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# Corporate Training Portfolio

Building a Marketing Strategy

Christopher Ohara

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# 1.Customer Journey Based Marketing Plan

What: your offer

Who: your customers

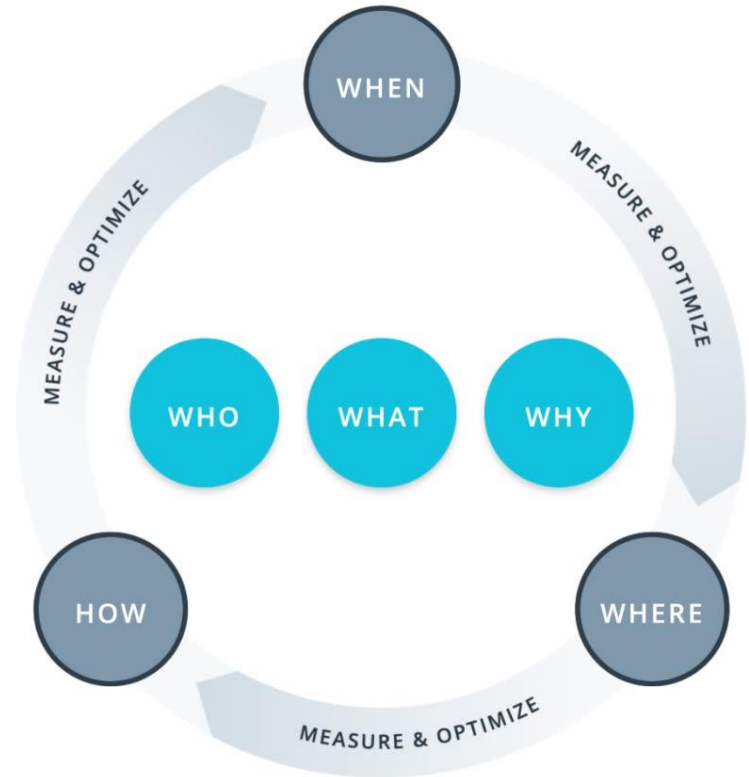
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



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What: your offer

## Option 2: Corporate Training

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

**Budget:** \$100,000

**Profit:** For the purpose of this assignment, assume a cost of a project \$10,000 and a profit margin of 30%, meaning that Udacity makes \$3,000 in profit per project.

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

# Marketing Objective: DMND or Corporate Training

*What is the marketing objective for your marketing efforts?*

Maximize the possible ROI for Corporate Training company acquisition related to Udacity's Digital Marketing Nanodegree Program, with an intent to gain more than 50 conversions within one quartile.

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# Who Are Our Customers

What: your offer

Who: your customers

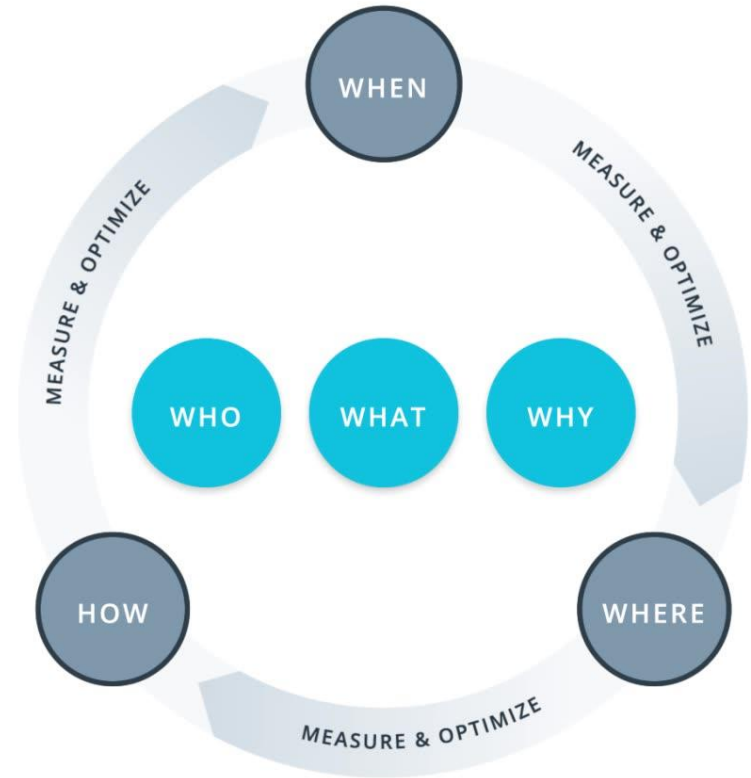
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



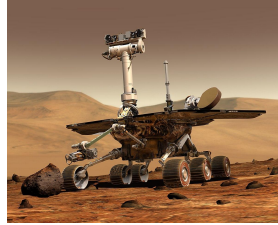


# Target Persona (Corporate)

## Background & Demographics

1. Engineers/Technologists/  
Software Developers
2. Ages: 23~40
3. Post-Baccalaureate
4. Start-ups & Public  
Companies

## Technologists



## Needs

1. Appealing product  
presentation
2. Understanding businesses  
and customers
3. Cooperation between different  
departments

## Hobbies

1. Robotics
2. IoT development
3. Data Science
4. Programming
5. UI/UX Design

## Goals

1. Educational Training
2. UI Development
3. Attract New Companies
4. Better Public Image
5. Cooperation Through  
Departments

## Barriers

1. Relevant Interests
2. Transferability
3. Confidence of Results
4. Affordable Training

What: your offer

Who: your customers

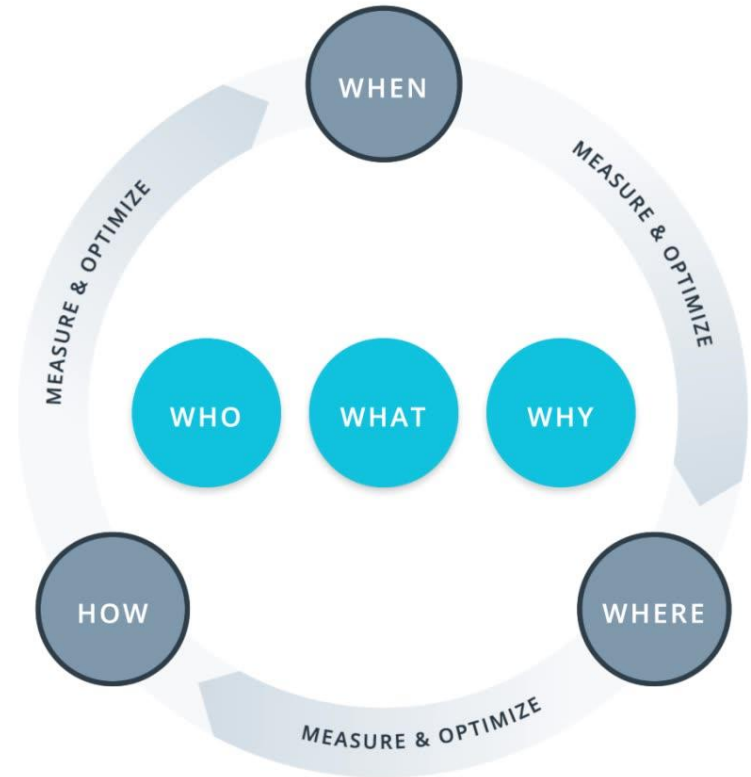
When: your customer's journey

Why: your marketing objective

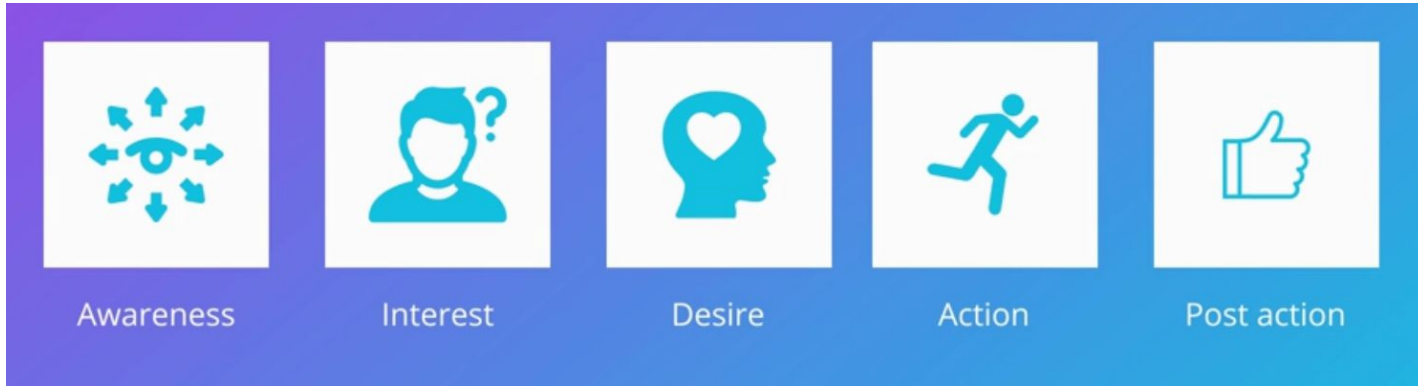
How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



# Phases of the Customer Journey



# When+How+Where = Marketing Tactics

| Customer Journey | Awareness   | Intent   | Desire   | Action   | Post Action   |
|------------------|---|--|--|--|---|
| Message          | <ul style="list-style-type: none"> <li>Describe what the Corporate Training DMND is about</li> <li>Describe what it can do for your target persona</li> </ul>   | <ul style="list-style-type: none"> <li>Benefits</li> <li>Free Introductory Courses</li> <li>Comparison with competitors (Coursera, edX)</li> </ul>   | <ul style="list-style-type: none"> <li>Success Stories</li> <li>Benefits</li> <li>Network (Udacity Connect) opportunities</li> </ul>   | <ul style="list-style-type: none"> <li>Thank you message</li> <li>Invitation to Slack Channels, events</li> <li>Network (Udacity Connect) opportunities</li> </ul>           | <ul style="list-style-type: none"> <li>Guide to other programs</li> <li>Introduce Alumni network (events, channels)</li> </ul>  |
| Channel          | <ul style="list-style-type: none"> <li>Phase-specific Blog</li> <li>Google Search</li> <li>Guide to Landing Page</li> <li>Phase-specific Social Media Advertisement</li> <li>Phase-specific YouTube web-blog</li> </ul> | <ul style="list-style-type: none"> <li>Google Search</li> <li>Guide to Landing Page</li> <li>Phase-specific Social Media Advertisement</li> <li>Phase-specific YouTube web-blog</li> </ul> | <ul style="list-style-type: none"> <li>Phase-specific Blog</li> <li>Google Search</li> <li>Guide to Landing Page</li> <li>Phase-specific Social Media Advertisement</li> <li>Phase-specific YouTube web-blog</li> <li>Email</li> </ul> | <ul style="list-style-type: none"> <li>Phase-specific Social Media Advertisement</li> <li>Phase-specific YouTube web-blog</li> <li>Email</li> <li>Udacity Connect</li> </ul> | <ul style="list-style-type: none"> <li>Phase-specific Social Media Advertisement</li> <li>Phase-specific YouTube web-blog</li> <li>Follow-up Email</li> <li>Alumni Network</li> </ul> |

