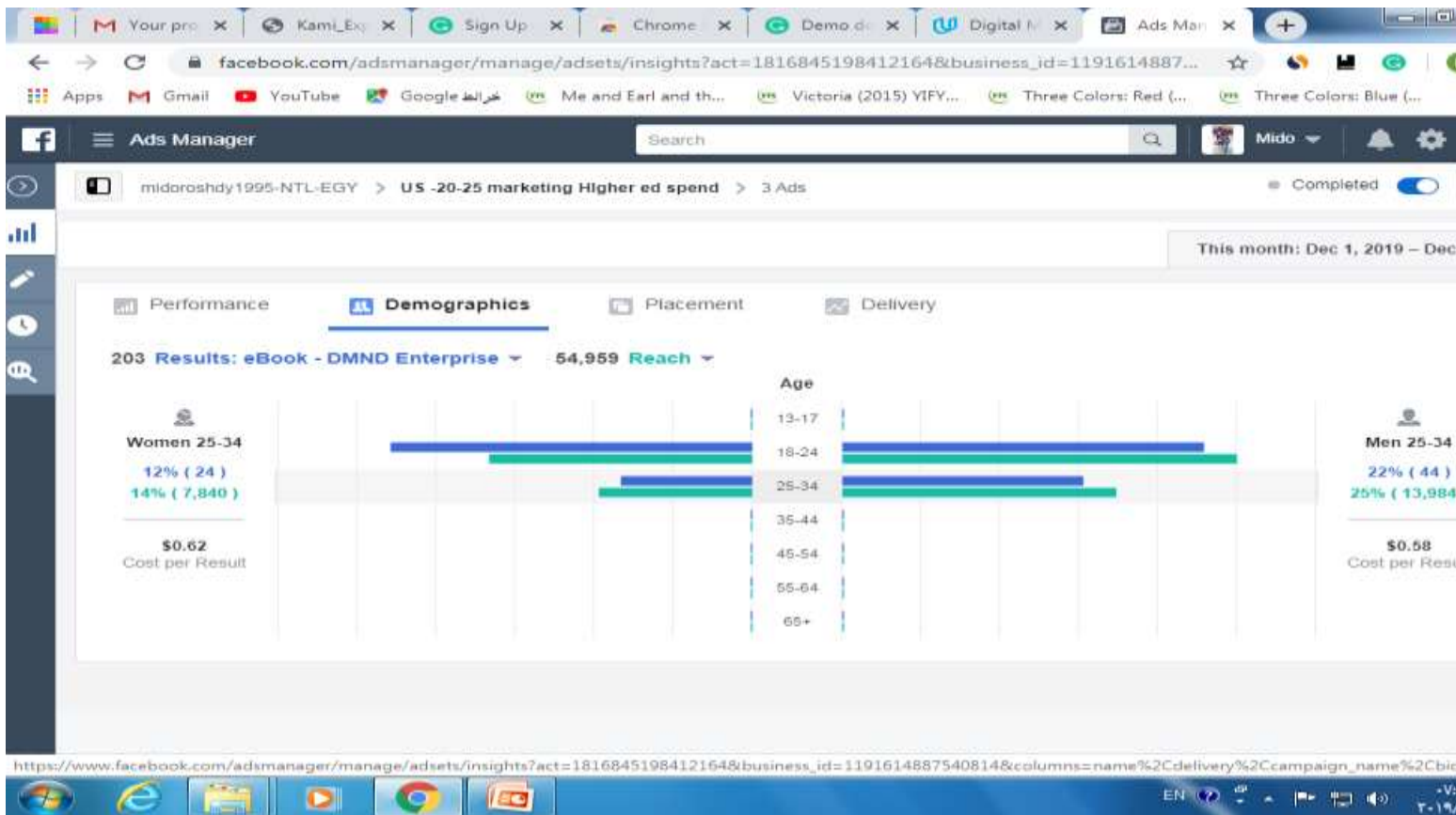
Facebook Feeds, Facebook Instant Articles, Facebook In-Stream Videos, Facebook Right Column, Facebook Video Feeds, Facebook Marketplace, Facebook Stories, Facebook Search Results, Instagram Feed, Instagram Stories,

