Project 8
Portfolio

1. Customer Journey Based Marketing Plan
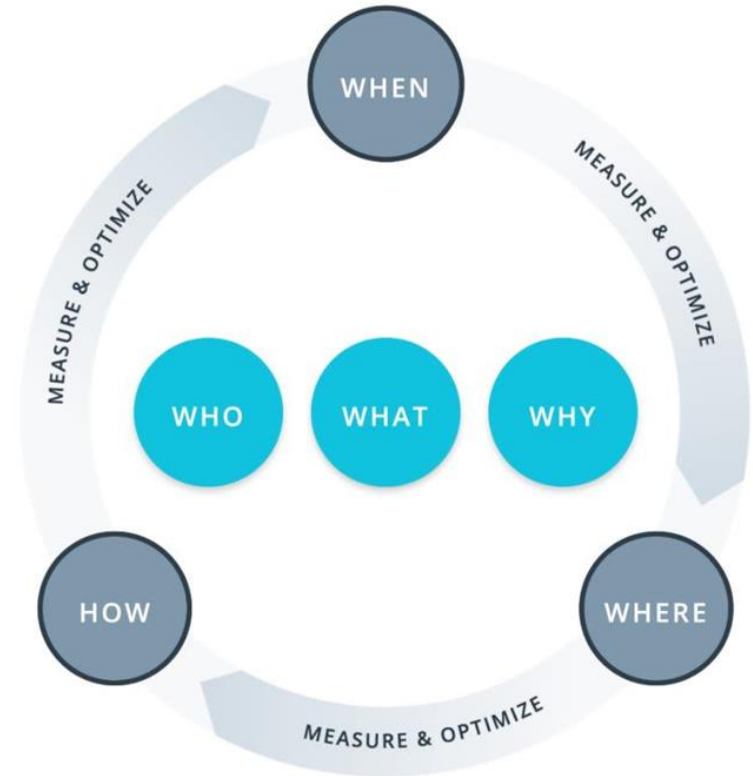
What: your offer

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

Digital Marketing Nanodegree

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.

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Marketing Objective: DMND

What is the marketing objective for your marketing efforts?

Enroll 500 new students by the time program starts.

Who Are Our Customers?

Target Persona

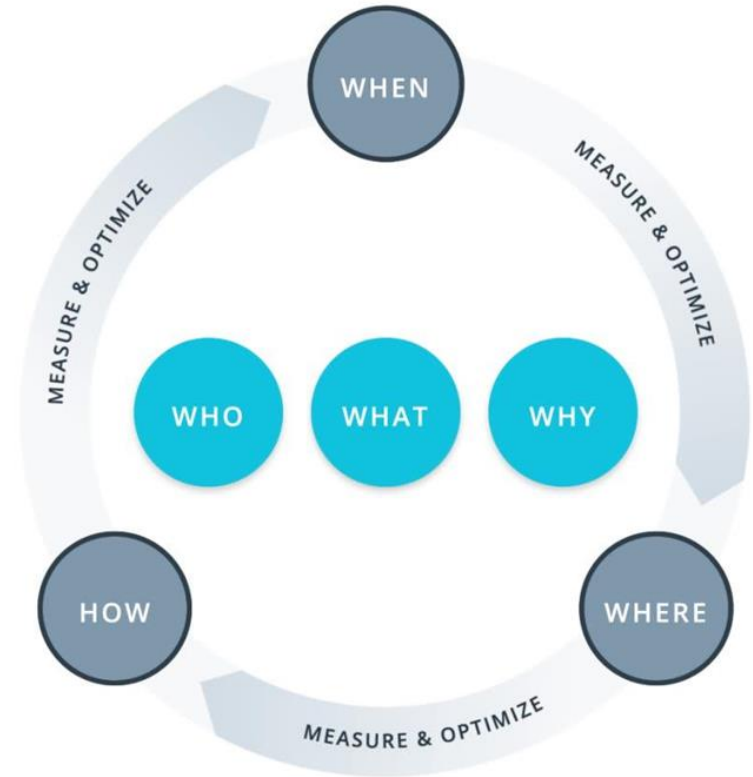| Background and Demographics	Target Persona Name	Needs
1. Female, 36 years old 2. Married /1 child 3. Lives in Zagreb 4. HH income $40k 5. Collage degree in economics	**ANDRO**	1. Self paced online course 2. A course that does not take too much time 3. Course that can provide quality portfolio for resume
Hobbies	**Goals**	**Barriers**
1. Reading 2. Running 3. Writing 4. Biking	1. Get a new better paid job 2. Gain new skills 3. Get a certificate as a proof 4. Increase HH income	1. Doesn't have time for offline courses 2. Most available offline courses are poor quality 3. English is not their native