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## 2. Budget Allocation

# Corporate Training

Budget Allocation

# Awareness: Budget Allocation for Media

| Channels           | Planned Spend | Cost Per Click          | Number of Site Visits | Average Conversion Rate       | Total Sales |
|--------------------|---------------|-------------------------|-----------------------|-------------------------------|-------------|
| Facebook           | \$0           | \$6.00                  | 0                     | 0.02%                         | 0           |
| AdWords Search     | \$0           | \$3.00                  | 0                     | 0.02%                         | 0           |
| Display            | \$0           | \$12.00                 | 0                     | 0.02%                         | 0           |
| Video              | \$0           | \$10.00                 | 0                     | 0.02%                         | 0           |
| <b>Total Spend</b> | \$0           | <b>Total # Visitors</b> | 0                     | <b>Number of new Students</b> | 0           |



# Intent: Budget Allocation for Media

| Channels           | Planned Spend | Cost Per Click          | Number of Site Visits | Average Conversion Rate       | Total Sales |
|--------------------|---------------|-------------------------|-----------------------|-------------------------------|-------------|
| Facebook           | \$0           | \$6.00                  | 0                     | 0.08%                         | 0           |
| AdWords Search     | \$0           | \$3.00                  | 0                     | 0.08%                         | 0           |
| Display            | \$0           | \$12.00                 | 0                     | 0.08%                         | 0           |
| Video              | \$0           | \$10.00                 | 0                     | 0.08%                         | 0           |
| <b>Total Spend</b> | \$0           | <b>Total # Visitors</b> | 0                     | <b>Number of new Students</b> | 0           |





# Desire: Budget Allocation for Media

| Channels           | Planned Spend    | Cost Per Click          | Number of Site Visits | Average Conversion Rate       | Total Sales |
|--------------------|------------------|-------------------------|-----------------------|-------------------------------|-------------|
| Facebook           | \$0              | \$5.00                  | 0                     | 0.5%                          | 0           |
| AdWords Search     | \$100,000        | \$4.00                  | 25,000                | 0.5%                          | 125         |
| Display            | \$0              | \$15.00                 | 0                     | 0.5%                          | 0           |
| Video              | \$0              | \$12.00                 | 0                     | 0.5%                          | 0           |
| <b>Total Spend</b> | <b>\$100,000</b> | <b>Total # Visitors</b> | <b>25000</b>          | <b>Number of new Students</b> | <b>125</b>  |



# ROI: Budget Allocation for Media

| Phase        | Total Spend | Total Number of Site Visits | Total Number of Sales | Profit Per Sale | Total Profit | ROI       |
|--------------|-------------|-----------------------------|-----------------------|-----------------|--------------|-----------|
| Awareness    | \$0         | 0                           | 0                     | \$3,000         | \$0          | \$0       |
| Intent       | \$0         | 0                           | 0                     | \$3,000         | \$0          | \$0       |
| Desire       | \$100,000   | 25,000                      | 125                   | \$3,000         | \$375,000    | \$275,000 |
| <b>Total</b> | \$100,000   | 25,000                      | 125                   |                 | \$375,000    | \$275,000 |

# Additional Channels/Recommendations:

- Reflecting on the average conversion rate and the cost per click, it was decided to aggressively pursue the Adwords Search channel in the Desire phase.
- Ideally, this would be spread over a quarter or two, to analyze shifts in customer behavior. What if we achieve the “soft ceiling” on the potential conversions solely using one method? At this point, other areas (like Facebook) can be considered while keeping the cost per click low and the ROI high.
- Three alternative channels should be:
  - LinkedIn - Since this is a B2C campaign, companies are more active on LinkedIn than Facebook, due to professionalism.
  - Instagram - Many new startups are targeting customers by raising awareness and brand image with trendy posts and catchy phrases.
  - Twitter - Many international companies primarily use Twitter to reach their customer base, which concise and specific messages.



A woman with short blonde hair and glasses, wearing a yellow sleeveless top, holds a brown coffee cup. A man with short dark hair, wearing a grey vest over a white shirt, holds a tablet. They are in a modern office with glass walls and stairs in the background. The image has a pinkish-purple color overlay.

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## 3. Showcase Work

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Market your Content

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## Step 1: Getting Started

# Marketing Objective

*Provide the marketing objective for your blog post.*

Acquire 200 post engagements spanning from likes, shares, blog follows and comments.



# KPI

*What is your primary KPI to measure marketing success?*

The KPI will be the total number of successful likes, shares, blog follows and comments. A secondary KPI would be the number of successful B2B conversions.





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## Step 2: Write a Blog Post

# What is the theme and framework of your blog post?

## 1. Select a theme for your blog post:

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

I have adjusted this to be more appropriate for B2B, since the end result will be quite different from B2C (that most students are doing). I am considering actually posting the blog to social media, so it would not make sense for me to say how I took the ND for my small company, it's impacts (since none of my employees have taken it), etc. It is more realistic to say why other companies should use it to educate my target persona.

## 2. What is the framework of your blog post?

SCQA also called the "Pyramid Principle."

# Blog Post

*Write a short blurb with an image summarizing what your blog post is about. Post the link to your full post on the bottom of this slide:*

Blog URL:

[oharainternational.wordpress.com/2017/11/11/increase-competitive-advantage-via-collaboration-to-create-better-products-efficiently/](https://oharainternational.wordpress.com/2017/11/11/increase-competitive-advantage-via-collaboration-to-create-better-products-efficiently/)

Image URL:

<https://s3-us-west-1.amazonaws.com/udacity-content/projects/nd018/10469999171.jpg>



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## Step 3: Craft Social Media Posts

# Platform 1 and Post

## **Facebook:**

This is the largest social media platform with the highest reach. Users can be redirected to blogs and websites.

## **Post:**

Have a startup? Want to improve your collaboration and efficiency while also increasing your competitive advantage?

Check it out! #IminDMND

# Platform 2 and Post

## **LinkedIn:**

This is a professional platform and, as such, is the best place to market for B2B.

## **Post:**

How can your company improve its chances for success in the 4ID? Improve collaboration and throughout your company by reading this! #IminDMND

# Platform 3 and Post

## **Instagram:**

Many businesses utilize IG since its “trendy” nature creates a lot of interaction between users.

## **Post:**

Have a startup? Want to improve your collaboration and efficiency while also increasing your competitive advantage?

Check it out! #IminDMND



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# Run a Facebook Campaign



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# Campaign Screenshots

# Campaign & Ad Set: Demographics

## Review Before Confirming

You can review these items later in Ads Manager.



### CAMPAIGN

Campaign Name C55080-Christopher

Campaign Objective Conversions

Campaign Goal Custom conversions

Custom Conversion Corporate Training Conversion 4

### AD SET

Ad Set Name US - 23-40, Entrep. Grad, DM

Location: United States

Exclude Location: China

Age: 23 - 40

Targeting People Who Match: Interests: Digital marketing, Entrepreneurship, Self-employment, Innovation, Master's degree or Startups, Education Level: College grad

Interest expansion: On

Less ▲

Ad Placement Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed, Audience Network Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos and Messenger Home

Budget & Schedule \$125.00 Lifetime | Dec 19, 2017 - Dec 22, 2017

Optimize For Conversions

Bid Automatic

Pay For Impression

Less ▲



# Ad Summary:

3 ADS

Ad Name

C55080-Christopher

- Image #


Headline

Choose The Right Learning!

Text

Equip your teams with the latest skills in Digital Marketing and emerge as the top business! Only by Udacity!

Images



Each image will create a different ad.

Close

Confirm

# Marketing Objective & KPI

## 1. Who is the target audience of your campaign?

The target audience is based on the compiled persona from the previous projects. Directed towards the B2B Enterprise campaign, the aim is to recruit technology companies that have an interest in expanding their markets and knowledge of digital marketing. The intent is to educate engineers and computer scientists at startups and companies in order to improve communication, user experience and company profits.



# Marketing Objective & KPI

## 2. What marketing objective did you aim to achieve with your campaign?

I was able to successfully have one conversion. In all honesty, I was surprised to receive one. Considerations were given to the relatively small monetary and time budget, coupled with the small likelihood of B2B companies committing on a platform like Facebook (as compared to LinkedIn). The primary marketing objective was to receive at least one lead (break-even point) with an ambitious goal of 15 leads acquired between a 3~5 day campaign. The choice behind a goal of 15 leads is to practice having a goal (feasible for a serious company) within the budget, while displaying understanding digital marketing techniques for Facebook.



# Marketing Objective & KPI

## 3. What primary KPI did you track in your campaign and why?

*“The primary KPI is the total number of leads while successfully acquiring the ROI within the time budget. The secondary KPI is the number of likes and shares acquired, in order to measure interest.”*

Trivially, the primary KPI relative to the leads is important, since this determines the amount of revenue we can generate. The number of “likes and shares” can give some insight into the consumer’s interest level. One important consideration is that data analysis is actually very important at this stage (but out of the scope of this ND). What do *likes and shares* mean? How/what do we *compare* so we can have an interpretation of whether we are doing a good job or not? cursory observations from the Udacity Facebook Business page encourage my results, since I actually had a conversion. We need to incorporate A/B testing.



# Campaign Summary

## 1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?

The specific selection parameters were:

- Men/Women - Age 23~40
- Locations: Primary = United States, Null = China
- Education: College Graduates, Master's Degree
- Interests: Innovation, Self-Employment, Startups, Entrepreneurship, Digital Marketing



# Campaign Summary

## 2. What Ad Copy and Ad Creatives did you use?

Ad Copy: I altered the default description to emphasis excitedness while maintaining a professional tone.

Ad Creatives: I linked to the official B2B Facebook page. I selected photos that reflect innovation and cooperation. I also linked the Instagram page.





# Campaign Summary

## 1. What Ad Copy and Ad Creatives did you use?



Equip your teams with the latest skills in Digital Marketing and emerge as the top business! Only by Udacity!



**Choose The Right Learning!**

Equip your teams with the latest s...  
dmnd.udacity.com

[Learn More](#)



Equip your teams with the latest skills in Digital Marketing and emerge as the top business! Only by Udacity!



