



Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

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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.

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?

From Part 1:

“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

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?



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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.

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.





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 Ad Set Completed	1 Corporate Traini...	4,347	5,203	\$56.05 Per Corporate T...	\$56.05	5	2	8	—	
<input type="checkbox"/>		C55080-Christopher - Image 2	● Not Delivering Ad Set Completed	— Corporate Traini...	1,021	1,110	— Per Corporate T...	\$38.72	6	1	5	—	
<input type="checkbox"/>		C55080-Christopher - Image 1	● Not Delivering Ad Set Completed	— Corporate Traini...	860	921	— Per Corporate T...	\$30.23	4	2	5	—	
▶ Results from 3 ads				1 Corporate Tr...	6,015 People	7,234 Total	\$125.00 Per Corporat...	\$125.00 Total Spent		5	18 Total	— 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 Corporate Traini...	6,015	7,234	\$125.00 Per Corporate T...	\$125.00 Lifetime	\$125.00	Dec 19, 2017 – Dec 22, 2017 3 days	5	18	—	
		► Results from 1 ad set 		1 Corporate Tr...	6,015 People	7,234 Total	\$125.00 Per Corporat...		\$125.00 Total Spent		5	18 Total	— 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 Ad Set Completed	4,347	1.20	\$12.89	5,203	\$10.77	
<input type="checkbox"/>		 C55080-Christopher - Image 2	● Not Delivering Ad Set Completed	1,021	1.09	\$37.92	1,110	\$34.88	
<input type="checkbox"/>		 C55080-Christopher - Image 1	● Not Delivering Ad Set Completed	860	1.07	\$35.15	921	\$32.82	
		► Results from 3 ads 		6,015 People	1.20 Per Person	\$20.78 Per 1,000 People Reached	7,234 Total	\$17.28 Per 1,000 Impressions	