What: your offer

Who: your customers

When: your customer's journey

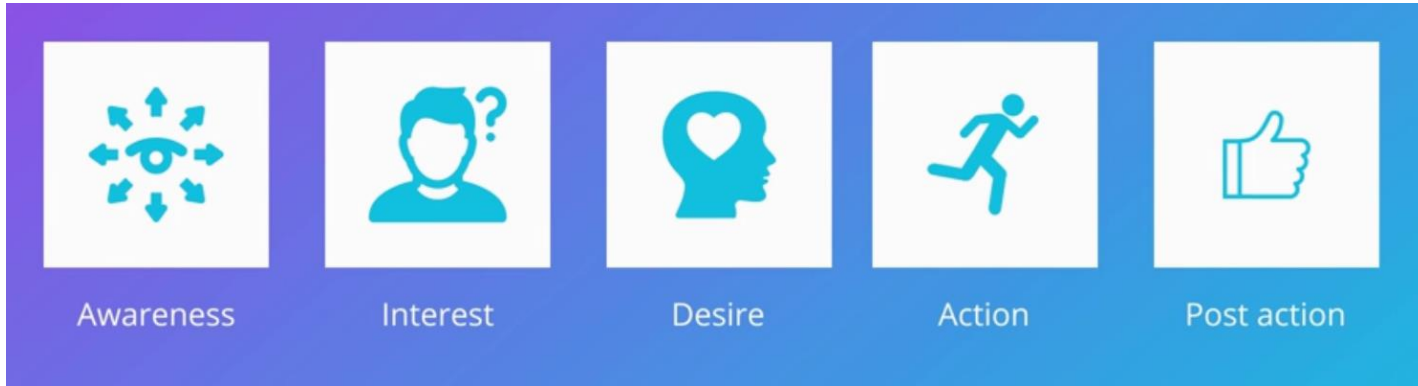Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics
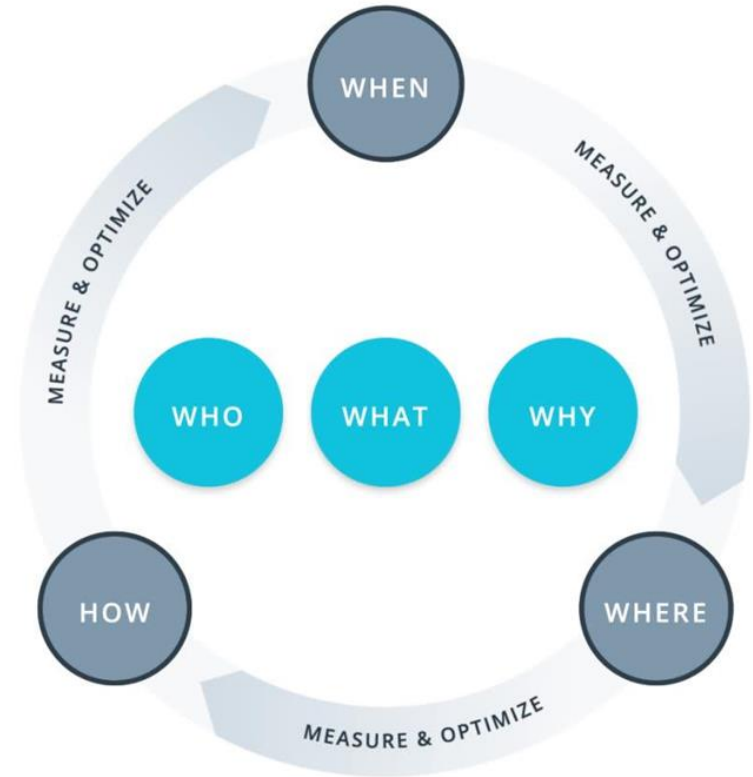
Phases of the Customer Journey

Awareness   Interest   Desire   Action   Post action

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When+How+Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	• Turn what you like into a business that you will love • Gain new marketing skills at you own pace • How did digital marketing change my life	• Try out are new DEMO of the classroom • Download our FREE Social media advertising ebook	• Enroll now - only few spots left in the classroom • Enroll now and you'll get to run live campaigns on major marketing platforms	• Thank you • Enjoy benefits like supportive mentoring and online discussion with instructors and colleagues	• News about classroom updates • Suggestions about career change
Channel	• Blog (content marketing) • Twitter • Facebook • LinkedIn	• Facebook • Facebook Ads • Search • LinkedIn • Twitter • Dispaly and Video Ads	• Retargeted ads for social, display and video • Search • Email • Facebook	• Email • Social media	• Email • Social media

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$7,000	$1.25	5,600	0.05%	3
GOOGLE Ad Search	$2,000	$1.40	1,428	0.05%	1
Display		$5.00			
Video	$2,000	$3.50	571	0.05%	1
Total Spend	**$11,000**	**Total # Visitors**	**7,599**	**Number of new Students**	5

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Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$6,000	$0.50	12,000	0.1%	12
GOOGLE Ad Search	$4,000	$1.50	2,666	0.1%	3
Display					
Video	$2,000	$2.75	727	0.1%	1
Total Spend	**$12,000**	**Total # Visitors**	**15,393**	**Number of new Students**	16

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Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$17,000	$0.30	56,666	0.3%	170
GOOGLE ADS Search	$6,000	$1.50	4,000	0.3%	12
Display	$1,000	$3.00	333	0.3%	1
Video	$3,000	$2.75	1,090	0.3%	4
Total Spend	$27,000	**Total # Visitors**	**62,089**	**Number of new Students**	187

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ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	$11,000	7,599	5	$299	$1,495	-$9,505
Interest	$12,000	15,393	16	$299	$4,784	-$7,216
Desire	$27,000	62,089	187	$299	$55,913	+$28,913
Total	$50,000	**85,081**	**208**		$62,192	+$12,192

Additional Channels/Recommendations:

Apart from the above mentioned paid platforms I would definitely use the maximum of all organic channels: social networks such as Facebook, Twitter and LinkedIn, organic search - here SEO plays a key role and of course content marketing like blogs etc.)
I would also recommend retargeted campaings since they are oftner at a lower cost and targeted audience is more specific.

I would also include a powerful email campaign which itself is not such a big expense (since using a email software is often paid annually) and email campaigns can generate a lot of new potential leads.
I would run A/B tests frequently enough and golden rule of all – test early and test often!

3. Showcase Work

Project 2: Market your Content

Exploring Blog & Social Content

Marketing Objective

Udacity DMND program have a marketing objective to acquire at least 50 blog followers in July 2021.

KPI

The KPI for Udacity DMND program marketing objective would be the number of followers gained in sep.

Target Persona

Background & Demographics
1. Female 26 to 36 year
2. Did Master's in MBA
3. Interested in online learning and Marketing
4. Live in Angola

Name & Image

ANDRO

Needs
1. To know she's not wasting her money on a degree mill.
2. To take a course that has positive review.
3. To obtain real certificate

Hobbies
1. Gaming
2. Exercise
3. Travelling

Goals
1. Become an expert in digital marketing
2. Working in a healthy team, Friendly environment where she can be more creative
3. Working successfully on digital projects/campaigns

Barriers
1. Not having proper support of mentor.
2. Sthe amount paying for this course is worth it or not.
3. If there is nothing tangible to add to her existing portfolio

The theme and framework of my blog post.

Theme : Why have you decided to take the Digital Marketing Nanodegree Program?

Framework : SCQA framework.

Situation : She is looking for Online and Offline courses to enhance her Digital Marketing skills.

Complication : She found there are lots of courses available online and offline, so much so that it gets overwhelming to find the right course suited for her.

Question : How she will find the best digital marketing course which will satisfy her needs.

Answer : After reviewing all the options available in the market, she found that Udacity DMND program provides an opportunity to run live campaigns, that would help in gaining practical experience, while providing the basics and core knowledge of digital marketing.

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That's why I chose DMND program sponsored by Udacity

Opportunity to learn with the best.

Real world experience by running live campaigns.

Collaboration with Google, Facebook, Hootsuite etc.

Comprehensive coverage of Digital Marketing fundamentals.

Blog Post on Medium

The blog post on Medium is about the storytelling of mine, before and after enrolling in DMND program.

