



Project 3: Run a Facebook Campaign

Part One

Christopher Ohara

Campaign Approach

The targeting campaign is intended to primarily advertise towards appropriate individuals and companies that want to improve their ability to successfully train their employees, business partners, and themselves in digital marketing. The focus is converting B2B companies (and startups interested in B2B) to Udacity's Digital Marketing Nanodegree.

The advertising platform is Facebook. This is due to the high number of active global users. Most companies, mature or startups, have a Facebook page and ultimately want to improve their business. This makes Facebook the ideal platform.

The target criteria are Men and Women between the ages of 23 and 40 with targeting parameters of entrepreneurship, college graduates, startups, and self-employed. The startups and self-employed selections might seem arbitrary at first, but the idea is that we can target newcomers and individuals who are considering the next phase of entrepreneurship and need guidance. This could be very appealing to these target groups, as technology companies are primarily started by small groups of people and not individuals. Thus, these individuals will be curious to learn more and develop their skills to work in B2B, through the formation of a company.

China was filtered from the target since Facebook is barred. The advertisement images were chosen for "trendiness" instead of the typical business-like images. This is to subconsciously encourage the user to click.

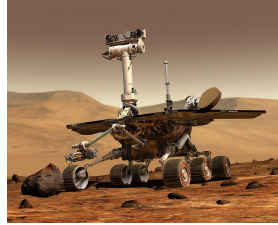


Target Persona

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

Marketing Objective

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

“The marketing objective is the maximize the number of leads (target of 15) over the course of three days (December 18~21) while staying within a \$125 budget for the B2B Enterprise task”



KPI

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

“The primary KPI is the total number of leads (target of 15) while successfully acquiring the ROI within three days”



Campaign Screenshots

Campaign & Ad Set: Demographics

CAMPAIGN

Campaign Name C55080-Christopher

Campaign Objective Conversions

Campaign Goal Purchases

AD SET

Ad Set Name US - 23-40, Entrepre, High-Ed

Targeting

Location: United States

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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 18, 2017 - Dec 21, 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!

Images



Each image will create a different ad.

Close

Confirm

Ad Images:

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