**Choose The Right Learning!**

Equip your teams with the latest s...  
dmnd.udacity.com

[Learn More](#)



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**Choose The Right Learning!**

Equip your teams with the latest s...  
dmnd.udacity.com

[Learn More](#)



# Key Results

## 1. Present the most important metrics per ad

Ad 1: Results = 0, Cost/Result = 0, Reach = 860, Amount Spent = \$30.23

Ad 2: Results = 0, Cost/Result = 0, Reach = 1021, Amount Spent = \$38.72

Ad 3: Results = 1 (R = 0.02%), Cost/Result = \$56.05, Reach = 4737, Amount Spent = \$56.05



# Key Results

## 1. Present the most important metrics per ad

There are two ways to look at this. One very important metric is “cost per result.” This requires trivial explanation, since we want to maximize the revenue generated with a small budget. However, implicit metrics are also very important. Looking at the results of impressions and reach show that, for the given persona, age and gender were actually very important. 63% of reach and impressions were males, and 60% of the of the reach and impressions were people between the age of 25 and 34. This means that we should reconsider our age range of “23~40.” While we wanted to be more inclusive by having a broader scope, it appears that it might not be cost efficient to chase after people that are not between 25 and 34 (at least with these target parameters).



# Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.

In terms of the ambitious goal of 15 leads, the project was not very successful. However, this goal was designed out of an exercise in order to demonstrate a typical pitch to an employer. However, since the break-even point was actually met, I consider this campaign a success. Also, this raised awareness for Udacity.



# Campaign Evaluation

## 2. If you had additional budget, how would approach your next campaign?

I would do more initial research before starting the campaign. This campaign had specific criteria that is helpful for learning, but not actually good for implementation or data analysis. Consider selling on eBay: there is a time when users are more active in searching, more likely to bid on auctions, and more likely to spend more on a specific item for one day as compared to another day for the same item. These components are also relative to eBay. Are users more active on the weekend? What about having the listing run after New Years to capitalize on "New Year's Resolutions?" After tax season or income tax return? Should we invest in "lowest cost" or "target cost?" These are all important conditions to model around for maximizing success and minimizing budget.



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# Appendix

Screenshots for Reference

# Campaign Results: Performance



# Campaign Results: Demographics



Performance



Demographics



Placement

1 Results: Corporate Training Conversion 4 ▾ 6,015 Reach ▾



All Women

0% ( 0 )

36% ( 2,152 )

\$0.00

Cost per Result

Age

13-17

18-24

25-34

35-44

45-54

55-64

65+



All Men

100% ( 1 )

63% ( 3,791 )

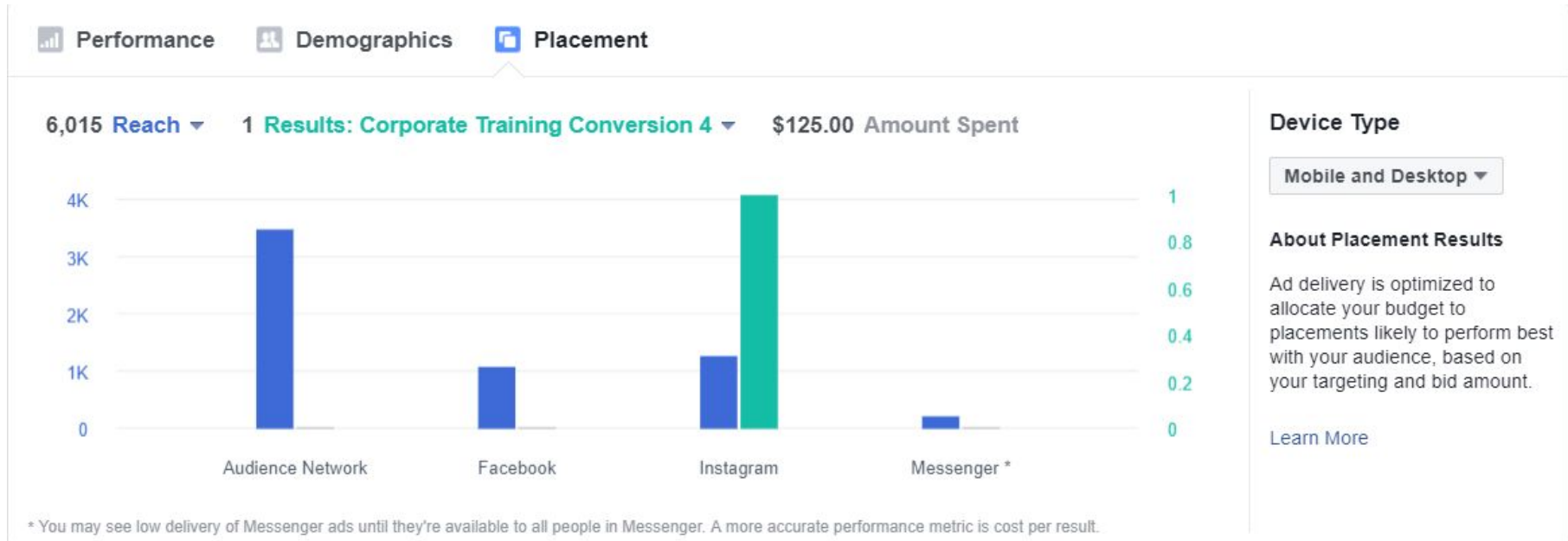
\$71.50

Cost per Result





# Campaign Results: Placement



# Ad Set Data: Performance

| <input type="checkbox"/> |  | Ad Name  | Delivery  | Results                  | Reach           | Impressions    | Cost per Result               | Amount Spent            | Relevance Score | Button Clicks | Link Clicks | Website Purchases |  |
|--------------------------|--|--|--|--------------------------|-----------------|----------------|-------------------------------|-------------------------|-----------------|---------------|-------------|-------------------|---|
| <input type="checkbox"/> |  |  C55080-Christopher - Image 3 | ● Not Delivering<br>Ad Set Completed   | 1<br>Corporate Traini... | 4,347           | 5,203          | \$56.05<br>Per Corporate T... | \$56.05                 | 5               | 2             | 8           | —                 |   |
| <input type="checkbox"/> |  |  C55080-Christopher - Image 2 | ● Not Delivering<br>Ad Set Completed   | —<br>Corporate Traini... | 1,021           | 1,110          | —<br>Per Corporate T...       | \$38.72                 | 6               | 1             | 5           | —                 |   |
| <input type="checkbox"/> |  |  C55080-Christopher - Image 1 | ● Not Delivering<br>Ad Set Completed   | —<br>Corporate Traini... | 860             | 921            | —<br>Per Corporate T...       | \$30.23                 | 4               | 2             | 5           | —                 |   |
|                          |  | ► Results from 3 ads          |  | 1<br>Corporate Tr...     | 6,015<br>People | 7,234<br>Total | \$125.00<br>Per Corporat...   | \$125.00<br>Total Spent |                 | 5             | 18<br>Total | —<br>Total        |   |

# Ad Set Data: Delivery

| <input checked="" type="checkbox"/> |                                     | Ad Set Name   | Delivery  | Results                  | Reach           | Impressions    | Cost per Result                | Budget               | Amount Spent            | Schedule                              | Button Clicks | Link Clicks | Website Purchases |  |
|-------------------------------------|-------------------------------------|---|--|--------------------------|-----------------|----------------|--------------------------------|----------------------|-------------------------|---------------------------------------|---------------|-------------|-------------------|---|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | US - 23-40, Entrep, Grad, DM  | ● Recently Completed   | 1<br>Corporate Traini... | 6,015           | 7,234          | \$125.00<br>Per Corporate T... | \$125.00<br>Lifetime | \$125.00                | Dec 19, 2017 – Dec 22, 2017<br>3 days | 5             | 18          | —                 |   |
|                                     |                                     | ► Results from 1 ad set  |  | 1<br>Corporate Tr...     | 6,015<br>People | 7,234<br>Total | \$125.00<br>Per Corporat...    |                      | \$125.00<br>Total Spent |                                       | 5             | 18<br>Total | —<br>Total        |   |

# Ad Set Data: Engagement

| <input type="checkbox"/>   |  | Ad Name  | Delivery  | Reach           | Frequency          | Cost per 1,000 People Reached       | Impressions    | CPM (Cost per 1,000 Impressions) |  |
|--|--|--|--|-----------------|--------------------|-------------------------------------|----------------|----------------------------------|---|
| <input type="checkbox"/>   |  |  C55080-Christopher - Image 3 | ● Not Delivering<br>Ad Set Completed   | 4,347           | 1.20               | \$12.89                             | 5,203          | \$10.77                          |   |
| <input type="checkbox"/>   |  |  C55080-Christopher - Image 2 | ● Not Delivering<br>Ad Set Completed   | 1,021           | 1.09               | \$37.92                             | 1,110          | \$34.88                          |   |
| <input type="checkbox"/>   |  |  C55080-Christopher - Image 1 | ● Not Delivering<br>Ad Set Completed   | 860             | 1.07               | \$35.15                             | 921            | \$32.82                          |   |
| ▶ Results from 3 ads  |  |  |  | 6,015<br>People | 1.20<br>Per Person | \$20.78<br>Per 1,000 People Reached | 7,234<br>Total | \$17.28<br>Per 1,000 Impressions |   |



# Search Engine Optimization (SEO) Audit

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# On-Site SEO

# Keywords

|   | Head Keywords            | Tail Keywords   |
|---|--------------------------|---|
| 1 | <b>udacity</b>           | <b>nanodegree, udacity nanodegree, free udacity courses, udacity digital marketing nanodegree</b>     |
| 2 | <b>digital marketing</b> | <b>digital marketing introduction, digital marketing business plan, digital marketing strategies,</b> |
| 3 | <b>entrepreneurship</b>  | <b>entrepreneurial, digital entrepreneurship</b>  |
| 4 | <b>business plan</b>     | <b>business model canvas, startup plan, startup business plan</b>                                     |
| 5 | <b>social media</b>      | <b>social media marketing, social media entrepreneur</b>  |

# Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Digital Marketing - Priority score of 66, 30k~70k monthly volume

Which Tail Keyword has the greatest potential?