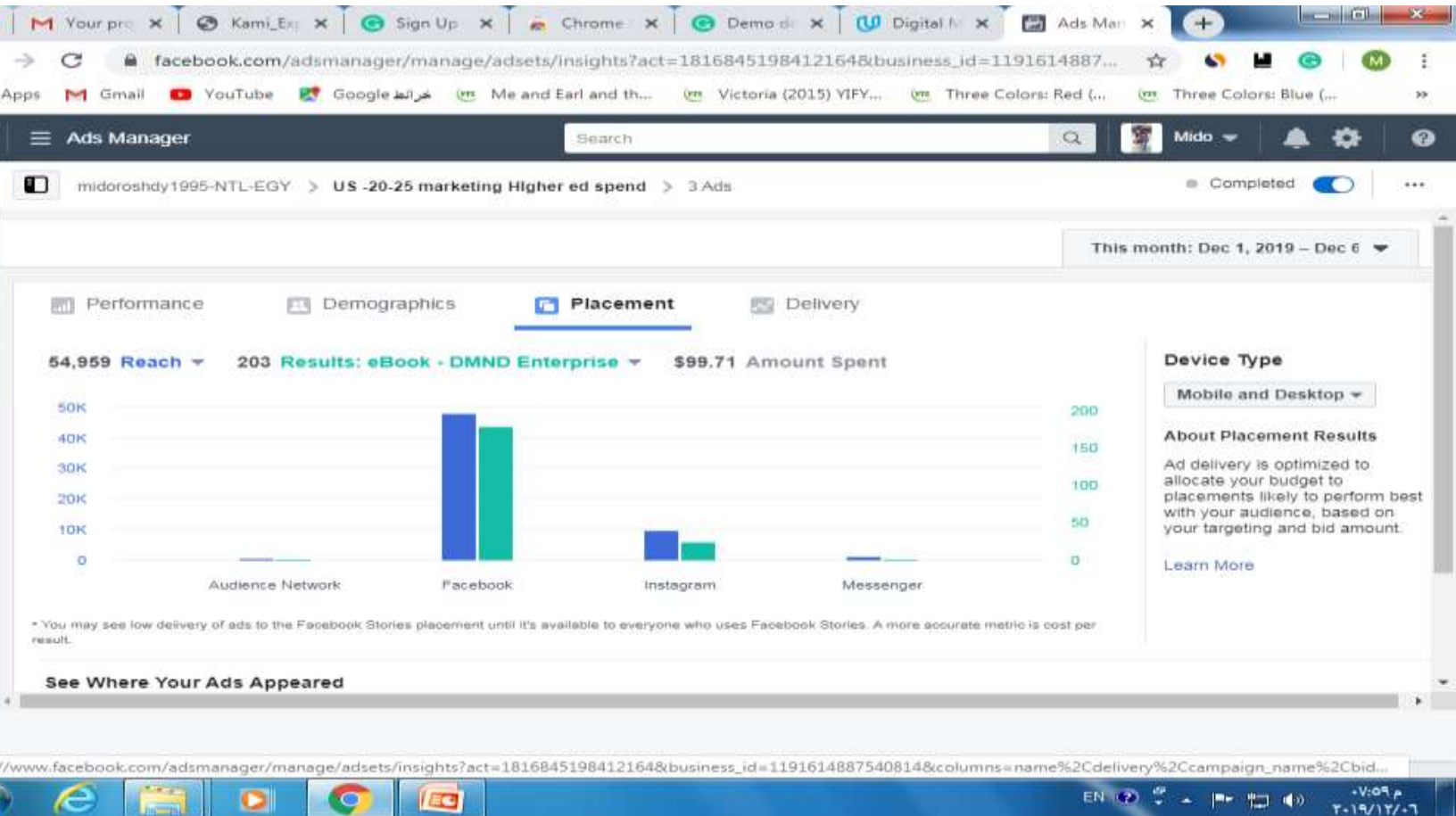
Close

Confirm

# Campaign Results: Performance







Udacity Enterprise (18168451984...)

Updated just now

Discard Drafts

Review and Publish (2)

Search

Filters

Campaign Name midoroshdy1995-nt-egy

Save Filter

Clear

This month: Dec 1, 2019 – Dec 6

Account Overview

Campaigns

Ad Sets

1 selected

Ads

Create

Duplicate

Edit

More

Preview

Rules

View Setup

Columns: Performance

Breakdown

Reports

	Ad Name	Last Significant Edit	Results	Reach	Impressions	Cost per Result
	Default name - Conversions - Image 1	Nov 30, 2019, 3:1... 6 days ago	1 eBook - D...	452	470	\$0.39 Per eBook ...
	Default name - Conversions - Image 3	Nov 30, 2019, 3:1... 6 days ago	1 eBook - D...	1,148	1,237	\$0.87 Per eBook ...
	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 - ...

Windows taskbar with icons for various applications and system tray information.



Facebook Ads Manager

Udacity Enterprise (18168451984...)

Updated just now

Discard Drafts

Review and Publish (2)

Search

Filters

Campaign Name: midoroshdy1995-nti-egy

Save Filter

Clear

This month: Dec 1, 2019 – Dec 6

Account Overview

Campaigns

Ad Sets

1 selected

Ads

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)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Default name - Conversions - Image 1	452	1.04	\$0.86	470	\$0.83
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Default name - Conversions - Image 3	1,148	1.08	\$0.76	1,237	\$0.70
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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...



Facebook Ads Manager interface showing campaign performance for "Udacity Enterprise (18168451984...)".

**Account Overview** | **Campaigns** | **Ad Sets** (1 selected)

**Search** | **Filters** | Campaign Name: midoroshdy1995-ntf-egy | **Save Filter** | **Clear** | This month: Dec 1, 2019 – Dec 6

**View Setup** | **Columns: Engagement** | **Breakdown** | **Reports**

	Ad Name	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)	Effect Share
<input type="checkbox"/>	Default name - Conversions - Image 1	—	1	—	\$0.39	—
<input type="checkbox"/>	Default name - Conversions - Image 3	—	6	—	\$0.14	—
<input type="checkbox"/>	Default name - Conversions - Image 2	17	677	1	\$0.15	—
<b>&gt; Results from 3 ads</b>		<b>17 Total</b>	<b>684 Total</b>	<b>1 Total</b>	<b>\$0.15 Per Action</b>	<b>— Total</b>

Windows taskbar at the bottom shows the date as 2019/11/11.

# Project 4

## Conduct an SEO Audit



# Search Engine Optimization (SEO) Audit

Delete this box and copy content  
from your previous project  
submission

	Head Keywords	Tail Keywords
1	Digital marketing	digital marketing audacity
2	digital marketing course	digital marketing nana degree audacity
3	digital marketing degree	best digital marketing programs
4	digital marketing certificate	becoming a digital marketer
5	Best online digital marketing courses	digital marketing course online

# Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Digital marketing is the greatst potential head keyword

Priority score 69

Organic CRT 58%

Difficulty level 55

Which Tail Keyword has the greatest potential?