Check this link: https://2u.pw/21IdO

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Why prefer Digital Marketing by Udacity

Summary

Social media platforms for target audience

I have a diverse network here that can help create awareness about the content easily through features like "share" and "like".

It has my professional network, that allows me to take the content to a relevant audience and help to create a professional brand.

It's a powerful platform to distribute the content to a bigger audience.

Facebook Post

LinkedIn Post
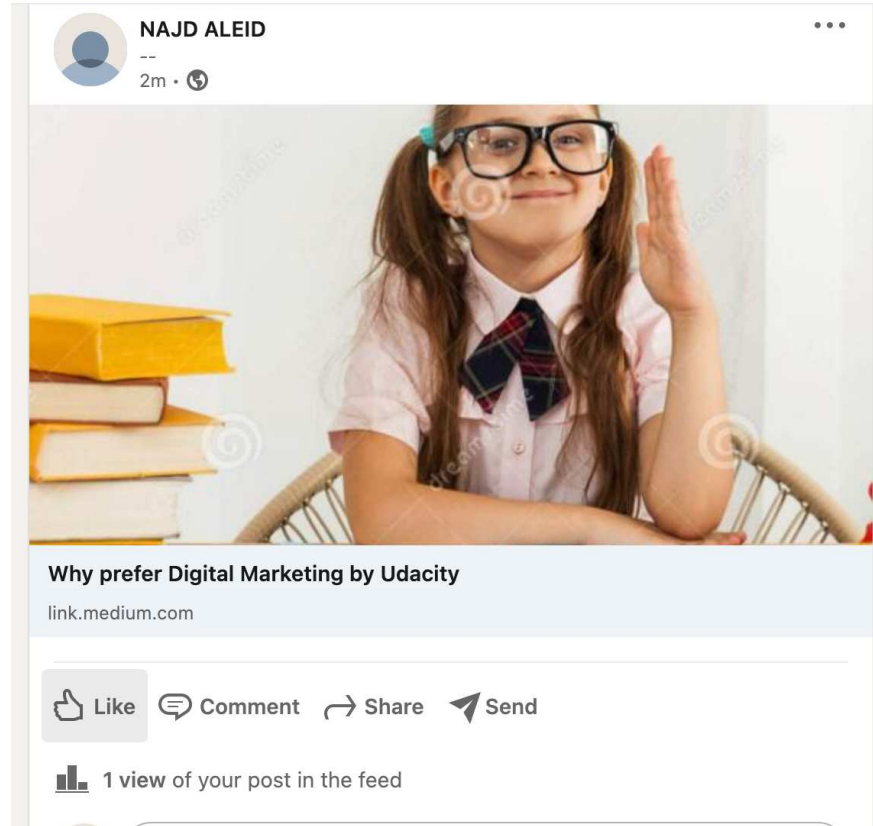
Twitter Post

Extra Credit: Post Online & Share Your Results

Platform	Traffic	Likes	Shares	Comments	Notes
Blog	Medium	1	0	0	i have created new account and have few friends. iam expecting these number increace
Social Platform	Facebook	6	0	0	i have created new account and have few friends. iam expecting these number increace
Social Platform	Twitter	0	1	0	i have created new account and have few friends. iam expecting these number increace
Social Platform	LinkedIn	1	0	0	i have created new account and have few friends. iam expecting these number increace

Extra Credit: Analysis

**What would you do differently based on your results?**

I need to expand my social network across all social media platform to have more reachability.

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

I have just gotten started with this course. As I make further progress, I would like to share my learning and experience.

Project 3:
Evaluate a Facebook Campaign
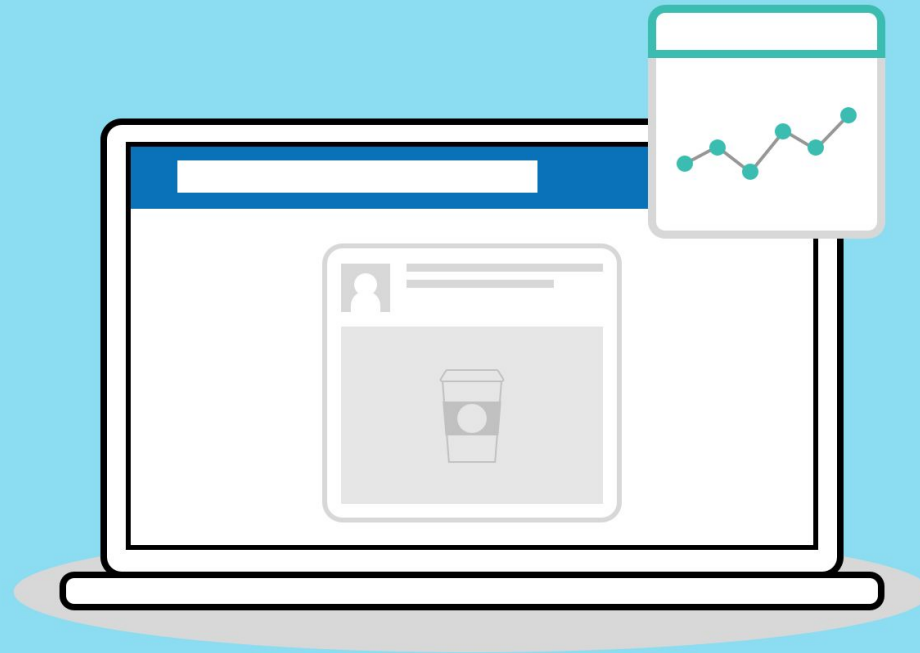
How to use this Template

- 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

Campaign Summary

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.

Landing Page

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

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Target Persona

Background and Demographics	Target Persona Name	Needs
- Age 27 - Female - Graduated from university - Employed - Lives in a mid-size US city	Jessica 	- Flexible study schedule "Bite-size" chunks of learning
Hobbies	**Goals**	**Barriers**
- Hiking - Photography - Walking her dog	- Transition into a new career in digital marketing - Get a job with higher earning potential/path to advancement - Meet other marketers	- Limited time for studying/learning new skills - Unsure how to break into a new industry

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Ad Set

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

Ad One

Ad Two

Ad Three

Campaign Evaluation

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.

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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 clinks 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.