Business Model Canvas - Priority score of 66, 10k~30k monthly volume





# Technical Audit: Metadata

**DMND URL:** <https://www.dmnd.udacity.com>

|                  | Current   | Revision   |
|------------------|---|--|
| Title Tag        | Udacity Digital Marketing Nanodegree Program Website      | Become A Digital Marketer!   Made With Udacity   |
| Meta-Description | <code>&lt;meta name="description" content="" /&gt;</code> | Gain Digital Marketing Skills to become a Social Media Entrepreneur  |
| Alt-Tag          | <code>alt=""</code>                                       | Use appropriate tags for each image and ensure that images are relevant. ("DMND," "Classroom," "Budget," "360-Approach," "Real-World") |



# Suggested Blog Topics

1. **“Gain Digital Marketing Skills to become a Social Media Entrepreneur!”** - The idea is to capitalize on many high priority keywords (and this is also the Meta-Description I recommended) and would explain specifically why Udacity would be the best learning platform. This "quick pitch" introduces several hot terms including "digital marketing," "skills," "social media," and "entrepreneur." These are terms related to topics that relevant for both the students and the NanoDegree, which also ensures a good "fit and match." Gaining appropriate exposure is pivotal for long-term success for students (higher completion rate) and the program (acquiring new customers via previous customer satisfaction). This blog post would also enable the target audience to become familiar with the results of alumni, interests from hiring partners, as well as success stories. This would also be an ideal location to discuss the differences between targeting B2B and B2C models, which is an option within the NanoDegree.



# Suggested Blog Topics

2. **“Develop “Learn By Doing” experience for your Digital Marketing Career portfolio!”** - This could be a follow-up to the previous blog post (e.g. WordPress) that emphasizes techniques that will be gained and lures students with a portfolio. There are many critical skills, models, and analytical tools that are used within the NanoDegree program. Analytical tools such as Google Adwords are in high demand, as well as familiarity with Moz, MailChimp, WordPress, SEMrush, etc.. This is truly a practical and immersive program, as the student is additionally instructed in how to interpret the results of such tools. The portfolio the student builds also displays a non-cursory understanding of fundamentals for targeting customers in various social media platforms from Facebook, to Instagram, to LinkedIn. It might also be ideal to display key entrepreneurial and innovation skills given to the student, such as personas and the customer journey. This shows Udacity's polytechnic approach to learning.



# Suggested Blog Topics

3. **“Gain Digital Marketing skills from Top-Class instructors and feedback on projects!”** - This adds curiosity to customers and value to Udacity, which is aligned with their unique value proposition (which is a primary selling point). One of the key characteristics that separate Udacity from its competitors (Coursera, edX), is that Udacity utilizes reviewers and mentors to provide the student beneficial feedback on their projects. This is additional to the plethora of high-quality, instructional videos that cover a broad range of topics from both practical and theoretical approaches. This gives students a toolkit that cannot easily be gained within a single place. This might be a great opportunity to discuss some of the academic experts as well as the instructors from top technological companies, like Google. Many of the videos have features with successful CEOs, entrepreneurs, and startups. This is very encouraging from students truly interested in entrepreneurship since academia is not the ideal place to learn business skills.



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# Off-Site SEO

# Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.

|   | Backlink  | Domain Authority (DA)   |
|---|---|---|
| 1 | <a href="https://universitydiary.wordpress.com/2013/07/">https://universitydiary.wordpress.com/2013/07/</a>   | 100   |
| 2 | <a href="http://europa.eu/youth/es/article/54/12573_ro?language=en">http://europa.eu/youth/es/article/54/12573_ro?language=en</a>   | 100   |
| 3 | <a href="https://www.reddit.com/r/AskReddit/comments/tmtd4/what_are_the_most_intellectually_stimulating/">https://www.reddit.com/r/AskReddit/comments/tmtd4/what_are_the_most_intellectually_stimulating/</a> | 99<br>(note: 99 is better than 100 if it adds value w/o spam) |



# Link-Building

Using the [SEMRush](#) tool and research, strategize a link-building campaign.

|   | Site Name        | Site URL  | Organic Search Traffic |
|---|------------------|---|------------------------|
| 1 | Mashable         | <a href="https://mashable.com/">https://mashable.com/</a>                       | 60.5K                  |
| 2 | Business Insider | <a href="https://www.businessinsider.com/">https://www.businessinsider.com/</a> | 246K                   |
| 3 | Hootsuite        | <a href="https://www.hootsuite.com">https://www.hootsuite.com</a>               | 165K                   |

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# Performance Testing



# Page Index

Using the [Pinger](#) tool, research how many of DMND's website pages are indexed by Google.

Note: [Pinger](#) returns "zero results" for both the dmnd.udacity.com and udacity.com, which is incorrect.

Therefore, [Northcutt](#) is used instead.

The number of indexed pages is important for Google to be able to deliver links to/from the page as well as access the content for indexing.

## Google Indexed Pages Checker

Enter a Domain

CONTINUE

### Result

*dmnd.udacity.com has 1 pages indexed in Google at this moment.*

### Result

*udacity.com has 5,210 pages indexed in Google at this moment.*



# Page Speed

Using the [Google Page Speed](#) Insights tool, perform a speed test of dmnd.udacity.com's mobile presence.

To quote Google; "Most sites lose half of their visitors while loading," which increases exponentially as time passes.

Note: since the Google Insights tools are powered by [webpagetest](#) (and the Google Page Speed tool did not display the speed), I went to the source instead. (see next slide)

PageSpeed Insights

http://dmnd.udacity.com/

Mobile Desktop

Speed  
Unavailable

Optimization  
Medium  
70 / 100

Data about the real-world performance of this page was [unavailable](#). PageSpeed Insights was still able to analyze this page to find potential optimizations. Applying these optimizations may improve the speed of this page. Please investigate the recommendations below. [Learn more](#).

**Page Stats**

PSI estimates this page requires 3 additional round trips to load render blocking resources and 3 MB to fully render. The median page requires 4 render blocking round trips and 1.5 MB. Fewer round trips and bytes results in faster pages.

PageSpeed Insights

http://dmnd.udacity.com/

Mobile Desktop

Speed  
Unavailable

Optimization  
Medium  
78 / 100

Data about the real-world performance of this page was [unavailable](#). PageSpeed Insights was still able to analyze this page to find potential optimizations. Applying these optimizations may improve the speed of this page. Please investigate the recommendations below. [Learn more](#).

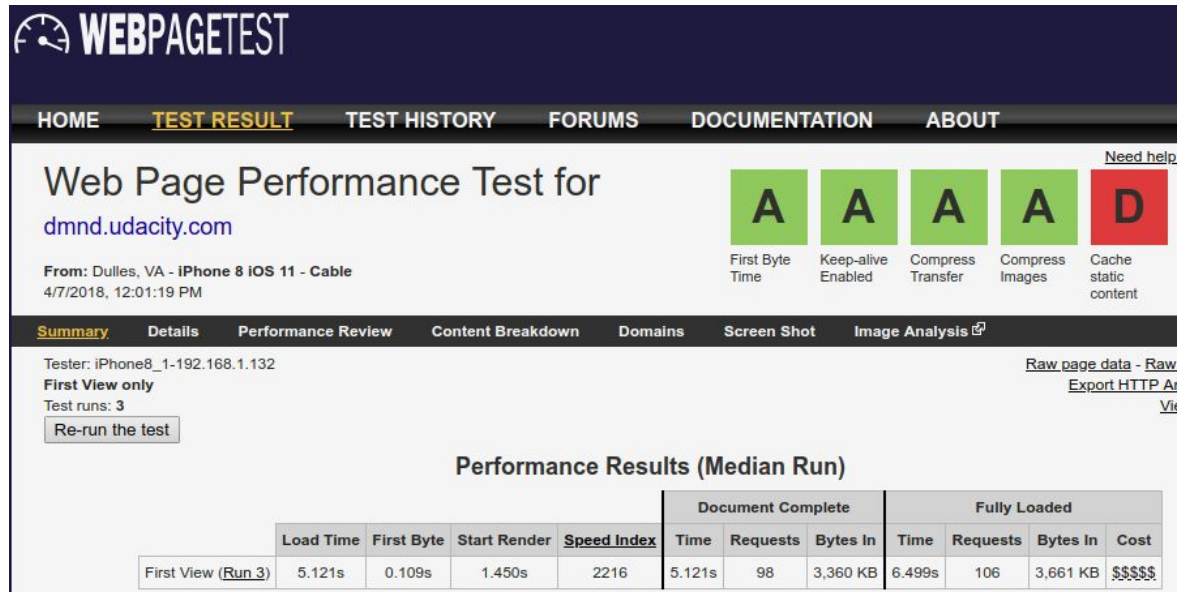
**Page Stats**

PSI estimates this page requires 5 additional round trips to load render blocking resources and 3 MB to fully render. The median page requires 4 render blocking round trips and 1.2 MB. Fewer round trips and bytes results in faster pages.



# Page Speed

The pagespeed result is 5.121s.



**WEBPAGETEST**

HOME **TEST RESULT** TEST HISTORY FORUMS DOCUMENTATION ABOUT

Web Page Performance Test for [dmnd.udacity.com](https://dmnd.udacity.com) [Need help](#)

From: Dulles, VA - iPhone 8 iOS 11 - Cable  
4/7/2018, 12:01:19 PM

First Byte Time: **A** Keep-alive Enabled: **A** Compress Transfer: **A** Compress Images: **A** Cache static content: **D**

**Summary** Details Performance Review Content Breakdown Domains Screen Shot Image Analysis [Raw page data - Raw](#) [Export HTTP Archive](#) [View](#)

Tester: iPhone8\_1-192.168.1.132  
First View only  
Test runs: 3  
[Re-run the test](#)

**Performance Results (Median Run)**

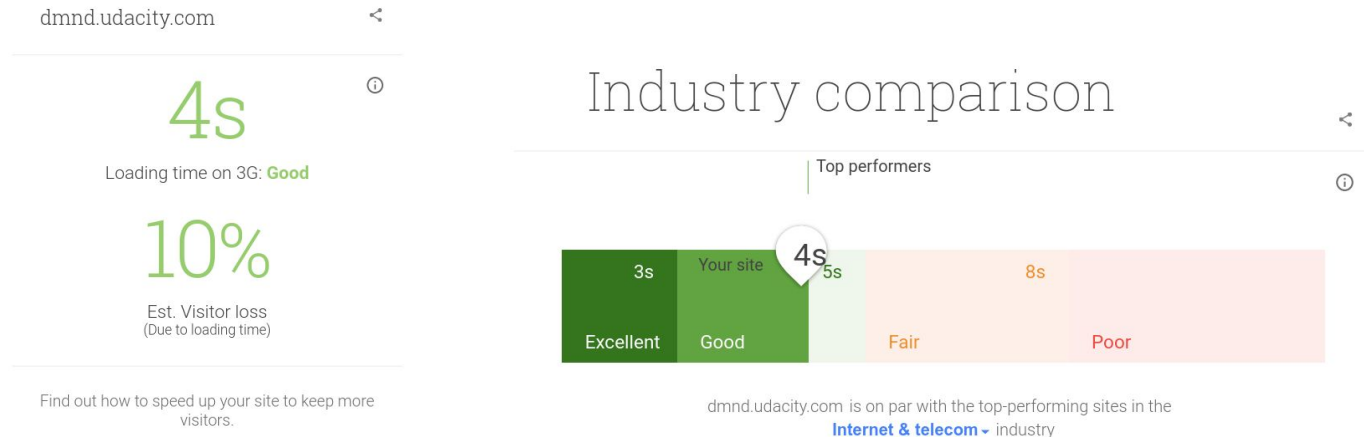
|                                      | Load Time | First Byte | Start Render | Speed Index | Document Complete |          |          | Fully Loaded |          |          |            |
|--------------------------------------|-----------|------------|--------------|-------------|-------------------|----------|----------|--------------|----------|----------|------------|
|                                      |           |            |              |             | Time              | Requests | Bytes In | Time         | Requests | Bytes In | Cost       |
| First View ( <a href="#">Run 3</a> ) | 5.121s    | 0.109s     | 1.450s       | 2216        | 5.121s            | 98       | 3,360 KB | 6.499s       | 106      | 3,661 KB | \$\$\$\$\$ |

# Mobile-Friendly Evaluation

Using the [Think with Google](#) tool, assess the mobile-friendliness of the dmnd.udacity.com website.