Digital marketing udacity is the greatest potential tail keyword

Priority score 47

Organic CRT 53%

DIFFICULTY LEVEL 40

- **URL:**<https://dmnd.udacity.com/>
- Current
- Title Tag
- Udacity Digital Marketing Nanodegree Program Website
- Meta-
- Description
- Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.
- Alt-Tag
- ``
- Revision
- Title Tag
- Digital Marketing Nanodegree Program udacity
- Meta-
- Description
- No content
- Alt-Tag
- ``

# Suggested Blog Topics

Topic 1 – digital marketing i chose these words coz have high potential head keywords. I thought Thoes words will gives us a good ruslt in serp. We will write about whats the benfits of learning digital markting from udacity and we will write what maks dmnd the best course and what udacity provied to her students to fit the markt and we will speak about our real projects

Topic 2 – digital marketing degree i chose this topic coz it has high potential head keywords. We will wirte a blog what will happen in your life if you take a degree from udacity like digital marketing nanodegree and how this will makes you unique

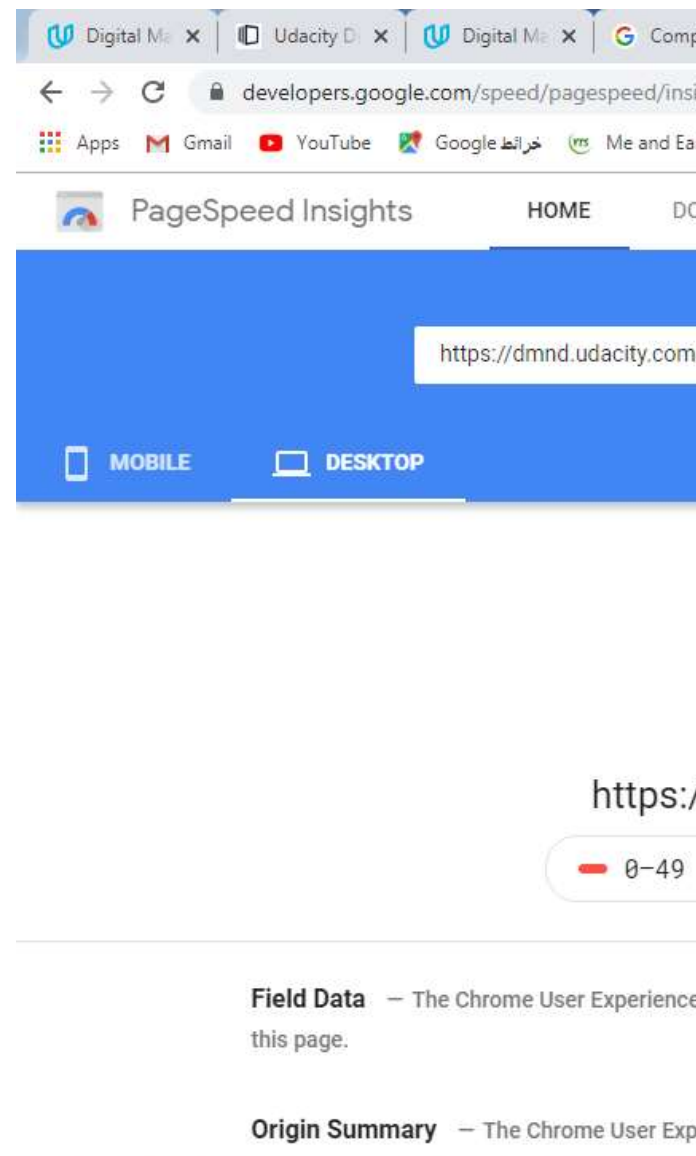
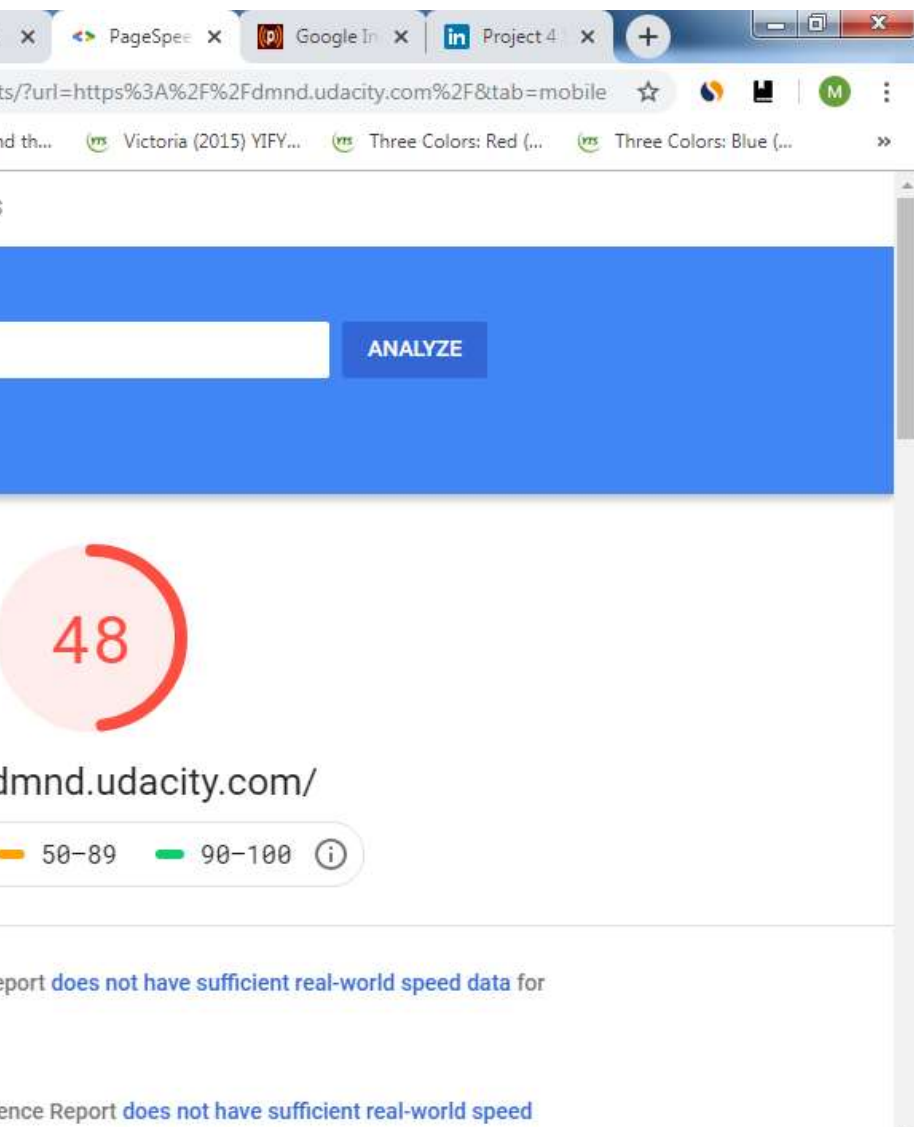
Topic 3 – become a digital marketer i choes this topic coz i will speak about your new career speak about salry for a mrkter and this career uou can work as afreelancer