Project 5:
Evaluate a Google Ads Campaign

Campaign Approach

Description and Marketing

Objective

1. Campaign Approach

- Udacity has launched a campaign to advertise for the Digital Marketing Nanodegree Program
- The campaign is divided into two [ad groups](#), one targeting customers in the Awareness stage and one targeting customers in the Interest stage
- Each ad group uses responsive search ads, with multiple options for the ad headline and description
- When users click on an ad, they are taken to the [overview page](#) for the Digital Marketing Nanodegree Program, where they can click a button to download the program syllabus. This conversion has an estimated value of $5.

2. Marketing Objective

- The campaign's marketing objective is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%

Ad Groups

Ads and Keywords

Ad Group #1: Ads

Interest Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Interest Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics | Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Data is also available in this spreadsheet

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Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Awareness Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Data is also available in this spreadsheet

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Ad Group #1: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
Best website for learning +marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Coursera digita marketing	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing course Udacity	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Best website to learn +digital marketing for free	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing learn online	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing online training	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing for +beginners	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
How to +learn +marketing	Low search volume	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udemy +digital marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing classes	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Free +marketing courses	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing online course	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing course online free	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Marketing +online +tutorial	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udacity +Digital Marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing basics course online free	Low search volume	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing +tutorial basics	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD

Data is also available in this spreadsheet

DIGITAL MARKETING
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Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD

Data is also available in this spreadsheet

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Campaign Evaluation

Results, Analysis and

Recommendations

Key Results (Campaign)

Expand the table below to identify and fill in any campaign-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Campaign	Cost	Clicks	Impressions	Conversions	CTR	CPA	Conversion rate
Udacity_DMND	$1,314.00	2391	111256	221	2.15%	5.95	9.24%

Campaign data is also available in this spreadsheet

To add columns to your table, right-click where you want to add the column and select either "insert column left" or "insert column right"

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Key Results (Ad Groups)

Ad Group	Cost	Clicks	Impressions	Conversions	CTR	CPA	Conversion rate
Ad Group 1: *Interest Digital Marketing*	$819.05	1553	72497	132	2.14%	6.20	8.50%
Ad Group 2: *Awareness Digital Marketing*	$494.95	838	38759	89	2.16%	5.56	10.62%
Total	$1,314.00	2391	111256	221	2.15%	5.95	9.24%

Key Results (Ads)

Expand the table below to identify and fill in any ad-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad	Cost	Clicks	Impressions	Conversions	CTR	CPA	Conversion rate
Ad Group 1, Ad 1	$458.25	991	40163	97	2.47%	4.72	9.79%
Ad Group 1, Ad 2	$360.80	562	32334	36	1.74%	10.02	6.41%
Ad Group 2, Ad 1	$335.60	619	28827	72	2.15%	4.66	11.63%
Ad Group 2, Ad 2	$159.35	219	9932	16	2.20%	9.96	7.31%

Key Results (Keywords)

Use the table below to present the three keywords you consider most successful based on the marketing objective, and include any metrics you used to determine which keywords performed best

Keyword	Cost	Clicks	Impressions	Conversions	CTR	CPA	Conversion rate
Marketing terms	$140.70	282	9582	26	2.94%	5.41	9.22%
Digital marketing online training	$144.95	220	5982	13	3.67%	11.15	5.91%
Online marketing course	$335.60	619	28827	72	2.14%	4.66	11.63%

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I used them because those are terms that are most sought after by people interested in digital marketing within the internet. They have a good conversion and conversion rate in addition to being the most innovative keywords for me in marketing. In addition, they receive good impressions that is why I decided to choose Marketing terms, Digital marketing online training and Online marketing course.

Keyword	Cost	Clicks	Impressions	Conversions	CTR	CPA	Conversion rate
Marketing terms	$140.70	282	9582	26	2.94%	5.41	9.22%
Digital marketing online training	$144.95	220	5982	13	3.67%	11.15	5.91%
Online marketing course	$335.60	619	28827	72	2.14%	4.66	11.63%

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Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- The campaign's return on investment (ROI), including identification of whether the campaign was ROI-positive or ROI-negative
    - ROI = (total conversion value - total cost)/total cost

        Campaign ROI = -0.1590

        It was a negative ROI.

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Identify and calculate at least three relevant KPIs at the campaign, ad group, ad, and keyword level

CAMPAIGN KPI: CTR, CPA, AND CONVERSION RATE

CTR: 2.15% CPA: 142.21 CONVERSION RATE:0.39%

AD group KPI: CTR, CPA, AND CONVERSION RATE

CTR: 2.15% CPA: 142.21 CONV. RATE: 0.39

AD KPI(AD GROUP 1 AD 1): CTR, CPA, AND CONVERSION RATE

CTR:2.47% CPA: 4.72 CONVER.RATE:9.79%

KEYWORD KPI(MARKETING TERM): CTR, CPA, AND CONVERSION RATE

CTR: 2.94% CPA: 15.26 CONVER.RATE: 9.22%

DIGITAL MARKETING
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Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Based on your KPI calculations, make an inference about which keywords are subject to higher competition in Google Ads. Explain your reasoning and which KPIs you used to make your hypothesis

  Online marketing course would have better competition within all my keywords because have good impressions 28827, 72 conversions, 11.63% conversion rate and a decent price.

- An overview statement of how well or not well the campaign performed relative to its marketing objective, supported with evidence.

The marketing objective was to gathering 200 conversions with a 10% conversion rate. In relation to its marketing objective it did not performed as expected because only got 72 conversions but i'd say that it did not do very bad because it could got 10% of what the marketing objective was expecting for.

Recommendations for future campaigns

- ○ Would you focus on certain ad groups, ads, keywords, or keyword match types? If so, which ones and why?

  I think those ad groups are excellent the only thing I would change is adding some other good keywords.

- ○ Would you change any of your existing ad headlines or descriptions, or add any new ones? What would you change/add and why?

  Yes. I would change the description for one of them. I would rather use a description Start your career in Digital Marketing with our nanodegree! People love when you talk to them about starting a new career.

Recommendations for future campaigns

○ Would you change any of your existing keywords or match types, or add any new ones? What would you change/add and why?

The keywords are very accurate. If could I would add Digital Marketing Career. Because people love the fact of a new career.

○ Would you set up an A/B test, and if so, how would you go about it?

Yes. A/B test is always a good idea. I would test the ads also, the ads groups to see which ones are doing better.