The overall performance is acceptable.

Since an increasing number of users are accessing digital content from their mobile devices, it is crucial to keep visitor loss at a minimal by providing mobile-optimized websites.





# Recommendations

# Recommendations

1. The primary concern should be optimizing the head-words, tail-words, and meta-data that are embedded in the DMND website. This will allow for better indexing, search results and increased customer interest. It is important to minimize incidental, redundant, and non-contributional text, so the reduction of underperforming keywords is crucial. Simplicity is important in gaining customer interest and retention.
2. The next step would be to improve the back-links and link-building components. While ethics is still important (we don't want to pay Business Insider for a feature), we need to use a proper strategy to gain the highest customer exposure. It would be wonderful if a famous technologist or public corporate CEO had a blog post that praised and showcased the potential that could be gained from completing a NanoDegree. The benefits of this can also be extended to the possibility of having a cover feature to a famous technology website like Forbes.
3. While the site loads fairly well on mobile devices, it can still be improved. Though the Google analytical tools report only a "10% user loss due to loading," we do not know if those same users would have become paying customers. While 10% is a seemingly low number with cursory observations, it can quickly become problematic when the users begin to exceed a million (that would be 100k potential customers lost!). Furthermore, the Google Analytics tools can suggest optimizations that relatively simple to implement, including image compression. Therefore, negligence with respect to optimization is potentially quite costly and should be mitigated or avoided.





# Run an Adwords Campaign

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# Campaign Approach

Description, Marketing Objective & KPI



# 1. Approach Description

- Target Location: United Kingdom
- Course: Rapid Prototyping

Since the majority of web searches to the Customer Journey are related to the Interest and Awareness phases, these were selected as the ideal Ad Campaigns/Groups. The choice of keywords was chosen based on the Google Adwords recommendations (with highest monthly searches) that were related to the Udacity Rapid Prototyping course page (e.g. Rapid 3D Printing would not have been appropriate, since the course transitions into developing applications for smartphones). Furthermore, the keywords were structured into a way that most people (in this case, the U.K.) search for terms in Google. Therefore, these keywords have been optimized to increase Udacity conversions.



## 2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?

To increase total conversions into Udacity's iOS Developer NanoDegree by four, within five days.

2. What primary KPI are you going to track in your campaign?

The KPI will be the total number of successful conversion.

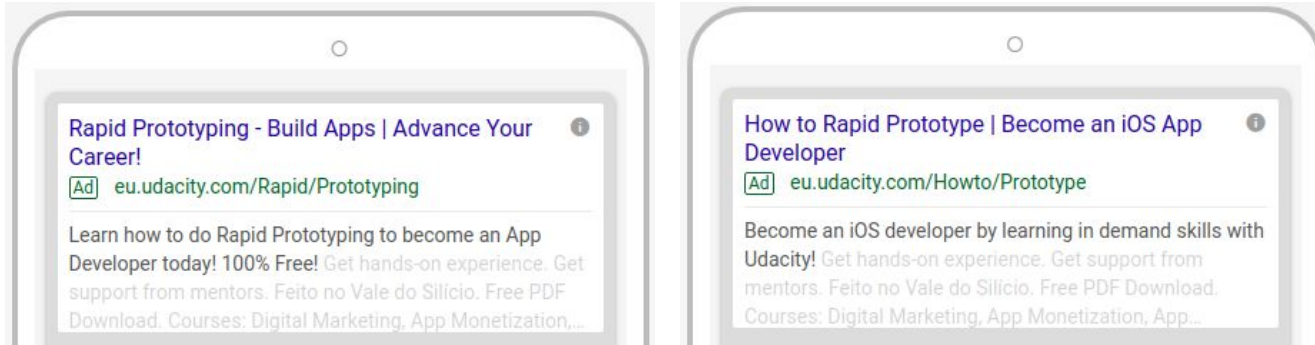


---

# Ad Groups

Ads and Keywords

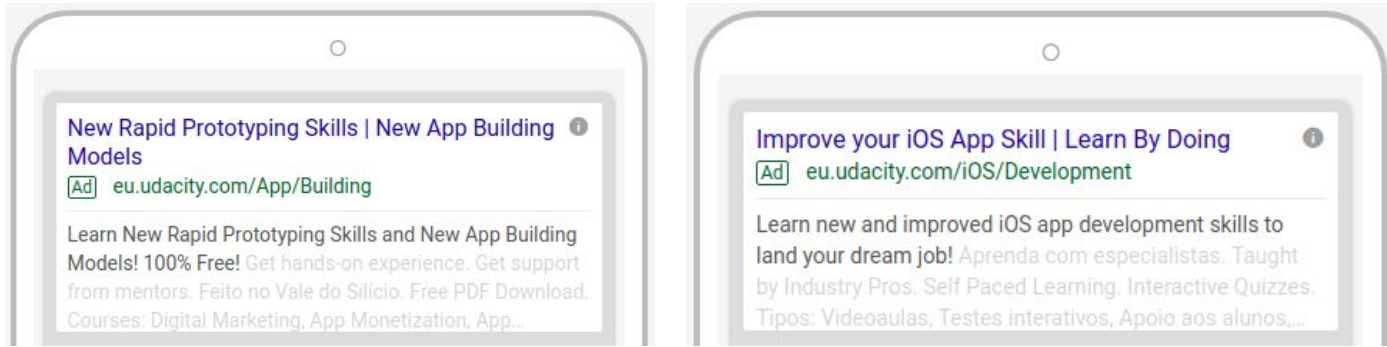
# Ad Group #1: Awareness - Ads & Keyword Lists



Keyword List: free mockup, how to app design, how to app developer, how to app mockup, how to app model, how to costing app, how to create my own app, how to make apps for android, how to make apps for ios, how to mockup, how to prototype, how to rapid model, how to rapid prototyping, how to ui mockup, how to ux tools, website wireframe, what is a prototype, what is app design, what is app developer, what is app model, what is costing app, what is mock up, what is rapid model, what is rapid prototyping, what is ui, what is ui mockup, what is ux, what is website wireframe, what ux tools



# Ad Group #2: Interest - Ads & Keyword Lists



Keyword List: develop app design, develop costing app, develop mockup, develop rapid prototyping, develop ui mockup, develop ux tools, learn costing app, learn mockup, learn rapid modeling, learn website wireframe, new app design, new app mockup, new costing app, new create my own app tools, new mockup, new prototype, new rapid model, new rapid prototyping, new ui, new ui mockup, new ux, new ux tools, new website wireframe



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# Campaign Evaluation

Results, Analysis and Recommendations

# Key Campaign Results (Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

| Ad Group                                     | Max.<br>CPC Bid | Impr.        | Clicks    | CTR          | Avg. Cost<br>per Click | Conversions | CR           | Cost per<br>Conversion | Cost           |
|--|-----------------|--------------|-----------|--------------|------------------------|-------------|--------------|------------------------|----------------|
| <i>Awareness -<br/>Rapid<br/>Prototyping</i> | \$3.00          | 1,314        | 30        | 2.28%        | \$2.28                 | 2           | 6.67%        | \$34.22                | \$68.44        |
| <i>Interest - Rapid<br/>Prototyping</i>      | \$3.00          | 2,022        | 5         | 0.25%        | \$2.01                 | 1           | 20.00%       | \$10.04                | \$10.04        |
| <b>Total</b>                                 |                 | <b>3,336</b> | <b>35</b> | <b>1.05%</b> | <b>\$2.24</b>          | <b>3</b>    | <b>8.57%</b> | <b>\$36.16</b>         | <b>\$78.48</b> |

# Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

| Ad                     | Clicks    | CTR          | Avg. Cost per Click | Conversions | CR            | Cost per Conversion |
|------------------------|-----------|--------------|---------------------|-------------|---------------|---------------------|
| <i>Awareness, Ad 1</i> | <b>19</b> | 2.06%        | \$2.17              | <b>2</b>    | <b>10.53%</b> | <b>\$20.64</b>      |
| <i>Awareness, Ad 2</i> | 11        | <b>2.80%</b> | \$2.47              | 0           | 0.00%         | \$0.00              |
| <i>Interest, Ad 1</i>  | 4         | 0.21%        | <b>\$1.98</b>       | <b>1</b>    | <b>25.00%</b> | <b>\$7.93</b>       |
| <i>Interest, Ad 2</i>  | 1         | 0.62%        | \$2.11              | 0           | 0.00%         | \$0.00              |



# Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

| Keyword                         | Clicks    | CTR          | Avg. Cost per Click | Conversions | CR            | Cost per Conversion |
|---------------------------------|-----------|--------------|---------------------|-------------|---------------|---------------------|
| <i>How to make apps for ios</i> | <b>13</b> | 4.69%        | \$2.13              | <b>2</b>    | 15.38%        | \$13.83             |
| <i>New rapid model</i>          | 2         | 0.11%        | <b>\$1.73</b>       | <b>1</b>    | <b>50.00%</b> | <b>\$3.46</b>       |
| <i>What is a prototype</i>      | 3         | <b>8.11%</b> | \$2.44              | 0           | 0.00%         | \$0.00              |



# Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- Did your campaign result in a positive ROI?
  - For this individual campaign, the ROI is +101.52
- Was the conversion rate higher or lower than expected?
  - The conversion rate was slightly lower than expected, since the first two days (out of five) yielded all three conversions.
- How much did you have to spend per click? How close did you get to your max. CPC bid?
  - The average CPC was \$2.24, which is below the max. CPC bid of \$3.00.



# Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- Which ad group, ads and keywords led to the highest click through and conversion rates and why might that have been the case?
  - The ad groups, ads and keywords that had the highest CTR were similar in that they were: 1) using “hot” terms related to the subject, 2) given a “niche” wording to target obscure “interest level” type searches.
- 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?
  - For this campaign, keywords in the “awareness” section were more costly. This is likely due to Google search results that are more specific/refined as the user is already slightly familiar with the topic and has some intuition on what to search for.
- Which keywords performed best for you and why might that have been the case?
  - The more “niche” keywords seemed to perform better. This might have been because the user was searching for those “exact words,” in a sea of highly competitive keywords. Predicting what customers will Google and making it appropriately match the search is crucial.



# Recommendations for future campaigns

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

- Would you focus on certain Ad Groups, ads or keywords?
  - I would create an Ad Group for the Desire phase to analyze its results. Possibly add more niche (but appropriate) keywords as well.
- Would you change any of your existing ads or keywords or add any new ones?
  - I would remove the underperforming (called ineligible on Adwords) keywords.
- Would you set up an A/B test, and if so, how would you go about it?
  - I would run the for seven days instead of five, to analyze the initial results. Then I would change a few things for A/B testing and check for trends and patterns.
- Would you make changes to the landing page, and if so, what kind of changes and why?
  - The landing page for Rapid Prototyping is already appropriate. It is important to remember that “simple is better” for UI/UX, so adding as many trendy, niche or other types of keywords just to increase CTR does not mean the customers will be more inclined to convert. Therefore, I think it is fine as is.



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# Appendix

Screenshots for Reference

# Ad Groups

| <input type="checkbox"/> | <input checked="" type="radio"/> | Ad group                      | Status   | Default max. CPC  | Cost    | Clicks | Avg. CPC | ↓ Conversions | Cost / conv. | Conv. rate | All conv. | View-through conv. | Impr. | Avg. pos. | CTR   |
|--------------------------|----------------------------------|-------------------------------|----------|-------------------|---------|--------|----------|---------------|--------------|------------|-----------|--------------------|-------|-----------|-------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | Awareness - Rapid Prototyping | Eligible | \$3.00 (enhanced) | \$68.44 | 30     | \$2.28   | 2.00          | \$34.22      | 6.67%      | 2.00      | 0                  | 1,314 | 2.6       | 2.28% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Interest - Rapid Prototyping  | Eligible | \$3.00 (enhanced) | \$10.04 | 5      | \$2.01   | 1.00          | \$10.04      | 20.00%     | 1.00      | 0                  | 2,022 | 2.3       | 0.25% |
| Total: Ad groups         |                                  |                               |          |                   | \$78.48 | 35     | \$2.24   | 3.00          | \$26.16      | 8.57%      | 3.00      | 0                  | 3,336 | 2.4       | 1.05% |
| Total: Campaign          |                                  |                               |          |                   | \$78.48 | 35     | \$2.24   | 3.00          | \$26.16      | 8.57%      | 3.00      | 0                  | 3,336 | 2.4       | 1.05% |



# Ads

| <input type="checkbox"/> | <input type="radio"/>            | Ad   | Status   | Ad group                      | Ad type          | Clicks | ↓ Impr. | CTR   | Avg. CPC | Cost    | Avg. pos. | Conversions | Cost / conv. | Conv. rate | % Served |
|--------------------------|----------------------------------|--|----------|-------------------------------|------------------|--------|---------|-------|----------|---------|-----------|-------------|--------------|------------|----------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | <a href="#">New Rapid Prototyping Skills</a><br><a href="#">New App Building Models</a><br><a href="#">eu.udacity.com/App/Building</a><br>Learn New Rapid Prototyping Skills and New App Building Models! 100% Free!     | Approved | Interest - Rapid Prototyping  | Expanded text ad | 4      | 1,861   | 0.21% | \$1.98   | \$7.93  | 2.3       | 1.00        | \$7.93       | 25.00%     | 55.78%   |
| <input type="checkbox"/> | <input checked="" type="radio"/> | <a href="#">How to Rapid Prototype</a><br><a href="#">Become an iOS App Developer</a><br><a href="#">eu.udacity.com/Howto/Prototype</a><br>Become an iOS developer by learning in demand skills with Udacity!            | Approved | Awareness - Rapid Prototyping | Expanded text ad | 19     | 921     | 2.06% | \$2.17   | \$41.29 | 2.5       | 2.00        | \$20.64      | 10.53%     | 27.60%   |
| <input type="checkbox"/> | <input checked="" type="radio"/> | <a href="#">Rapid Prototyping - Build Apps</a><br><a href="#">Advance Your Career</a><br><a href="#">eu.udacity.com/Rapid/Prototyping</a><br>Learn how to do Rapid Prototyping to become an App Developer today! 100%... | Approved | Awareness - Rapid Prototyping | Expanded text ad | 11     | 393     | 2.80% | \$2.47   | \$27.15 | 2.7       | 0.00        | \$0.00       | 0.00%      | 11.78%   |
| <input type="checkbox"/> | <input checked="" type="radio"/> | <a href="#">Improve your iOS App Skill</a><br><a href="#">Learn By Doing</a><br><a href="#">eu.udacity.com/iOS/Development</a><br>Learn new and improved iOS app development skills to land your dream job!              | Approved | Interest - Rapid Prototyping  | Expanded text ad | 1      | 161     | 0.62% | \$2.11   | \$2.11  | 2.3       | 0.00        | \$0.00       | 0.00%      | 4.82%    |
| Total: Filtered ads      |                                  |  |          |                               |                  | 35     | 3,336   | 1.05% | \$2.24   | \$78.48 | 2.4       | 3.00        | \$26.16      | 8.57%      |          |
| Total: Campaign          |                                  |  |          |                               |                  | 35     | 3,336   | 1.05% | \$2.24   | \$78.48 | 2.4       | 3.00        | \$26.16      | 8.57%      |          |



# Keywords

| <input type="checkbox"/>        | <input checked="" type="radio"/> | Keyword                  | Ad group                      | Status                        | Max. CPC          | Policy details | Final URL | ↓ Clicks | Impr. | CTR   | Avg. CPC | Cost    | Avg. pos. | Conversions | Cost / conv. | Conv. rate | View-through conv. |
|---------------------------------|----------------------------------|--------------------------|-------------------------------|-------------------------------|-------------------|----------------|-----------|----------|-------|-------|----------|---------|-----------|-------------|--------------|------------|--------------------|
| Total: All but removed keywords |                                  |                          |                               |                               |                   |                |           | 35       | 3,336 | 1.05% | \$2.24   | \$78.48 | 2.4       | 3.00        | \$26.16      | 8.57%      | 0                  |
| <input type="checkbox"/>        | <input checked="" type="radio"/> | how to make apps for ios | Awareness - Rapid Prototyping | Eligible                      | \$3.00 (enhanced) | Approved       | —         | 13       | 277   | 4.69% | \$2.13   | \$27.66 | 2.2       | 2.00        | \$13.83      | 15.38%     | 0                  |
| <input type="checkbox"/>        | <input checked="" type="radio"/> | how to app developer     | Awareness - Rapid Prototyping | Below first page bid (\$5.36) | \$3.00 (enhanced) | Approved       | —         | 6        | 266   | 2.26% | \$2.31   | \$13.89 | 2.9       | 0.00        | \$0.00       | 0.00%      | 0                  |
| <input type="checkbox"/>        | <input checked="" type="radio"/> | what is a prototype      | Awareness - Rapid Prototyping | Eligible                      | \$3.00 (enhanced) | Approved       | —         | 3        | 37    | 8.11% | \$2.44   | \$7.33  | 1.9       | 0.00        | \$0.00       | 0.00%      | 0                  |



# Keywords

| <input type="checkbox"/>        | <input checked="" type="radio"/> | Keyword                  | Ad group                      | Status                        | Max. CPC          | Policy details | Final URL | Clicks | Impr. | CTR   | Avg. CPC | Cost    | Avg. pos. | Conversions | Cost / conv. | Conv. rate | View-through conv. |
|---------------------------------|----------------------------------|--------------------------|-------------------------------|-------------------------------|-------------------|----------------|-----------|--------|-------|-------|----------|---------|-----------|-------------|--------------|------------|--------------------|
| Total: All but removed keywords |                                  |                          |                               |                               |                   |                |           | 35     | 3,336 | 1.05% | \$2.24   | \$78.48 | 2.4       | 3.00        | \$26.16      | 8.57%      | 0                  |
| <input type="checkbox"/>        | <input checked="" type="radio"/> | how to make apps for ios | Awareness - Rapid Prototyping | Eligible                      | \$3.00 (enhanced) | Approved       | —         | 13     | 277   | 4.69% | \$2.13   | \$27.66 | 2.2       | 2.00        | \$13.83      | 15.38%     | 0                  |
| <input type="checkbox"/>        | <input checked="" type="radio"/> | new rapid model          | Interest - Rapid Prototyping  | Below first page bid (\$7.46) | \$3.00 (enhanced) | Approved       | —         | 2      | 1,780 | 0.11% | \$1.73   | \$3.46  | 2.3       | 1.00        | \$3.46       | 50.00%     | 0                  |
| <input type="checkbox"/>        | <input checked="" type="radio"/> | how to create my own app | Awareness - Rapid Prototyping | Below first page bid (\$4.85) | \$3.00 (enhanced) | Approved       | —         | 2      | 90    | 2.22% | \$2.76   | \$5.52  | 3.0       | 0.00        | \$0.00       | 0.00%      | 0                  |

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

# Evaluate a Display Advertising Campaign

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# Part 1: Evaluate a Display Image Campaign

# Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign

| <input type="checkbox"/>   |   | Ad group                          | Status  | Default Max. CPC   | Clicks  | Impr.  | CTR  | Avg. CPC  | Cost  | Avg. CPM  |
|--|---|-----------------------------------|--|---|--|---|---|--|--|--|
| <input type="checkbox"/>   |   | Keyword Targeted                  | Campaign paused  | \$3.00 (enhanced)  | 1,973  | 282,066   | 0.70%   | \$0.44   | \$872.51   | \$3.09   |
|  |   | Total - all but removed ad groups |  |   | 1,973  | 282,066   | 0.70%   | \$0.44   | \$872.51   | \$3.09   |
| Total - all ad groups  |   |                                   |  |   | 1,973  | 282,066   | 0.70%   | \$0.44   | \$872.51   | \$3.09   |
| Show rows: 50    1 - 1 of 1 |   |                                   |  |   |  |   |   |  |  |  |



# Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight Key Results: **Approximately one conversion per 500 clicks and \$50.**
3. What was the overall ROI of the campaign? **Positive (+\$323.48)**

| Creative                | Clicks          | Impressions    | CTR             | Avg CPC         |
|-------------------------|-----------------|----------------|-----------------|-----------------|
| <i>Campaign Results</i> | <b>1,973</b>    | <b>282,066</b> | 0.70%           | \$0.44          |
| Cost                    | Conversion Rate | # New Students | CPA             | ROI +/-         |
| \$872.51                | 0.20%           | <b>4</b>       | <b>\$218.13</b> | <b>\$323.48</b> |

# Display Image Campaign: Ad Results

Review the Ad results below of Creative A and B for Display Image Campaign

| <input type="checkbox"/> | <input type="radio"/> | Ad  | Status <input type="checkbox"/> | Campaign type <input type="checkbox"/> | Campaign subtype | Clicks <input type="checkbox"/> | Impr. <input type="checkbox"/> | CTR <input type="checkbox"/> | Avg. CPC <input type="checkbox"/> | Cost <input type="checkbox"/> |
|--------------------------|-----------------------|---|---------------------------------|--|------------------|---------------------------------|--------------------------------|------------------------------|-----------------------------------|-------------------------------|
| <input type="checkbox"/> | <input type="radio"/> | <div><div>A</div><div><div>Become a Digital Marketer</div><div>Become a Digital Marketer, learn through real-live advertising projects</div><div>Learn from the biggest names in the industry, and gain experience with real-live projects</div><div>Udacity</div></div><div></div><div>Preview ad</div></div> | Campaign paused                 | Display Network only                   | Drive action     | 1,531                           | 216,199                        | 0.71%                        | \$0.45                            | \$686.27                      |
| <input type="checkbox"/> | <input type="radio"/> | <div><div>B</div><div><div>Become a Digital Marketer</div><div>Become a Digital Marketer, learn through real-live advertising projects</div><div>Learn from the biggest names in the industry and gain experience with real-live projects</div><div>Udacity</div></div><div></div><div>Preview ad</div></div>  | Campaign paused                 | Display Network only                   | Drive action     | 442                             | 65,867                         | 0.67%                        | \$0.42                            | \$186.24                      |

# Which Ad Group Performed Better?

1. Present the results of each ad by completing the table below.
2. Creative A outperformed Creative B? Creative A has a higher ROI and CTR. Note: Impressions do not necessarily improve ROI.

| Creative     | Clicks | Impressions | CTR   | Avg CPC | Cost     | Conversion Rate | # of New Students | CPA      | ROI +/-  |
|--------------|--------|-------------|-------|---------|----------|-----------------|-------------------|----------|----------|
| Creative - A | 1,531  | 216,199     | 0.71% | \$0.45  | \$686.27 | .2%             | 3                 | \$228.76 | \$210.72 |
| Creative - B | 442    | 65,867      | 0.67% | \$0.42  | \$186.24 | .2%             | 1                 | \$186.24 | \$112.76 |

# Display Image Campaign: Keywords

Review the Keyword results for the Display Image Campaign

| <input type="checkbox"/> |  | Keyword                              | Ad group         | Status          | Max. CPC          | Clicks | Impr. | CTR   | Avg. CPC | Cost   |
|--------------------------|--|--------------------------------------|------------------|-----------------|-------------------|--------|-------|-------|----------|--------|
| <input type="checkbox"/> |  | facebook marketing course            | Keyword Targeted | Campaign paused | \$3.00 (enhanced) | 0      | 4     | 0.00% | \$0.00   | \$0.00 |
| <input type="checkbox"/> |  | digital analytics training           | Keyword Targeted | Campaign paused | \$3.00 (enhanced) | 0      | 0     | 0.00% | \$0.00   | \$0.00 |
| <input type="checkbox"/> |  | digital analytics course             | Keyword Targeted | Campaign paused | \$3.00 (enhanced) | 0      | 0     | 0.00% | \$0.00   | \$0.00 |
| <input type="checkbox"/> |  | social media marketing online course | Keyword Targeted | Campaign paused | \$3.00 (enhanced) | 0      | 14    | 0.00% | \$0.00   | \$0.00 |
| <input type="checkbox"/> |  | adwords course                       | Keyword Targeted | Campaign paused | \$3.00 (enhanced) | 0      | 8     | 0.00% | \$0.00   | \$0.00 |

Full keyword list in separate file [here](#)



|   | Keyword                           | Clicks     | Impressions   | CTR          | Avg CPC       | Cost            |
|---|-----------------------------------|------------|---------------|--------------|---------------|-----------------|
| 1 | <i>Marketing Online</i>           | <b>236</b> | 20,750        | <b>1.14%</b> | \$0.50        | <b>\$118.64</b> |
| 2 | <i>Online Marketing Course</i>    | 226        | <b>38,259</b> | 0.59%        | \$0.28        | \$63.00         |
| 3 | <i>Digital Marketing Training</i> | 57         | 8,224         | 0.69%        | \$0.54        | \$30.75         |
| 4 | <i>Marketing Courses</i>          | 19         | <b>1,999</b>  | 0.95%        | <b>\$0.27</b> | <b>\$5.14</b>   |
| 5 | <i>Marketing Careers</i>          | <b>14</b>  | 2,998         | 0.47%        | \$1.68        | \$23.50         |



# 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 removing keywords, etc...)

Suggestion 1: Optimize keywords directed at niche searches (more specific long-tails) to reduce competition of “trendy” keywords.

Suggestion 2: Use results from previous campaigns involving personas (i.e. Facebook Campaign) to create headlines and images that encourage appropriate interests.

Suggestion 3: Use A/B testing to analyze which slogans and catchphrases are the most appealing to persons interested in Digital Marketing.



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## Part 2: Evaluate a Display Video Campaign

# Display Video Campaign: Overall Results

Review below the overall results of the Display Video Campaign

| <input type="checkbox"/>     | ● ↓ | Ad group                            | Status <sup>?</sup> | Max. CPV <sup>?</sup>                      | Ad group type <sup>?</sup> | Impr. <sup>?</sup> | Views <sup>?</sup> | View rate <sup>?</sup> | Cost <sup>?</sup> | Avg. CPV <sup>?</sup> | Clicks <sup>?</sup> | CTR <sup>?</sup> | Avg. CPC <sup>?</sup> |
|------------------------------|-----|-------------------------------------|---------------------|--|----------------------------|--------------------|--------------------|------------------------|-------------------|-----------------------|---------------------|------------------|-----------------------|
| <input type="checkbox"/>     |     | short trailer DM education keywords | Campaign paused     | \$0.10 <input checked="" type="checkbox"/> | In-stream                  | 54,312             | 10,622             | 19.56%                 | \$290.21          | \$0.03                | 453                 | 0.83%            | \$0.64                |
| <input type="checkbox"/>     |     | short trailer DM large keyword list | Campaign paused     | \$0.10 <input checked="" type="checkbox"/> | In-stream                  | 103,205            | 19,261             | 18.66%                 | \$535.40          | \$0.03                | 1,439               | 1.39%            | \$0.37                |
|                              |     | Total - all but removed ad groups   |                     |  |                            | 157,517            | 29,883             | 18.97%                 | \$825.61          | \$0.03                | 1,892               | 1.20%            | \$0.44                |
| Total - all ad groups        |     |                                     |                     |  |                            | 157,517            | 29,883             | 18.97%                 | \$825.61          | \$0.03                | 1,892               | 1.20%            | \$0.44                |
| Show rows: 50 ▾   1 - 2 of 2 |     |                                     |                     |  |                            |                    |                    |                        |                   |                       |                     |                  |                       |

# Results: Calculate the ROI



1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? **Positive (+\$370.39)**

| Creative                | Clicks          | Impressions    | CTR      | Avg CPC  |
|-------------------------|-----------------|----------------|----------|----------|
| <i>Campaign Results</i> | 1,892           | 157,517        | 1.20%    | \$0.44   |
| Cost                    | Conversion Rate | # New Students | CPA      | ROI +/-  |
| \$825.61                | 0.20%           | 4              | \$206.40 | \$370.39 |



# Display Video Campaign: Ad Results

Review below the Ad Results of the Display Video Campaign

| <input type="checkbox"/> | <input type="radio"/>            | Ad  | Ad group                            | Status <sup>?</sup> | Video                     | Impr. <sup>?</sup> | Views <sup>?</sup> | View rate <sup>?</sup> | Avg. CPV <sup>?</sup> | Cost <sup>?</sup> | Clicks <sup>?</sup> | CTR <sup>?</sup> | Avg. CPC <sup>?</sup> |
|--------------------------|----------------------------------|---|-------------------------------------|---------------------|---------------------------|--------------------|--------------------|------------------------|-----------------------|-------------------|---------------------|------------------|-----------------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | <b>Short trailer</b><br>   | short trailer DM education keywords | Campaign paused     | Become a Digital Marketer | 54,312             | 10,622             | 19.56%                 | \$0.03                | \$290.21          | 453                 | 0.83%            | \$0.64                |
| <input type="checkbox"/> | <input checked="" type="radio"/> | <b>Short trailer 2</b><br> | short trailer DM large keyword list | Campaign paused     | Become a Digital Marketer | 103,205            | 19,261             | 18.66%                 | \$0.03                | \$535.40          | 1,439               | 1.39%            | \$0.37                |

A

B

**Campaign A** - Short Keyword List

**Campaign B** - Large Keyword List

# Which Ad Group Performed Better?

1. Present the results of each ad by completing the table below.
2. Which ad performed best Video A or Video B? Video B has a higher ROI and CTR.

| Creative   | Clicks | Impressions | CTR   | Avg CPC | Cost     | Conversion Rate | # New Student | CPA      | ROI +/-  |
|------------|--------|-------------|-------|---------|----------|-----------------|---------------|----------|----------|
| Campaign A | 453    | 54,312      | 0.83% | \$0.64  | \$290.21 | .2%             | 1             | \$290.21 | \$8.79   |
| Campaign B | 1439   | 103,205     | 1.39% | \$0.37  | \$535.4  | .2%             | 3             | \$178.47 | \$361.59 |

# Display Video Campaign: Keywords

Review the Keyword results for the Display Video Campaign

| <input type="checkbox"/> | ● | Keywords <sup>?</sup>       | Max CPV | Ad group          | Status          | Impr. | Views <sup>?</sup> | View rate <sup>?</sup> | Avg. CPV <sup>?</sup> ↑ | Cost <sup>?</sup> | Clicks <sup>?</sup> | CTR <sup>?</sup> |
|--------------------------|---|-----------------------------|---------|-------------------|-----------------|-------|--------------------|------------------------|-------------------------|-------------------|---------------------|------------------|
| <input type="checkbox"/> | ● | internet marketing program  | \$0.10  | Video DMDN Launch | Campaign paused | 0     | 0                  | 0.00%                  | \$0.00                  | \$0.00            | 0                   | 0.00%            |
| <input type="checkbox"/> | ● | online marketing course     | \$0.10  | Video DMDN Launch | Campaign paused | 1     | 0                  | 0.00%                  | \$0.00                  | \$0.00            | 0                   | 0.00%            |
| <input type="checkbox"/> | ● | web metrics                 | \$0.10  | Video DMDN Launch | Campaign paused | 0     | 0                  | 0.00%                  | \$0.00                  | \$0.00            | 0                   | 0.00%            |
| <input type="checkbox"/> | ● | web analysis                | \$0.10  | Video DMDN Launch | Campaign paused | 2     | 0                  | 0.00%                  | \$0.00                  | \$0.00            | 0                   | 0.00%            |
| <input type="checkbox"/> | ● | online marketing strategies | \$0.10  | Video DMDN Launch | Campaign paused | 0     | 0                  | 0.00%                  | \$0.00                  | \$0.00            | 0                   | 0.00%            |

This is an excerpt of the keyword list, the full list is [here](#)



# Key Campaign Results (Keywords)

1. Present the **five** keywords you consider most successful based on the results of the campaign?

Ad Advertisement, Online Marketing Video, Digital Learning Course, Course Digital Marketing, and SEO.

