

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 20to 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

34	200
	*
	1

1. Female and male from

twenty to twenty five

2. Works and students

4. Interested in online

learning marketing

Hobbies

years old

3. Live in us

1. Reading

2. traveling

3. exercise

Goals

wasting her time and money on a degree 2. Good online course 3. Improved her skills in seo .sem and social media ads **Barriers**

1. To know she's not

- digital marketing 2. Have a voice in her field
- 1. change in digital 1. Become an expert in marketing moves quickly 2. Doesnot have enough time for ofline courses 3. Earn enough money 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



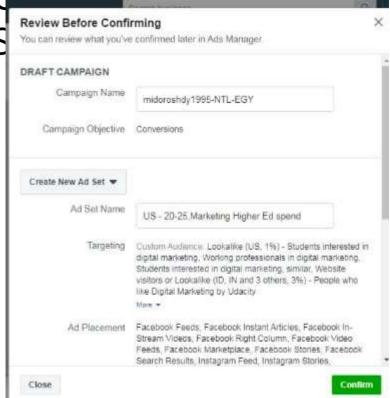
KPI

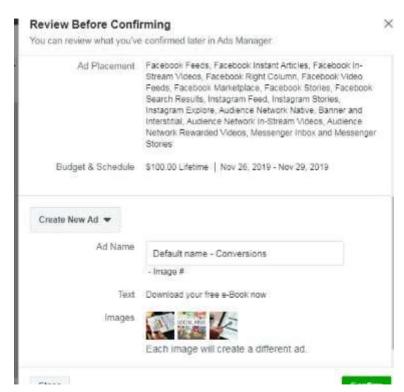
number of people who have downloaded the free e-book during the ad campaign



Campaign Screenshots

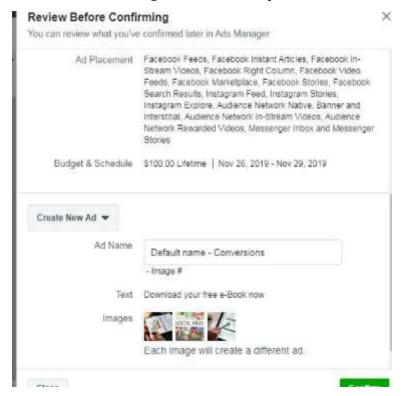
Campaign R. Ad Cat.







Ad Summary: Sample





Ad Images: Sample