Project 6
Evaluate a Display Campaign

Assumptions

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

Cost: The cost of the degree is $999

Profit: For the purpose of this assignment, 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. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page *0.002 = # of Student Sign Ups

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA

Note: Please round to the nearest cent

ROI: [(299 Profit) - CPA] * # of Student Sign Ups = ROI

Part 1

Evaluate a Display

Image Campaign

Display Image Campaign:
Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

		Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
☐	◑	Affinity Audience	Campaign ended	$3.00 (enhanced)	--	1,243	200,957	0.62%	$0.36	$448.95	Display	None

Calculate the ROI

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?

		Default max.								
☐ ●	Ad group ↑	Status	CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
☐ ⓪	Affinity Audience	Campaign ended	$3.00 (enhanced)	--	1,243	200,957	0.62%	$0.36	$448.95	Display	None

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1243	200957	.62%	$.36

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$448.95	**.2%**	**2.48=2**	**224.48**	**+$149.96**

DIGITAL MARKETING
NANODEGREE PROGRAM

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting)

Suggestion 1: Changes to targeting, considering this ad has been shown 200k times. It would be worth researching if certain groups of individuals (demographics, where they saw the ad, what state do they live in, age, number of times ad has been seen) have a higher likelihood of converting to a consumer on that first impression.

Suggestion 2: Creative change A/B Testing, would having a female student or one of different race impact the results? This would be familiarity bias, where if an African-American, Hispanic or Caucasian student was shown would someone be more likely to click the ad?

Suggestion 3: A/B Testing, if we mention that Udacity is offering the first month for free. Would that create more clicks vs. the original copy?

Part 2

Evaluate a Display

Image Campaign

Display Image Campaign:
Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
paign ed	$5.00 (enhanced)	--	407	67,833	.6%	$0.57	$231.99	Display

Results: Calculate the ROI

	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
⬤	Site Targeting	Campaign ended	$5.00 (enhanced)	–	407	67,833	.6%	$0.57	$231.99	Display	None

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?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	.6%	$0.57
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$231.99	**.2%**	**.82=1**	**$232**	**+$67**

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting etc...)

Suggestion 1: Changes to targeting, while this ad does have a 58% higher CPC value, is that true for all the segmented audiences (demographics, website displayed on, is there a high number of people asking the ad not to be shown)? If after an analysis, there are no groups performing close to $.35 CPC then this ad will be scrapped.
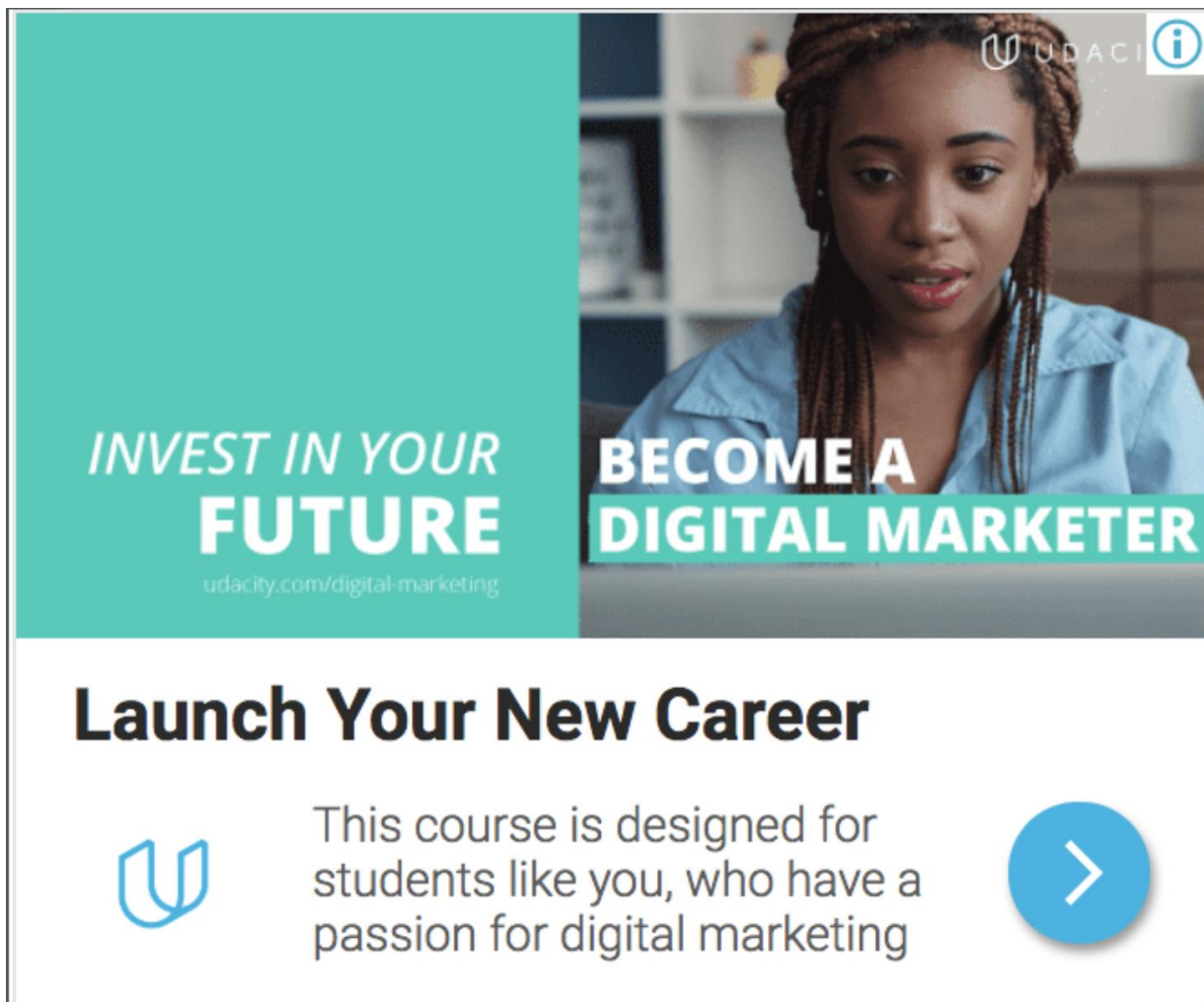
Suggestion 2: Creative Change A/B Testing- Should we change the ad to show a student testimonial with a quote about his/her experience? The copy and the picture appear to be inconsistent as the copy states "designed for students like you" and the picture shows Anke A. an instructor, not a student.

Suggestion 3: Copy change- Should the copy below be changed to highlight the course involves projects created in collaboration with Google, Facebook and Mailchimp? "Gain real-world experience by doing proejcts created in collaboration with Facebook, Google and Mailchimp."