- Backlink
- Domain Authority (DA)
- 1
- [http://www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&sa=D&sntz=1&usg=AFQjCNGdmrWTUY5b\\_qe3xle9-ddkB1YXqA](http://www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&sa=D&sntz=1&usg=AFQjCNGdmrWTUY5b_qe3xle9-ddkB1YXqA)
- 100
- 2
- [http://www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&sa=D&sntz=1&usg=AFQjCNGdmrWTUY5b\\_qe3xle9-ddkB1YXqA](http://www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&sa=D&sntz=1&usg=AFQjCNGdmrWTUY5b_qe3xle9-ddkB1YXqA)
- 100
- 3
- <http://docs.microsoft.com/en-us/contribute/additional-resources>
- 100



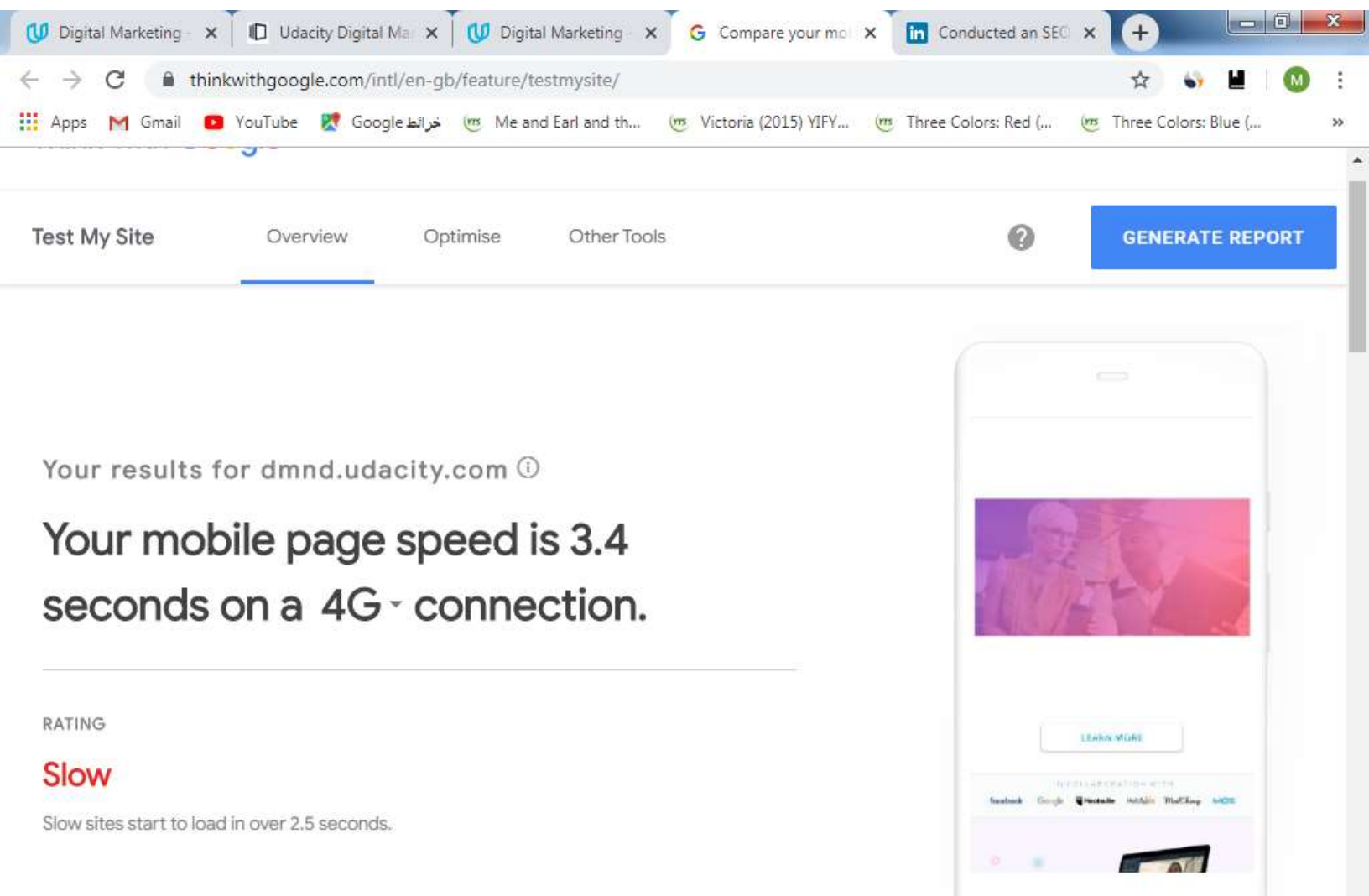
- Site Name
- YouTube
- Site URL
- <http://youtube.com/>
- Organic Search Traffic
- 16,.6 million
- Site Name
- LinkedIn
- Site URL
- <http://linkedin.com/>
- Organic Search Traffic
- 1.1k
- Site Name
- Mozilla
- Site URL
- <http://mozilla.org/>
- Organic Search Traffic
- 1,8 million

Page speed is too important coz people use and click on faster page if the page is slowly people will leave it and Google use page speed among other criteria to determined ranking evaluating page speed is to important to improve SEO



# Mobile-Friendly Evaluation

- Mobile speed is too important coz most of people know search from mobile and they want it too speed and most of them if the website doesn't appear in a few seconds they will leave your website



The screenshot shows the Google PageSpeed Insights interface for a mobile device. The browser's address bar displays the URL `thinkwithgoogle.com/intl/en-gb/feature/testmysite/`. The page navigation includes tabs for 'Test My Site', 'Overview', 'Optimise', and 'Other Tools', with a 'GENERATE REPORT' button on the right. The main content area displays the results for `dmnd.udacity.com`, stating: 'Your mobile page speed is 3.4 seconds on a 4G+ connection.' Below this, a 'RATING' section shows the word 'Slow' in red, with a note: 'Slow sites start to load in over 2.5 seconds.' To the right, a smartphone mockup shows a preview of the website being tested, which features a purple header image and a 'LEARN MORE' button.