2. Highlight the best performing keyword from the results. *Why* was this the best performing keyword?

Ad Advertisement: Seven conversions at a cost of \$85.58 yields the highest ROI (+\$219.40)

| Keyword                  | Clicks | Impressions | CTR   | Avg CPC | Cost     | Conversion Rate | CPA    | # New Students | ROI +/- |
|--------------------------|--------|-------------|-------|---------|----------|-----------------|--------|----------------|---------|
| Online Marketing Video   | 495    | 42440       | 1.17% | \$0.51  | \$253.23 | .2%             | 253.23 | 1              | \$42.78 |
| Ad Advertisement         | 510    | 24172       | 2.11% | \$0.17  | \$85.58  | .2%             | 85.58  | 1              | \$219.4 |
| Business Training Course | 163    | 17437       | 0.93% | \$0.63  | \$103.43 | .2%             | null   | 0              | 0       |
| Digital Learning Course  | 207    | 14198       | 1.46% | \$0.31  | \$64.99  | .2%             | null   | 0              | 0       |
| Digital Marketing        | 63     | 13634       | 0.46% | \$1.01  | \$63.42  | .2%             | null   | 0              | 0       |



# 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 removing keywords, etc...)

Suggestion 1: Impressions can be costly if there are no conversions, therefore we should be cautious of our CTR (i.e. replace pricy keywords like “Online Marketing Video” with specific long-tail keywords).

Suggestion 2: Use A/B testing to incorporate different keywords and reorder parts of the video to ensure viewers do not become bored.

Suggestion 3: Incorporate other Digital Marketing techniques to create an emotional response with our targeted personas.



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## Part 3: Results, Analysis and Recommendations

# Recommendations for future campaigns

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

- Target specific personas with adwords and keywords that create emotional responses.
- Replace underperforming and costly keywords with a combination of more specific head-words and tail-words.
- Set up A/B testing for different sets of ad words within image and video campaigns.
- Consider using A/B testing at different intervals to analyze CTR on the Landing Page, and revert to current features if CTR does not improve.





Market with Email

# Email Content:

| Email Content Plan |   |                     |                       |
|--------------------|---|---------------------|-----------------------|
|                    | Email Topic   | Marketing Objective | KPI                   |
| Email #1           | <i>Thank you! Your requested Corporate Training information</i> | Engagement          | Number of opens       |
| Email #2           | <i>Don't get left behind in the Digital World!</i>              | Engagement          | Number of opens       |
| Email #3           | <i>30% off Corporate Training for a limited time!</i>           | Conversion          | Number of conversions |



# Email #1

## Email Content Plan

| Subject Line  | Body Summary   | Visual  | CTA  | Link  |
|---|--|---|--|---|
| <i>Thank you!</i><br><i>Your requested</i><br><i>Corporate</i><br><i>Training</i><br><i>information</i> | <ul style="list-style-type: none"><li>• <i>Thank you {Name}, for your interest in making your business at the forefront of the increasingly digital world.</i></li><li>• <i>Included are results of "Company X" and "Company Y" after completion of the Corporate Training via Udacity.</i></li><li>• <i>Are you ready to transform your employees? Don't get left behind!</i></li></ul> | Visual examples of successful companies that participated in previous DMND training | Prepare your company for a new age of Digital Marketing! | <a href="http://dmnd.udacity.com/corporate-training">http://dmnd.udacity.com/corporate-training</a> |



# Email #2

| Email Content Plan  |  |   |
|---------------------|--|---|
| Marketing Objective | Subject Line                                       | CTA   |
| Engagement          | <i>Don't get left behind in the Digital World!</i> | <i>Enroll now and get a head start on your success!</i> |



# Email #3

| Email Content Plan  |   |  |
|---------------------|---|--|
| Marketing Objective | Subject Line  | CTA  |
| Conversion          | <i>30% off Corporate Training<br/>for a limited time!</i> | <i>Offer won't last long, act<br/>today!</i> |



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# Email Part 2

Calendar

# Email Campaign Calendar

|          | Week 1 |   |   |    |   | Week 2 |   |   |    |   | Week 3 |   |   |    |   |
|----------|--------|---|---|----|---|--------|---|---|----|---|--------|---|---|----|---|
|          | M      | T | W | Th | F | M      | T | W | Th | F | M      | T | W | Th | F |
| Email #1 |        |   |   |    |   |        |   |   |    |   |        |   |   |    |   |
| Email #2 |        |   |   |    |   |        |   |   |    |   |        |   |   |    |   |
| Email #3 |        |   |   |    |   |        |   |   |    |   |        |   |   |    |   |

Note: This cascading architecture to analyze A/B testing might result in different CTRs, as variances might occur based on day.

However, since this is a three-phase email, it is important to stagger the send dates.

KEY PHASES

Planning

Tests

Send

Analyze



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## Email Part 2

Craft Your Email

# Email Copy: Email #1

Subject Line: *Thank you! Your requested Corporate Training information*

Body: *Thank you {Name}, for your interest in making your business at the forefront of the increasingly digital world. Included are results of "Company X" and "Company Y" after completion of the Corporate Training via Udacity. Are you ready to transform your employees? Don't get left behind!*

CTA: Prepare your company for a new age of Digital Marketing!

Link for CTA: <http://dmnd.udacity.com/corporate-training>



# Email Screenshot: Email #1



**Thank you! Your requested  
Corporate Training  
information**



Dear Name,

Thank you for your interest in making your business at the forefront of the increasingly digital world.

Included are results of "Company X" and "Company Y" after completion of the Corporate Training via Udacity.

Are you ready to transform your employees? Don't get left behind!

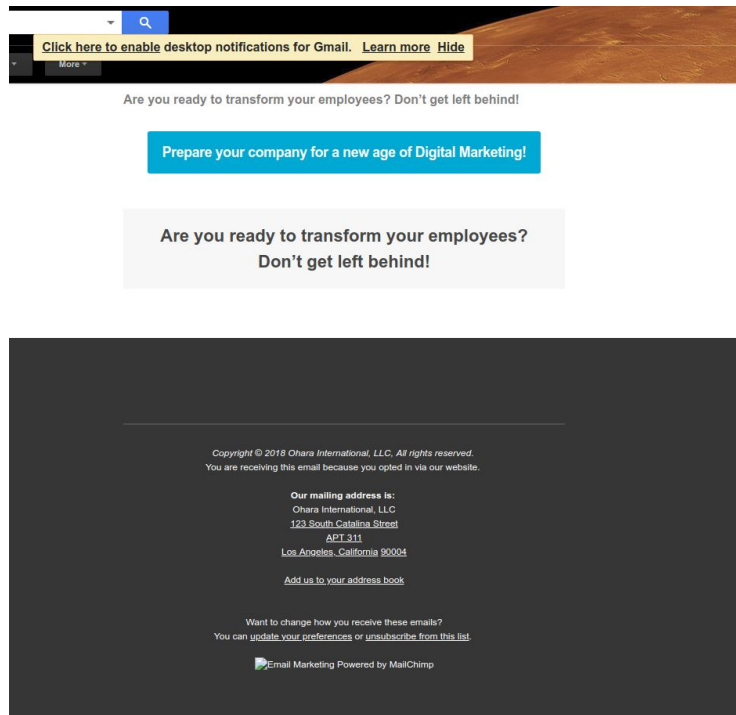
**Prepare your company for a new age of Digital Marketing!**

Are you ready to transform your employees?  
Don't get left behind!



**DIGITAL MARKETING**  
NANODEGREE PROGRAM

# Email Screenshot: Email #1 - Unsubscribe





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# A/B Testing Email

# A/B Testing Email

A/B testing is a crucial tool for entrepreneurs and marketers, since it allows a quantitative evaluation of effectiveness through analysis. Testing alternative subject lines and CTAs allows for refinement based on positive results, so the entrepreneur is able to increase the CTA and CTR for potential customers. It is important to experiment with different combinations, targeted towards unique personas, to gain some intuition on customer behavior.

| A/B Testing |  |                                  |
|-------------|--|----------------------------------|
|             | Subject Line   | CTA                              |
| Email #1    | <i>Ready for your company to begin it's Digital Marketing journey?</i> | <i>Click here to learn more!</i> |



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# Sending and Analyzing Results

# Results Email #1

## Results and Analysis

| Sent | Delivered | Opened | Opened Rate | Bounced |
|------|-----------|--------|-------------|---------|
| 2500 | 2250      | 495    | 22%         | 225     |

# Results Continued Email #1

## Results and Analysis

| Clicked | CTR | Take Action | Conversion | Unsubscribed |
|---------|-----|-------------|------------|--------------|
| 180     | 8%  | 75          | 3.33%      | 30           |

Note: Individuals that unsubscribe should be (confirmed) removed from the mailing list. Failure to do so might lead to emails being treated as spam, which has negative impacts on the delivery, company image, as well as violates certain regulations.

# Final Recommendations

- Analyze different combinations for Subject Lines and CTAs.
- Since the conversion CTA requires a financial commitment, it is important not to appear aggressive or spam-like. Therefore, ensure that enough time is spent between tailored emails.
- Personalize the email based on as much appropriate information as received from the stakeholder. A personalized email is more sincere and less “automated” feeling.
- Use a planning app or scheduler to ensure emails are sent at critical time. (it does make sense to thank a customer for interest after a soft deadline, or even worse, after they have already committed)
- Ensure that recipients have the option to unsubscribe from unwanted or misdelivered email to prevent spam.