Part 3

Evaluate a Display

Image Campaign

Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

		Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
☐	⬤										
☐	⏸	Remarketing	Campaign ended	$3.00 (enhanced)	--	670	109,994	.61%	$0.35	$234.50	Display

Results: Calculate the ROI

		Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
☐	◐	Remarketing	Campaign ended	$3.00 (enhanced)	--	670	109,994	.61%	$0.35	$234.50	Display

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?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	.61%	$0.35
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$234.50	**.2%**	**1.34=1**	**$234.50**	**+$64.50**

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or changes to targeting, etc...)

Suggestion 1: Audience Targeting: I know I'm sounding like a broken record, but still analyze where it performed best, whom it performed best, how many times was the ad shown to the average person and are there any weak performing sections (below .3% CTR after 1000 impressions for instance?)

Suggestion 2: A/B Testing- Would changing the ad's color to purple, red, blue make a difference? Compared to the first ad, both are identical except for the background color (green vs. purple) and the person being shown (young male Asian and an African-American female both in a white background room).

Suggestion 3: Change in ad copy, would offering a "Free 7-day trial, no credit card required, try for yourself before commiting." create more clicks? As typically courses do cost money and young people would rather buy a pair of Jordans, or a LeBron jersey than invest in a course.

Part 4

Results, Analysis, and Recommendations

Which campaign performed the best? Why?

Considering the 3 campaigns below, state which one had the best performance and why.

The 1st one beat both the 2nd and 3rd (ROIs of $150, $67 and $64.50 respectively). However, the third one only has half the impressions that the first one had (200k vs. 100k) and a nearly identical CPC (1st:$.36, 3rd:$.35). The 2nd ad should be scrapped as it ran a CPC of $.57 (unless there is a specific demographic/niche category that can run below at minimum less than$.50 CPC as $.57 makes the profit margins extremely thin).

From a risk standpoint the 1st one is superior as it has generated 201k impressions and the 3rd one generated 110k impressions. It would be worth investigating the actual ad impression to course conversion rates (I know its outside the scope of this course) as unless we see the actual numbers, we can't say for certain which ad is most superior.

Both ads should still run and it is possible depending on the demographics (gender, race, age, education, income), online behaviors, where the ads were run (websites) and the format it was on (was it on a smaller or bigger rectangle/square?) It is possible both ads could have their own unique audience, website combinations that are completely different with one another (first one does better with males, second one does better with females and vice versa first one has twice CPC for females, second one same thing for instance). Also no statistical significance in the CTR by the way.

Recommendations for future campaigns

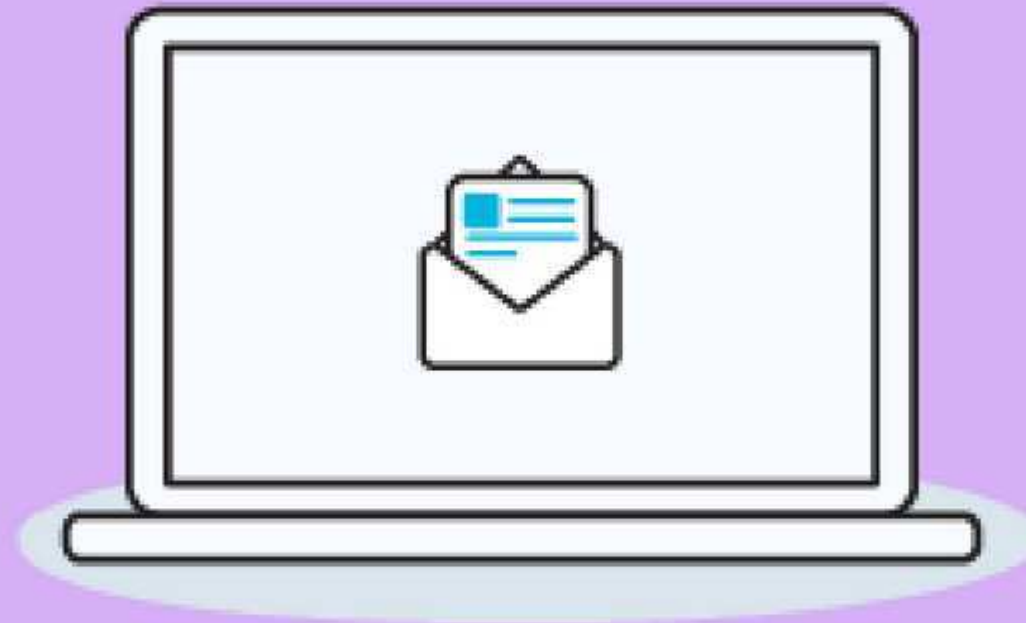Imagine you had additional budget, given your campaign evaluation, how would you use it?

- You may use "bullet points" for your analysis and may add as many slides as needed
- The following prompts can help you structure your answer:
  - Would you focus on certain Ad Groups, Ads or Targeting?
  - Would you change any of your existing Ads or Targeting or add any new ones?
  - Would you set up an A/B test, and if so, how would you go about it?
  - Would you make changes to the landing page, and if so, what kind of changes and why?

New ads

- Specifically go for very different ads, like what if for those same two ads they are shown in rotation. What I mean is show as many different faces as much as possible, where the first ad shows a male with blonde hair wearing a red shirt, a female with black hair wearing a blue shirt (not exact, just what the testimonials happen to look like and what they were wearing).
- Look into Udemy's, Coursera's ads, model them and give those ads a try (not copy, just overall structure).
- Video ads, instantly play video ads of student testimonials.

- Dynamic ads, like one showcasing the rise of digital advertising. Another doing the different faces (like one every second or .5 seconds), another taking the company logos (Facebook, Instagram, Snapchat, Tik Tok, Google, YouTube) and then follow it with "Want a 7-day free trial to learn these platforms? Come check out Udacity).
- Essentially, trying all these different ads until we get some clear winners (with all this data generated, we will be able to establish a benchmark, know which ones are most profitable, A/B test the winners, continue to let the winners run).
- But still try new ideas as we never know exactly what will work for each audience.