Test My Site Overview Optimise Other Tools ? **GENERATE REPORT**

Your results for `dmnd.udacity.com` ⓘ

**Your mobile page speed is 3.4 seconds on a 4G+ connection.**

RATING

**Slow**

Slow sites start to load in over 2.5 seconds.

LEARN MORE

IN COLLABORATION WITH

Facebook Google YouTube Amazon BuzzFeed HBO

# Recommendations

1 page speed on mobile is very poor this can be resolved by using the optimization suggestion by google

2 meta description tag and alt tag are blank currently this will result in the poor website in the seo

I would recommend to add high quality content to meta description

3 And we need to improve number of pages index for dmnd website

# Project 5 - Part 2

## Run an AdWords Campaign



become a programming | Data Structures and Algorithm | intro to programming

**Ad** [udacity.com/programming/free\\_courses](https://udacity.com/programming/free_courses)

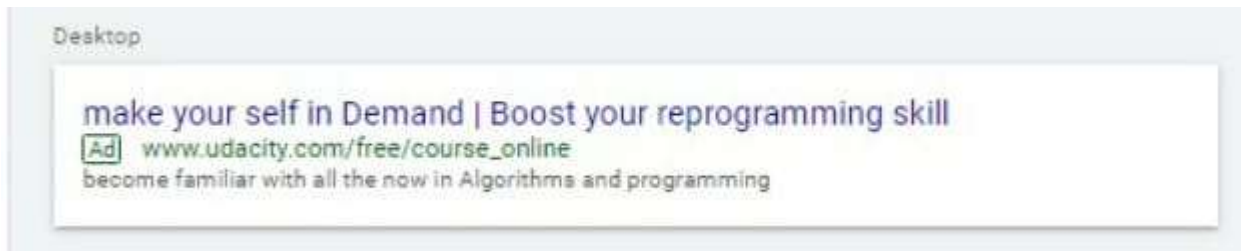
Intro to Data Structures and Algorithms from udacity enroll now. advance your career now

introduction to Algorithms | ENROLL NOW FOR FREE COURSE

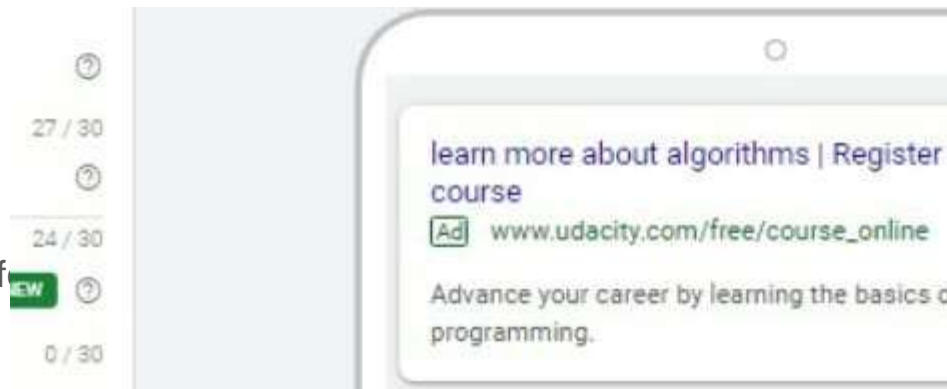
**Ad** [www.udacity.com/free\\_online/course](https://www.udacity.com/free_online/course)

advanced your career now with the free online course

learn python  
data structures  
data science course  
coding courses  
python course  
data structures and algorithms  
google structured data  
python coding course  
coding for dummies  
is python free  
python tutorial for beginners  
python algorithms  
python programming course  
data science training  
python online course  
java struct  
what is data structu  
puter science data structures  
on data structures  
programming for beginners  
on struct  
puter programming for beginner



- free coding courses
- c++ data structures
- python online tutorial
- udacity python
- best python course
- java basic programs
- python free online course
- coding algorithms
- data structures and algorithms for dummies
- learn python free
- learn to code python
- online programming courses
- learn python for beginners
- free online classes
- best online python course
- learn python online
- best computer science books
- learn python online free
- data structures and algorithms in java
- data structures and algorithms in python
- algorithm in programming
- study online for free
- free python course
- machine learning python course



Campaign name	midoroshdy-NTL-EGY	▼
Campaign status	● Enabled	▼
Goal	Leads	▼
Networks	Google Search Network, Search partners	▼
Locations	United Kingdom (country)	▼
Languages	English	▼
Budget	\$7.00/day	▼
Bidding	CPC (enhanced)	▼
Start and end dates	Start date: December 17, 2019    End date: Not set	▼

make your self in Demand | Boost your r...

**(Ad)** [www.udacity.com/programming/c...](http://www.udacity.com/programming/c...)

become familiar with all the now in Algo...

Example ad

< Ad 1 of 3 >

Ad group	interest courses
Type	Standard
Max. CPC	\$3.00 (enhanced)
Keywords	basic computer programming, computer science books, data science online course + 16 more
Ad extensions	None

make your self in Demand | Boost your r...

**(Ad)** [www.udacity.com/free/course\\_onl...](http://www.udacity.com/free/course_onl...)

become familiar with all the now in Algo...

