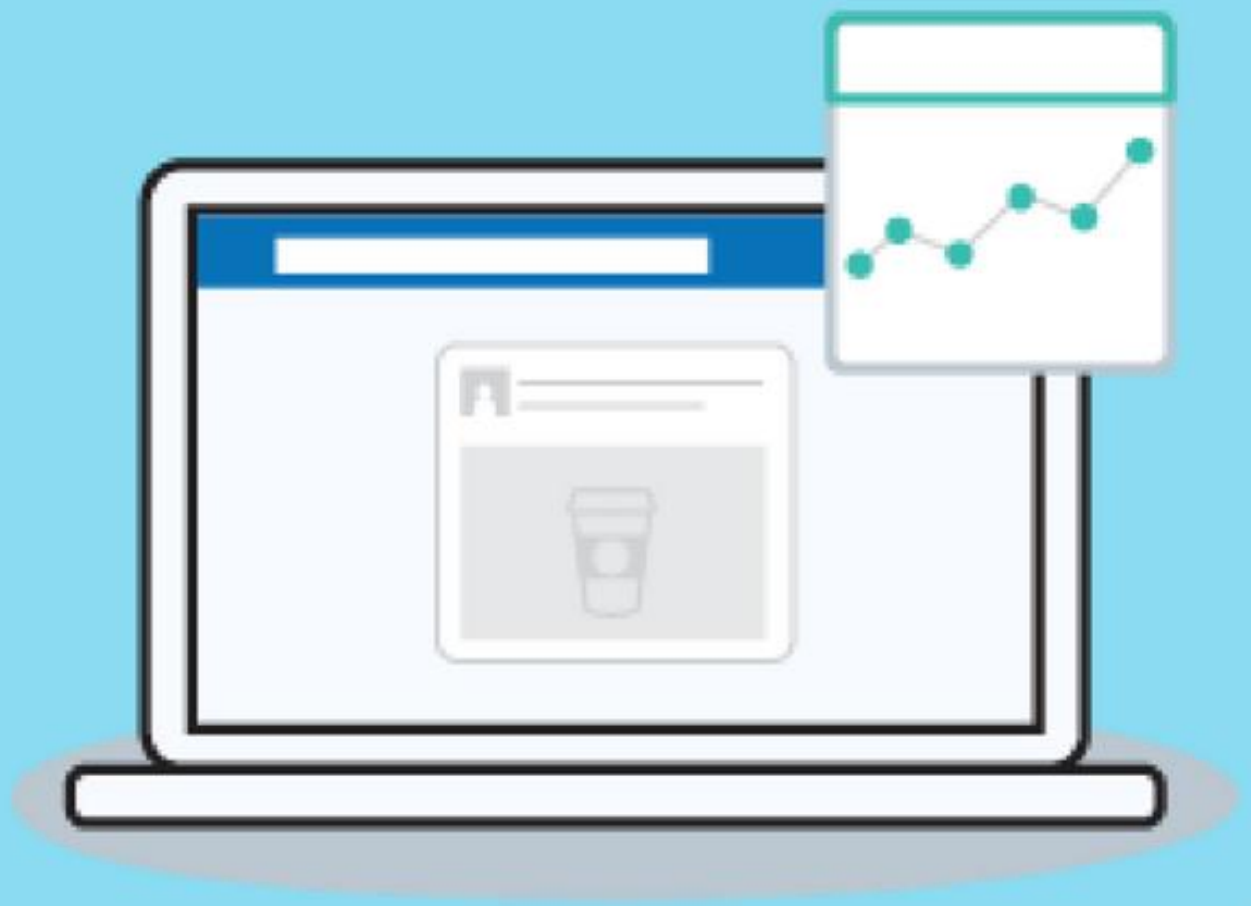


Project 3 - Part 2

Run a Facebook Campaign



Campaign Approach

Campaign Approach

I have chosen the 'Marketing Challenge #1: Digital Marketing Nanodegree Program' challenge.

In this challenge, I need to create a Facebook campaign with an objective to collect email addresses of potential students, who could be interested in taking this course. For this, I need to create and display ads targeting potential students.

Clicking on an ad will take the student to the DMND ebook download landing page (<http://dmnd.udacity.com/ebook>), where the student can download an ebook by registering her/his email.

The approach I would be taking is as follows:-

I will base the campaign on the customer persona I had created earlier-

I will review the marketing objective and plan a campaign to match the objective-

I will define the primary KPIs I will be tracking-

I will create ad set and ads-

I will monitor ad performance against these KPIs daily, review and modify the campaign if needed

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Female, 24 years old• Married, 2 kids (4 and 6),Sales Admin in real estate company• Educate: graduated• Live in Cairo	Omnia	<ul style="list-style-type: none">• Learn more about digital marketing• Change the current job to a job with a higher salary.• Work as a freelance marketer
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Learning• Reading• Traveling• Play Games• Shopping	<ul style="list-style-type: none">• Be a digital marketer• Moving to live in a better place• Gain more experience in the field of digital marketing	<ul style="list-style-type: none">• The presence of more educational platforms• Not having enough time to learn• The high value of training courses

Marketing Objective

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

I have chosen the 'Marketing Challenge #1: Digital Marketing Nanodegree Program' challenge.

The objective is to collect email addresses of potential students, who could be interested in taking this course. In order to do this, potential students will have to be guided to a landing page (<http://dmnd.udacity.com/ebook>),

where prospective students can download a free eBook if they provide their email address.

