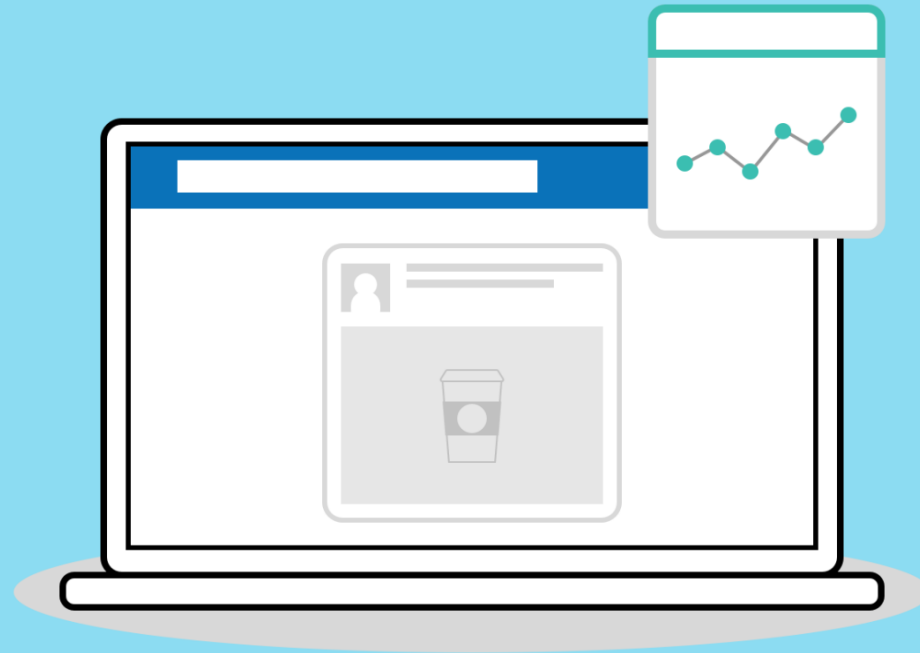


Project 3:

Evaluate a Facebook Campaign



Marketing Challenge #1:

Digital Marketing Nanodegree Program

Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might be interested in taking this course. In order to do this, we have created a [landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$25 per collected email address.



The screenshot shows a web browser window displaying the Udacity landing page. The page has a clean, modern design with a white background. At the top, the Udacity logo is visible. Below it, the title "Free Social Media Advertising Guide" is centered, followed by a subtitle "An excerpt from the Udacity Digital Marketing Nanodegree Program". On the left side, there is a purple eBook cover titled "DMND SOCIAL MEDIA ADVERTISING GUIDE". To the right of the cover, the text "Get your free copy of the eBook today!" is displayed. Below this, there are three bullet points with checkmarks: "A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat", "Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads", and "Everything you need to get started!". At the bottom, there is an email input field and a blue "DOWNLOAD EBOOK" button. A small disclaimer at the very bottom states: "By submitting your email, you agree to receive emails from Udacity, Inc. and can unsubscribe at any time. Please find our Privacy Policy here."

Landing Page



Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program



Get your free copy of the eBook today!

- ✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- ✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- ✓ Everything you need to get started!

SUBMIT




By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time.
Please find our [Privacy Policy](#) here.

Marketing Objective & KPIs

Marketing Objective: To collect the email addresses of 50 potential students for the Digital Marketing Nanodegree Program, with a campaign running for one week and having a lifetime budget of \$1000

KPI: Number of eBook downloads

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">● Age 27● Female● Graduated from university● Employed● Lives in a mid-size US city	<p>Jessica</p> 	<ul style="list-style-type: none">● Flexible study schedule● “Bite-size” chunks of learning
Hobbies	Goals	Barriers
<ul style="list-style-type: none">● Hiking● Photography● Walking her dog	<ul style="list-style-type: none">● Transition into a new career in digital marketing● Get a job with higher earning potential/path to advancement● Meet other marketers	<ul style="list-style-type: none">● Limited time for studying/learning new skills● Unsure how to break into a new industry

Ad Set

The following three ads are the Ad Set we have designed to target that persona on the previous slide.

Ad One



Digital Marketing by Udacity

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising

digitalmarketing.udacity.com

Download

Ad Two



Digital Marketing by Udacity

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising

digitalmarketing.udacity.com

Download

Ad Three



Digital Marketing by Udacity

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising

digitalmarketing.udacity.com

Download

Campaign Evaluation

1. The campaign was a success, the marketing objective was to generate 50 leads, and the overall amount of leads the three ads created was 66 leads, which exceeded the marketing objective by 16 more leads.
 - a. Age: 18-35
Location: United States, anywhere that speaks English
Language: English
Hobbies: Learning, Reading, Academics
Interests: willing to shift careers, fresh grads, digital marketing, advertisement
 - b. Provide the correct formulas for the following KPIs:
 - i. CPM : the total amount of USD used divided by the total amount of impressions * 1000
 $= 1000 \text{ divided by } 60298 \text{ by } 1000 = 16.583$
 - ii. Amount of clicks divided by impressions = 253 by 60293 = 0.0041%
 - iii. Total amount of cost divided by total clicks = 1000 by 253 = 3.952
 - iv. Leads divided by clicks = 66 divided by 253 = 56.04
 - v. Cost per Results = Cost divided by leads = 1000 divided by 66 = 15.15

- a. The second ad performed best, it had the least cost per result, the highest click to lead rate, the highest leads and clicks, an average CPM and highest reach, the difference between the ab test was the photo , for the next ab test I'd suggest trying different tones and posts to approach the audience.
- b. I would add a sense of urgency by saying the book is free for a limited time because people are most likely to sign up and download it when they feel like it would go away rather than thinking it'd be always available, also adding the link to the nanodegree with the book would be beneficial to bring traffic and people to actually sign up for the course after downloading the ebook
- c. It performed well, exceeding the marketing objective (50 leads) by 16 more leads.

Campaign Recommendations

- I would use a tone that expresses urgency and says that the book will only be available for a limited amount of time, give a sample of what social media marketing is, and put the link to the nanodegree
- I would disregard the third ad and use the budget spent on it to get the first and second ads to run longer, making more leads without the need of a third ad that doesn't perform as well.
- I would focus on new grads, especially business, marketing, PR and advertisement, and Journalism Majors, as this course will help enhance their careers,
- i would also add a Facebook pixel to the landing page and get it a more welcoming, trendy design that students and fresh grads could find welcoming, which could increase leads, students like things that look modern and professional so they feel safe by joining, so I'd recommend changing the font to a more modern and eye-catchy one read [here](#)
- I'd also recommend changing the word 'submit' as it subconsciously creates a sense of control over the customer, making them not want to engage. Maybe changing the word submit with 'Join' or 'Learn' would be more friendly, maybe change the color in the 'submit' panel to something that goes with purple or completes the theme, maybe purple or yellow, and the same goes with the blue check marks as blue and purple are not aesthetic for the eye and won't look professional, read [here](#)
- I'd also recommend merging the third and second points to be something like **'Learn how to target specific audiences, budget and schedule your campaign, and everything you need to get started!'** for less crowd in the landing page and more space.