Example ad




Ad group	online free course
Type	Standard
Max. CPC	\$3.00 (enhanced)
Keywords	algorithm in programming, best computer science books, best online python course + 21 more
Ad extensions	None





 ADD FILTER

     
TABLE DOWNLOAD SHARE

<input type="checkbox"/> Interaction type	Bid adj	↓ Interactio	Imps	CTR	Avg. CPC	Cost	Conversions	Cost / conv	Conv. rate	Inter. coverage
<input type="checkbox"/> Cells	-  /	0	0	-	-	\$0.00	0.00	\$0.00	0.00%	-
Total Inter. 		0	0	-	-	\$0.00	0.00	\$0.00	0.00%	-
Total Cam. 		0	0	-	-	\$0.00	0.00	\$0.00	0.00%	-

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
interest courses	\$3	979	32	%3.27	\$2.50	0	0	0
online free courses	\$3	294	17	%5.87	\$1.22	0	0	0
<b>Total</b>	<b>\$6</b>	<b>1237</b>	<b>49</b>	<b>%3.85</b>	<b>\$2.9</b>	<b>0</b>	<b>0</b>	<b>0</b>

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Ad Group 1, Ad 1</i>	26	%3.95	\$2.49	0	0	0
<i>Ad Group 1, Ad 2</i>	6	%3.55	\$2.51	0		0
<i>Ad Group 2, Ad 1</i>	0	0		0	0	0
<i>Ad Group 2, Ad 2</i>	<b>17</b>	<b>5.86%</b>	<b>\$1.22</b>	<b>0</b>	<b>0</b>	<b>0</b>

# Campaign Evaluation

Did your campaign result in a positive ROI?

My ROI IN MY CAMPAIGN IS NOT POSITIVE . IT DOES NOY HAVE ANY CONVERSIONS THE TOTAL NUMBER OF CLICKS IN MY CAMPAIGN WAS 49 I HAVE LOW CLICKS NUMBER AND ZERO CONVERSIONS THAT'S WHY MY CAMPAGIN IS NOT POSITIVE  
 $ROI = 3 \times 0(70) =$

Was the conversion rate higher or lower than expected?

IT BWAS SO LOWER COZ I HAVE USED A LOT OF KEYWORDS THAT'S COASTS ME A LOT I NEED TO REMOVE MOST OF KEYWORDS

How much did you have to spend per click? How close did you get to your max. CPC bid?

I HAVE SPENT 3\$ FOR CPC AND I HAVE GOT MAX CPC 2.9\$

Which ad group, ads and keywords led to the highest click through and conversion rates and why might that have been the case?

THE FIRST AD GROUP INTERST COURSES THE REASON WHY COZ IT WAS HAS THE GOOD KEYWORDS

Looking at the cost per click and the average position of your ad groups, can you infer which kind of keywords are subject to higher competition in AdWords?

TO BE HONEST I HAVE NO ONE I NEED TO FOUND A NEW KEYWORDS THAT'S HELP ME TO MAKE MY AD BETTER

Which keywords performed best for you and why might that have been the case?

THE KEY WORDS how to study python AND *useful data structures*

*IT WAS TITTLE KEYWORDS THAT'S WHY THESE KEYWORDS WORKED BETTER*

# Recommendations for future campaigns

- Would you focus on certain Ad Groups, ads or keywords?
- I WILL FOCUS ON ADS AND KEYWORDS BOTH TO RUN A SUCCESSFUL CAMPAIGN AND I NEED TO FOCUS ON HEADLINE TO AND MY DESCRIPTION
- Would you change any of your existing ads or keywords or add any new ones?
- YES I NEED TO REMOVE A LOT OF MY KEYWORDS WHO MAKES ME PAID A LOT
- Would you set up an A/B test, and if so, how would you go about it?
- YES I WOULD CHOOSE 2 ADGROUPS WITH DIFFERENT HEADLINE AND NEW KEYWORDS
- Would you make changes to the landing page, and if so, what kind of changes and why?
- YES OF COURSE LANDINGPAGE IS IMPORTANT PART ON ANY CAMPAIGN IT MUST BE CLEAR MORE THAN THAT



Ad group status: All but removed [ADD FILTER](#)



2242



555/57



COLUMBIA



REPORT



DOWNLOADED








EXPAND



555



 	Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion	Cost / conv.	Conv.
 	interest courses	Campaign ended	\$3.00 (enhanced)	Standard	32	979	3.27%	\$2.50	\$79.93	0.00	\$0.00	0
 	online free courses	Campaign ended	\$3.00 (enhanced)	Standard	17	294	5.78%	\$1.22	\$20.80	0.00	\$0.00	0
Total:...					49	1,273	3.85%	\$2.06	\$100.73	0.00	\$0.00	0
Total:...					49	1,273	3.85%	\$2.06	\$100.73	0.00	\$0.00	0

- Recommendations
- Ad groups
- Ads & extensions
- Ads
- Extensions
- Automated extensions
- Keywords
- Audiences
- Settings
- Often visited
- Ad schedule
- + More

Ads

All time Aug 21, 2018 - Dec 27, 2019

Aug 2018Dec 2019

+

Ad status: All but removed

ADD FILTER

SEARCHSEGMENTCOLUMNREPORTSDOWNLOADSHAREIDMORE

<input type="checkbox"/>	<input type="radio"/>	Ad <span>↑</span>	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC
<input type="checkbox"/>	<input checked="" type="radio"/>	<div>introduction to algorithms   free online courses   learn more about programming +11 more <a href="#">udacity.com/programming/free_courses</a> advanced your career by learning the basic of programming. learn AL kind of programming... <a href="#">View assets details</a></div>	<a href="#">interest courses</a>	Campaign ended	Responsive search ad	26	658	3.95%	\$2.49
<input type="checkbox"/>	<input checked="" type="radio"/>	<div>machine learning python course   online programming courses   register now for free... <a href="#">udacity.com/programming/free_courses</a> become fa miller with the new in algorithms.. advance your career now</div>	<a href="#">online free courses</a>	Campaign ended	Expanded text ad	0	4	0.00%	-
<input type="checkbox"/>	<input checked="" type="radio"/>	<div>online programming courses   learn to code python   data structures and algorithms <a href="#">www.udacity.com</a> become a programming and learn free courses about programming from udacity. online free courses enroll now</div>	<a href="#">interest courses</a>	Campaign ended	Expanded text ad	6	169	3.55%	\$2.51
<input type="checkbox"/>	<input checked="" type="radio"/>	<div>python programming course   best online python course   register now for free... <a href="#">udacity.com/programming/free_courses</a> become fa miller with the new in algorithms.. advance your career now</div>	<a href="#">online free courses</a>	Campaign ended	Expanded text ad	17	290	5.86%	\$1.22
Total: All but removed ads						49	1,121	4.37%	\$2.06
Total: Campaign						49	1,273	3.85%	\$2.06

