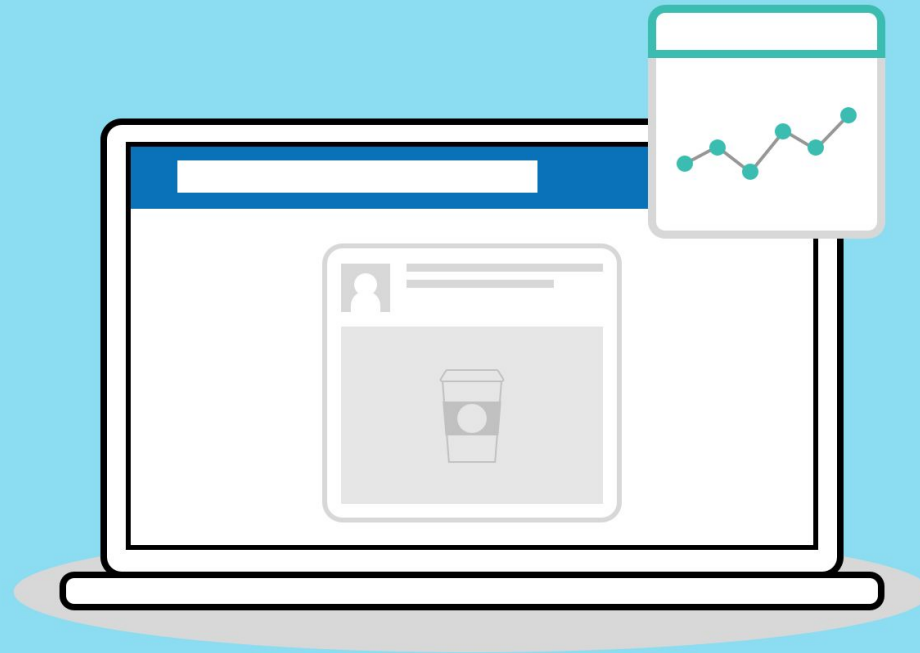


# Project 3:

## Evaluate a Facebook Campaign



# How to use this Template

- Make a copy of this Google Slide deck ([Google Drive Directions](#)).
- We have provided these slides as a guide to ensure that you submit all the required components to successfully complete your project.
- When presenting your project, please only think of this as a guide. We encouraged you to use creative freedom when making changes as long as the required information is present.
- **Don't forget to delete this and all** of the other example slides before you submit your project.

Reference slide remove  
before you submit



# 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.



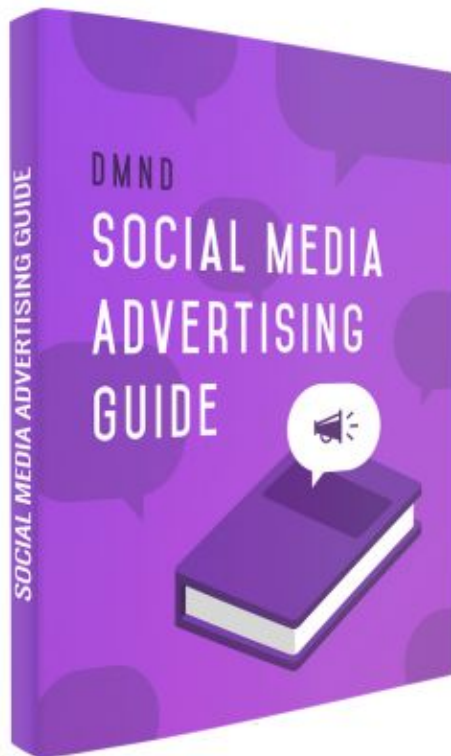
The screenshot shows a web browser window displaying the Udacity landing page. The page has a clean, modern design with a white background. At the top, the Udacity logo is visible. Below it, the title "Free Social Media Advertising Guide" is prominently displayed, followed by a subtitle "An excerpt from the Udacity Digital Marketing Nanodegree Program". On the left side, there is a graphic of a purple eBook cover titled "SOCIAL MEDIA ADVERTISING GUIDE". To the right of the graphic, the text "Get your free copy of the eBook today!" is followed by three bullet points: "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!". Below these points is a form with an "Email" input field and a blue "DOWNLOAD EBOOK" button. At the bottom, a small disclaimer 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"><li>● Age 27</li><li>● Female</li><li>● Graduated from university</li><li>● Employed</li><li>● Lives in a mid-size US city</li></ul>	<p>Jessica</p> 	<ul style="list-style-type: none"><li>● Flexible study schedule</li><li>● “Bite-size” chunks of learning</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>● Hiking</li><li>● Photography</li><li>● Walking her dog</li></ul>	<ul style="list-style-type: none"><li>● Transition into a new career in digital marketing</li><li>● Get a job with higher earning potential/path to advancement</li><li>● Meet other marketers</li></ul>	<ul style="list-style-type: none"><li>● Limited time for studying/learning new skills</li><li>● Unsure how to break into a new industry</li></ul>