Project 7
Market with Email

Part 1

Plan Your Email
Content

Target Persona

Background and Demographics	Target Persona Name	Needs
Age: 25 - 31 Income level: less than 40,000 Gender: Female Race: White Education: Undergraduate degree in Nutritional Sciences	**SALLY ANDRO**	1. Accurate, concise information about program 2. Flexible Learning Time 3. How to increase income 4. To have enough time to take a class 5. Balance 6. Job Placement 7. Change Careers 8. Affordable Education 9. Guidance on Journey
Hobbies	Goals	Barriers
1. Yoga 2. Spending time with friends 3. Beach volleyball 4. Volunteering and fundraising for charity (American Breast Cancer Foundation) 5. Spending time with boyfriend	1. Wants to make a higher income 2. Wants to be able to find a quality program that is easy to research and is able to be completed in a timely manner 3. Wants to be able to become a managerial level in company 4. Make a career change into a promising market	1. Not enough time 2. Not enough money 3. Not knowing where to find adequate information 4. Working in order to make enough money to get by 5. Busy life - needs time to balance it all

Marketing Objective & KPI

Marketing Objective – Engage customers with the first e-mail, engage customers with the second e-mail, create conversions with the 3rd e-mail.

The overall goal is to expand customer base (Acquire new customers/Acquisition)

KPI – We will measure:

- Open Rate

- Click Through Rate

- Conversion Rate

Part 2

Create an Email

Campaign

Email Series

Email 1: 5 Reasons

Email 2: Don't Wait!

Email 3: Last Chance!

Overarching Theme E-mail 1

- The theme is to excite the customer with a short listicle that would help them easily learn more about the career opportunities for a digital marketer. They then could skim through it, see the opportunities and want to learn more.

- The CTA is a "Learn More" button because this person is wanting more information based on the listicle.

- From the website they can enter their e-mail at the bottom for Udacity to send them e-mails and updates.

- KPI = Open Rate

Creative Brief: Email 1

General	*I included the Udacity logo and the picture that matches the website's picture. There is a "Learn More" button for the CTA. Customers needs to have consistency and know that they are in the right place. The pictures let them know that this is the official site and that they are finding what they are seeking.*
Subject Line 1	*5 Reasons Why Digital Marketing Is a Smart Career Move*
Subject Line 2	*Become a Digital Marketer in 3 months!*
Preview Text	*Learn professional skills to help you succeed!*
Outro CTA	*Learn More (Link to DMND website)*

Email Body 1

All images used are copyright of Udacity.

5 Reasons Why Digital Marketing Is a Smart Career Move

1. Digital Marketers are in Demand!
The profession is growing at rapid pace and many companies are in need of digital marketing skills.

2. Flexible Job Options
Join a large corporation, small firm, or become a freelance digital marketer. There are many job titles to explore such as SEO executive, e-mail marketer, and content writer to name a few.

3. Transferable Skills
You will learn marketing strategies that can apply to different companies and make you adaptable. You can utilize your skills in one company, or eventually grow to start your own consulting business.

4. Get Professionally Certified Fast
Udacity offers a 3 months course created by digital marketing experts such as Google, Facebook, IBM, Hootsuite, MailChimp and Moz.

5. No Experience Necessary
This profession does not require any specific background. All you need is passion and determination to thrive!

Draft from MailChimp

5 Reasons Why Digital Marketing Is a Smart Career Move

1. Digital Marketers are in Demand!
The profession is growing at rapid pace and many companies are in need of digital marketing skills.
2. Flexible Job Options
Join a large corporation, small firm, or become a freelance digital marketer. There are many job titles to explore such as SEO executive, e-mail marketer, and content writer to name a few.
3. Transferable Skills
You will learn marketing strategies that can apply to different companies and make you adaptable. You can utilize your skills in one company, or eventually grow to start your own consulting business.
4. Get Professionally Certified Fast
Udacity offers a 3 months course created by digital marketing experts such as Google, Facebook, IBM, Hootsuite, MailChimp and Moz.
5. No Experience Necessary
This profession does not require any specific background. All you need is passion and determination to thrive!

View this email in your browser

Learn More

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Overarching Theme E-mail 2

- This is to engage and also create a slight sense of urgency. It gives them a date so that they have a timeline in their head to encourage them to engage with the content and take an action such as conversion.

- It is a reminder e-mail to help them remember their interactions with the first e-mail. If they didn't engage with the first e-mail, the urgent phrases can encourage the, to open this one. This e-mail is also getting the customer ready for the third e-mail, which focuses more on conversion.

- The CTA is the button "Start Your Nanodegree". It creates a sense of urgency as well. It directs customers to the home page, and repeats the theme of changing careers with a Digital Marketing Nanodegree.

- I also included their name in the body of the e-mail because it is more personal. This allows the customer to feel that the e-mail is specialized. It also recalls the customer's interactions with the brand and navigating to the website previously.

- At the bottom, I included a link to the Career Services page from Udacity to help the customer see that there is support and a final outcome to their journey.

- KPI = CTR

Creative Brief: Email 2

General	*This e-mail is to excite the customer and create a sense of urgency. Using similar graphics from before so that the customer knows its from the same source and is reliable. Encourages conversion, but is still open to engagement. Inclusion of name to make more personal because the person has interacted with the company previously.*
Subject Line 1	*Don't Wait! Digital Marketing Class Begins JULY 2nd!*
Subject Line 2	*Start your Digital Marketing Nanodegree JULY 2nd!*
Preview Text	*Achieve your goals in just 3 months with Udacity's Nanodegree Program.*
Outro CTA	*Start Your Nanodegree (Button)*

Email Body 2

- **<u>The Udacity Nanodegree Program Offers:</u>**
  1. Supportive Mentors
  2. Community and Connection
  3. Online Resources
  4. Flexible Work Time
  5. Real World Projects
  6. Coursework Made by Experts
  7. Short 3 Month Program
  8. Career Services

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Overarching Theme E-mail 3

- The theme is to create urgency and give the customer a feeling as if they are missing out if they do not sign up for the DMND program.

- We use urgent phrases right away to get them to take action more quickly. There is a feeling of "Act now!"

- The CTA is the button "Enroll Now" to support conversions.

- The message body is straight forward to warn the customer of the deadline and encourage an action.

- There are also a number of images that remind the customer of the advantages of Udacity, and help them remember the DMND page. This recalls their previous actions with the page and makes the site very familiar. When a customer is more familiar with the product they are more likely to be interested in purchasing it.