Keywords

Search Keywords

Negative Keywords

Search terms

Auction insights

Audiences

Settings

Often visited

Ad schedule

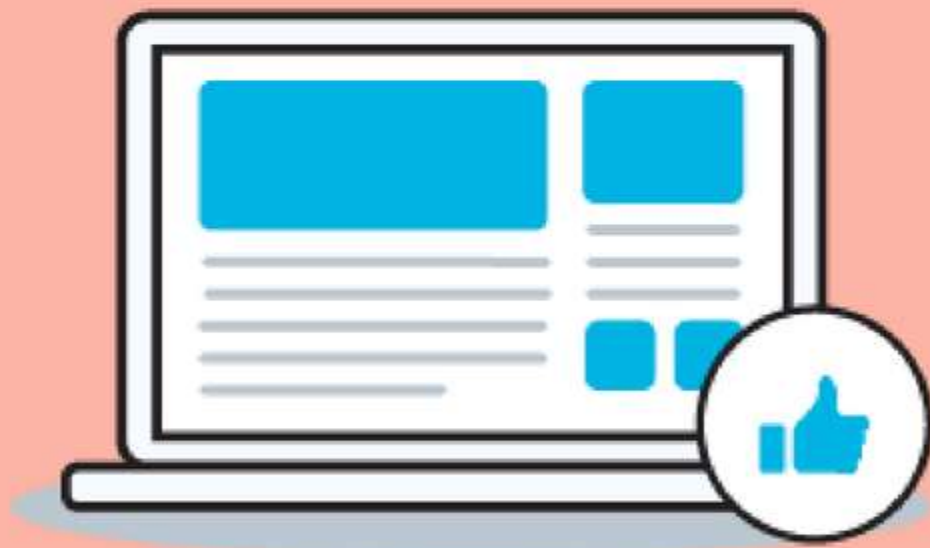
More

<input type="checkbox"/>	Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	↓ Clicks	Impr.	CTR
Total: All but removed keyw... ?							49	1,273	3.85%
<input type="checkbox"/>	how to study python	interest courses	Campaign ended	\$3.00 (enhance)	Eligible	-	11	205	5.37%
<input type="checkbox"/>	useful data structures	online free courses	Campaign ended	\$3.00 (enhance)	Eligible	-	11	171	6.43%
<input type="checkbox"/>	online python training course	interest courses	Campaign ended	\$3.00 (enhance)	Eligible	-	9	196	4.59%
<input type="checkbox"/>	learn database online	interest courses	Campaign ended	\$3.00 (enhance)	Eligible	-	6	205	2.93%
<input type="checkbox"/>	how to learn python for beginners	interest courses	Campaign ended	\$3.00 (enhance)	Eligible	-	4	202	1.98%
<input type="checkbox"/>	computer science books	interest courses	Campaign ended	\$3.00 (enhance)	Eligible	-	2	148	1.35%
<input type="checkbox"/>	data structure book recommendation	online free courses	Campaign ended	\$3.00 (enhance)	Eligible	-	2	10	20.00%
<input type="checkbox"/>	data structure short notes	online free courses	Campaign ended	\$3.00 (enhance)	Eligible	-	1	9	11.11%
<input type="checkbox"/>	data structure	online free courses	Campaign ended	\$3.00 (enhance)	Eligible	-	1	9	11.11%



# Project 6

## Evaluate a Display Campaign



<input type="checkbox"/>		Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC
<input type="checkbox"/>		<a href="#">Keyword Targeted</a>	Campaign paused	\$3.00 (enhanced)	1,973	282,066	0.70%	\$0.44
		Total - all but removed ad groups			1,973	282,066	0.70%	\$0.44
Total - all ad groups					1,973	282,066	0.70%	\$0.44

1. Present the results of the overall campaign by completing the table below.
2. Highlight Key Results
3. What was the overall ROI of the campaign? Was it Positive or Negative?
4. The campaign has positive ROI \$324

	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1973	282066	0.70%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
1972.81	.2	4	281	\$324

## Which Ad Group Performed Better?

1. Present the results of each ad by completing the table below.
2. Creative A outperformed Creative B? Why? Campaign A perform well it has 1531 clicks and has positive ROI with 210 if we make compare between campaign A AND B we will find A better than b coz has amazing ROI mor clicks than b.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1531	216199	0.71%	0.45	\$686.27	.2%	3	229	210
Creative - B	442	65867	0.67%	0.42\$	\$186.24	.2%	1	186	↓13

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	Marketing course	14	2998	0.47%	1.68	23.5
2	Marketing online	236	20750	1.14%	5	118.64
3	Online marketing	226	38259	.59%	0.28	63
4	Marketing program	5	1166	.43%	1.6	8.01
5	Marketing course	19	1999	.95%	27	5.14

DIGITAL MARKETING  
ACADEMY PROJECT

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# How would you optimize this campaign?

- Suggestion 1: in campaign B we need to change the image for landingpage and the headline to get better result
- Suggestion 2: pause the keywords with high cpc and change it by similar key words
- Suggestion 3: we can pause the ad who has the low result and keep the campaign A WORKING and create a new one with a good image and good headline

Search tools

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1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative?
3. THE CAMPAGIN HAS POSITIVE ROI \$372

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1892	157517	1.20%	0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
3925.81	0.2	4	206	\$372

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p1-project-display-template-slides.pdf - Adobe Acrobat Pro DC

File Edit View Window Help

Home Tools p1-project-display-... x

17 / 22

70.5%

Share

Search tools

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1. Present the results of each ad by completing the table below.