# 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](https://digitalmarketing.udacity.com)

Download

# Ad Two



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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](https://digitalmarketing.udacity.com)

**Download**

# Ad Three

**Digital Marketing by Udacity**  
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**Free eBook: Social Media Advertising**  
[digitalmarketing.udacity.com](https://digitalmarketing.udacity.com)

Download



# Campaign Evaluation

1. Evaluate the success of the campaign, given its marketing objective. Feel free to use bullet points, and add as many slides as you need.
  - a. Briefly describe the targeting of the ad set (demographics, location, interest, behavior etc.)
  - b. Provide the correct formulas for the following KPIs:
    - i. CPM (Cost per 1,000 Impressions)
    - ii. Link Click-Through Rate
    - iii. CPLC (cost per link click)
    - iv. Click To Lead Rate
    - v. Cost per Results
  - c. Based on the “Key Results” table, identify which ad performed best, and explain why you think this was the case.
  - d. How would you optimize the campaign, and explain why do you think so?
  - e. Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective.

# Campaign Evaluation

1. Evaluate the success of the campaign, given its marketing objective. Feel free to use bullet points, and add as many slides as you need.

Briefly describe the targeting of the ad set (demographics, location, interest, behavior etc.)

Age: **22-35**

Location: **USA**

Interest: **hiking, photography, dogs, digital marketing**

Gender: **All**

# Campaign Evaluation

Provide the correct formulas for the following KPIs:

- i. CPM (Cost per 1,000 Impressions) = **Amount spent/ 1000 Impressions**
- ii. Link Click-Through Rate = **Link clicks/Impressions\*100**
- iii. CPLC (cost per link click) = **Amount spent/Link clicks**
- iv. Click To Lead Rate = **Count(leads)/Count(visitors)**
- v. Cost per Results = **Amount spent/number of results**

# Campaign Evaluation

Based on the “Key Results” table, identify which ad performed best, and explain why you think this was the case.

**I think the ad 2 performed best because even though it got a higher price, the ad got more impressions, more link clicks and more Leads. I would say that in cost per result it is the best because It got the lowest amount \$13.25 saving the advertiser more money.**

How would you optimize the campaign, and explain why do you think so?

**If I were to optimize the campaign I would try to change the image and the header to see if I got different results.**

Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective.

**In total the campaign got 66 Leads. The marketing objective was to get 50 Leads with a lifetime budget of \$1000. Meaning that the campaign got more leads than the marketing objective hence making it a successful campaign.**



# Campaign Recommendations

**Imagine you are tasked with running an improved version of this campaign, with the same marketing objective and KPIs. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?**

- Feel free to use bullet points for your analysis and add as many slides as you need
- The following prompts can help you structure your answer, but feel free to think beyond these as well:
  - Would you focus on certain ad groups or ads? If so, which ones and why?
  - Would you change any of the existing ad copy or add any new ones? What would you add or change and why?
  - What iteration would you make to the A/B test?
  - Would you make changes to the landing page, and if so, what kind of changes and why?
  - How would you optimize the campaign, and explain why do you think so?

- Would you focus on certain ad groups or ads? If so, which ones and why?

**The only thing different in the three ads is the image. A/B done to test 3 different Ad copies. On this campaign I would like to continue and focus on the ad 2 because that was the one that got best results. More impressions, more reactions, more link clicks and most important more Leads(43).**

- Would you change any of the existing ad copy or add any new ones? What would you add or change and why?

**I would change the copy and try to put one that includes marketing agency image so people get more motivated.**

- What iteration would you make to the A/B test?

**Since all the ads are the same and the only thing different is the image I would change the ad copy (headline and text) but all of them are going to have the image of the ad with the best results ad2 but they are going to have different ad copies to see now which one perform best.**

- Would you make changes to the landing page, and if so, what kind of changes and why?

**I would change the image to a digital marketing firm image so people is more motivated seeing people working in the actual job. I would change the submit button to download so that people do not get discouraged by thinking they gonna get tons of ad emails.**

- How would you optimize the campaign, and explain why do you think so?

**If I were to optimize the campaign I would try to change the image and the header to see if I got different results.**