- KPI = Conversion

Creative Brief: Email 3

General	*Creating urgency and a strong inclination for conversions. Reminding students of the deadline, using graphics that are familiar to them and recognizable. Using evidence to support program.*
Subject Line 1	*Class starts in 24 hours! Sign up for Udacity Nanodegree & save your spot!*
Subject Line 2	*Last chance! Claim your spot in the Digital Marketing Nanodegree Program!*
Preview Text	Your future career is waiting for you – sign up today!
Outro CTA	*Enroll Now (Button)*

Email Body 3

- 24 Hours Left to Enroll, Start Your Career as a Digital Marketer!
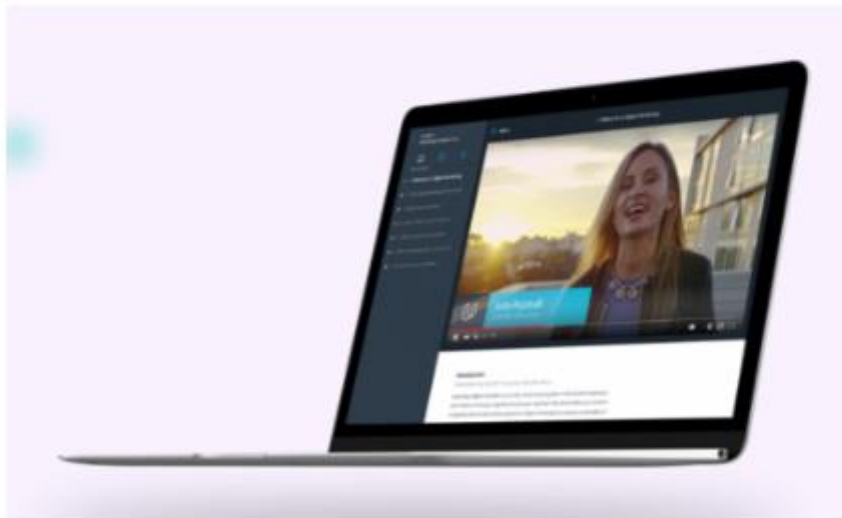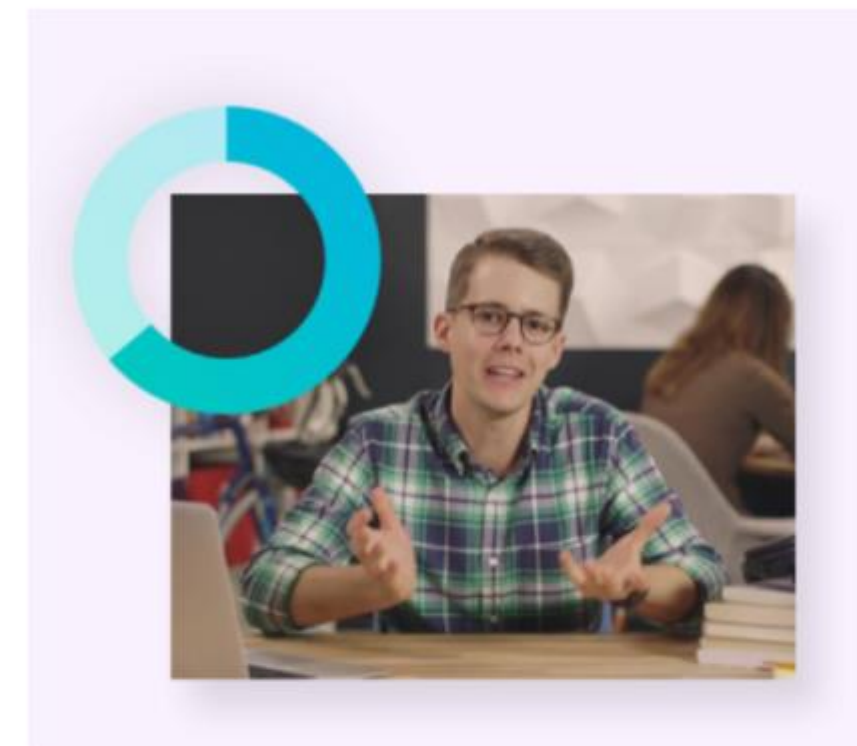
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Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1: 5 Reasons	December 17th – 18th	December 19th	December 20th	December 24th- 25th
Email 2: Don't Wait!	December 24th – 25th	December 26th	December 27th	December 31st – January 1st
Email 3: Last Chance!	December 27th – 28th	December 29th	December 30th	January 3rd – 4th

	Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
December 17th	December 18th	December 19th	December 20th	December 21st	December 24th	December 25th	December 26th							

Email 1: 5 Reasons

| | | | | | December 24th | December 25th | December 26th | December 27th | December 28st | December 31st | January 1st | | | |

Email 2: Don't Wati!

| | | | | | | | | December 27th | December 28st | December 31st | January 1st | January 2nd | January 3rd | January 4th |

Email 3: Last Chance!

| Color Key | Planning Phase | Testing | Send Phase | Analyze Phase |

Part 3

Build & Send

Draft E-Mail

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Test E-mail Received

Final Email

Part 4

Sending & Analyzing

Results

Results Email #1

Open Rate = # of emails opened/(# of emails successfully delivered)

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

Results Continued Email #1

Click through Rate = # of clicks on CTA /(# of emails successfully delivered)

Overall Conversion Rate = # of actions taken/(# of emails successfully delivered)

Results and Analysis				
Clicked	**CTR**	**Take Action**	**Conversion**	**Unsub**
180	8%	75	3%	30

Final Recommendations

Based on the results, we had a very good open rate and conversion rate. I would ensure that e-mails 2 and 3 continue to enrich our customer's knowledge about Udacity while also including appropriate CTAs. Its also important that the customer is given a lot of support in their journey. I think adding more links to Udacity's support center at the bottom of the e-mails could be beneficial.

Thinking about A/B testing, since e-mail 1 has done well, I would use similar wordage for e-mails 2 and 3 because the wordage resonates with our audience well. I would also ensure that we are using images that align with the theme of the e-mail and DMND Program. We want to satisfy our customers need for an easy, and uniform path to conversion.

A way to potentially increase open rate and conversions might be segmenting our audience into a more specified groups. We could then appeal to that group's needs further and create more conversions. We could A/B test two different target audiences to see which group appeals to the program more.

If a customer unsubscribes to the e-mail, we can think about our target audience and if we are meeting their needs. An idea would be to send an e-mail that teaches more about our product instead of pressing conversions. Another thought could be that the persona wants to see real people doing the class, so we should create an e-mail that invites the audience to follow us on social media. There is also opportunity to change images, ad copy, or use different phrasing to get our audience's attention. We can also think about if we are using aesthetically pleasing colors.