2. Which ad performed best Video A or Video B? Why?

3. Campaign B worked better coz it has long tail keywords and better video and if we make a comper between A and B we will find campaign B perform better than a has high ROI 363 and high clicks 1439

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54312	083%	064\$	290.21\$	.2%	1	290	9
Campaign B	1439	103205	.139%	0.37%	535.40\$	.2%	3	178	363

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INDUSTRY PROJECT

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Slide 17 of 18 "Simple Light" English (United States)

EN ٢٠٢٠/١/٥



# Key Campaign Results (Keywords)

- 1.course digital marketing
- 2.Online marketing video
- 3.Ad advertisement
- 4.Social media marketing
- 5.Digital learning marketing
- next slide shows the best performance and these keywords are best fit keywords for target customers who are looking for digital marketing online course

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Search tools

Create PDF

Share

More Tools

Keyword	Clicks	Impressions	CTR	Avg CPC	Cost	Conversl on Rate	CPA	# New Students	ROI +/-
course digital marketing	106	8727	1.31%	.43\$	45.50\$	.2%	0	0	0
Online marketing video	495	42440	1.17%	.51\$	253.23	.2%	253	1	46
Ad advertisem ent	510	24172	2.11%	.17\$	85.58%	.2%	85	1	214
SEO	102	9197	1.11%	0.48%	48.81%	.2%	0	0	0
Digital learning marketing	207	14198	1.46%	\$033	\$64.99	.2%	0	0	0

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Slide 13 of 17 "Simple Light" English (United States)

EN ٠٥:٤٦ ص ٢٠٢٠/٠١/٠٥

# How would you optimize this campaign?

- Provide at least **threesuggestions to improve this campaign.** (Answers might include things like: A/B testing, different creative, adding or removing keywords, etc...)
- Suggestion 1: our campaign has positive ROI but if we take a look in our clicks it not measured well
- Suggestion 2: I see the campaign has long keywords perform better than campaign has short keywor so we can use the long keywords
- Suggestion 3: we can pasue keywords wich has highe CPC and chancge it by simler keywords to it

- Would you focus on certain Ad Groups, Ads or Keywords?
- Yes I will focus on ads and keywords and I will make a unique headlines and deception to attracter potential customers and I will chose image to describe exactly my landing page.
- ○Would you change any of your existing Ads or Keywords or add any new ones?
- Yes I WIIL changes a few things like short keywords i will pause all short keywords coz it get high cpc. And i will put more attrctive long keywords with low CPC. Ithink if w do it we will get better ruslt from our campaign.
- ○Would you set up an A/B test, and if so, how would you go about it?
- Yes i will choose another to ad group with diffrent headline and with a long keywords

- Would you make changes to the landing page, and if so, what kind of changes and why?
- Yes it must be clear to our customers if they click on the ad they should find what they are expecting for the landing page so I will choose the image defining what we are offering exactly. And also the content I will keep it short

# Project 7

## Market with Email



<p><b>Background</b></p> <p><b>Demographics</b></p> <ul style="list-style-type: none"> <li>1- female 20to 30 years</li> <li>2- interested in online courses and marketing</li> <li>3- live in egypt</li> </ul>	<p><b>Nour</b></p> 	<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>1- to now she is not wasting her money</li> <li>2- to take course has a good review</li> <li>3- to obtain real certificate</li> </ul>
<p><b>Hobbies</b></p> <ul style="list-style-type: none"> <li>1- games</li> <li>2- travelling</li> <li>3- exercise</li> </ul>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>1-become an expert in digital marketing</li> <li>2-work with a Healthy team</li> <li>3- work successful on digital campaigns and project</li> </ul>	<p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>1- not have proper support of mentor</li> <li>2- amount paying for this course is worst it</li> </ul>

	Email topic	Marketing objective	KPI
Email 1	Digital marketing course by industry experience	Engagement	CTR
Email 2	Become a successful digital marketer with udacity DMND	Engagement	Number of opens
Email 3	Avail 30% off on digital marketing course by udacity	Conversion	Conversion rate



Subject line	Body summery	Visual	CTA	LINK
Dear Nour Hear is a digital marketing course for you by industry expert	THANK YOU FOR JOINING US FOR A BETTER FUTURE. WE AT UDACITY MAKES EVERYTHING TO MAKE YOUR TIME WORTH. WE WILL BE HAPPY TO SEND YOU ABOUT OUR FUTURE UPDATES ONCE YOU CONFIRM YOUR EMAIL	VIDEO AN INTERVIEW digital marketing	CONFIRM	<a href="http://www.udacity.com">http://www.udacity.com</a>

Marketing objective	Subject line	CTA •
Engagement	Become a successful • digital marketer with udacity dmnd	CONFIRM •

Marketing objective	Subject line	CTA
Conversion	Avail 30% off on digital marketing course by udacity	JOIN NOW

[illegible]

Subject Line: DIGITAL MARKETING  
COURSE FOR YOU

Body: THANK YOU FOR JOINING US FOR A  
BETTER FUTURE. WE AT UDACITY MAKES  
EVERYTHING TO MAKE YOUR TIME  
WORTH. WE WILL BE HAPPY TO SEND  
YOU ABOUT OUR FUTURE UPDATES  
ONCE YOU CONFIRM YOUR EMAIL.

CTA: LEARN MORE

Link for CTA: <http://www.demand.udacity.com>

Be the first to clip this slide



Input caption text here. Use the block's Settings tab to change the caption position and set other styles.

We at Udacity makes everything to make your time worth.

We'll be happy to send you about our future updates once  
your confirm your email.

---

We'll be happy to send you about our future updates once  
your confirm your email.

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#)

## A/B testing email

**EMAIL #1    CHANGE YOUR CAREER WITH    SIGN UP NOW**  
**UDACITY DIGITAL MARKETING**  
**NANODEGREE PROGRAM**

A/B Test the IS amprortent for any campaign  
its best way to analyze wich campaigns is  
working better A/B testing help us to improve  
content engegment incres conversion rate

A/B testing is comparing two types of an  
online or offline campaign such as landing  
page , call to action etc

# Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	•Bounced
2500	2250	495	22%	225



- **Final Recommendations**

- **I will campaign for both email #2 and 3 will analyze the result for CTR.**
- **Open rate and conversion rate .**
- **will do also A/B testing for campaigns this will help me TO DETERMINE which one working better**