Objective : To collect at least 50 new email addresses of potential students interested in DMND course over a period of 3 days when I will be running the ads . **Budget :** Lifetime budget of \$50

Timeframe: 15-feb-2021 09:00 pm to 17-feb-2021 09:30 pm

KPI

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

- The KPI for the marketing objective would be the number of Downloading The eBook in February 2021.

Campaign Summary

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

I targeted men and women who are in the 18 – 40 age range, based in Cairo and Giza with interests in Digital Marketing, Freelancing.

What Ad Copy and Ad Creatives did you use?

For the Ad creatives, I used images of happy woman in the age range mentioned above interacting with a computer to go along with the Ad Copy that went like: 'get your free copy of the ebook'

If you made any changes, please describe them.

At the end of day 3 of the ad campaign, I reviewed the results to see how they are performing. Based on the review, I tried pausing a high performing ad to see if some of the low performing ones will pick up. Later.

Ad Images: Sample

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Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
Ad One	41	25,288	\$ 0.89	\$ 36.56
Ad Two	3	6,976	\$ 2.06	\$ 6.19
Ad Three	1	7,647	\$ 7.25	\$ 7.25
Overall	45	38,865	\$ 1.11	\$ 50

Campaign Evaluation

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

a. Which ad performed best?

Ad # 1 performed the best since it had the highest results and a low cost per result

a. Was your campaign ROI positive?

The ROI is: $(\$ 15 * 45) / \$ 50 = 13.5$. This is a positive ROI campaign.

Campaign Evaluation: Recommendations

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

**Following are some ideas that I would implement if I had more budget :-
I will do a more segmented targeting (using separate ad creatives and copies for different segments).**

For example:-Since my campaign shows a greater percentage of men were converted,

I will try to create different copies for men and women that would resonate better for each group-

I may also choose to create segmentation based on certain other parameters-

I will choose more interests in the Detailed Targeting section-

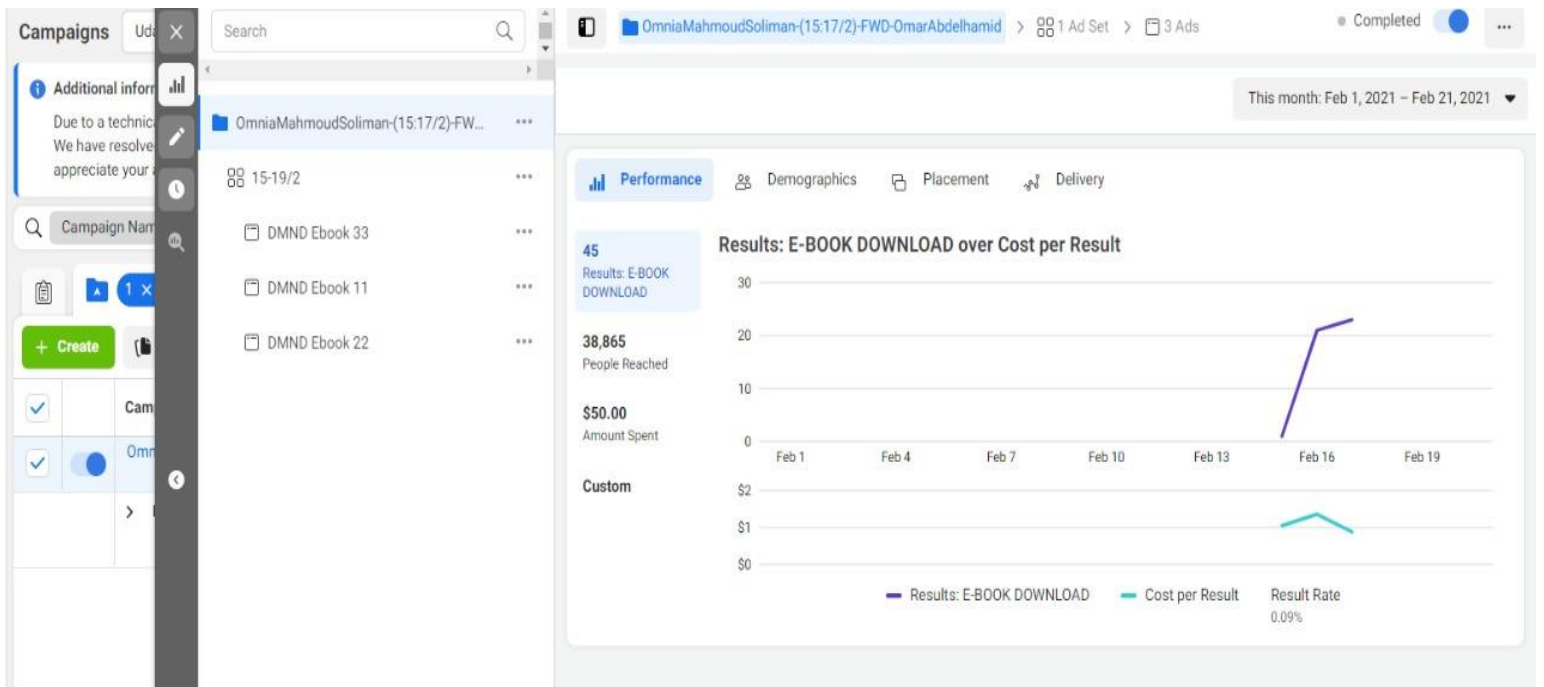
I will expand my locations so I can increase my reach-

I will experiment with my CTA (For example: use 'Learn More' instead of 'Download now')-

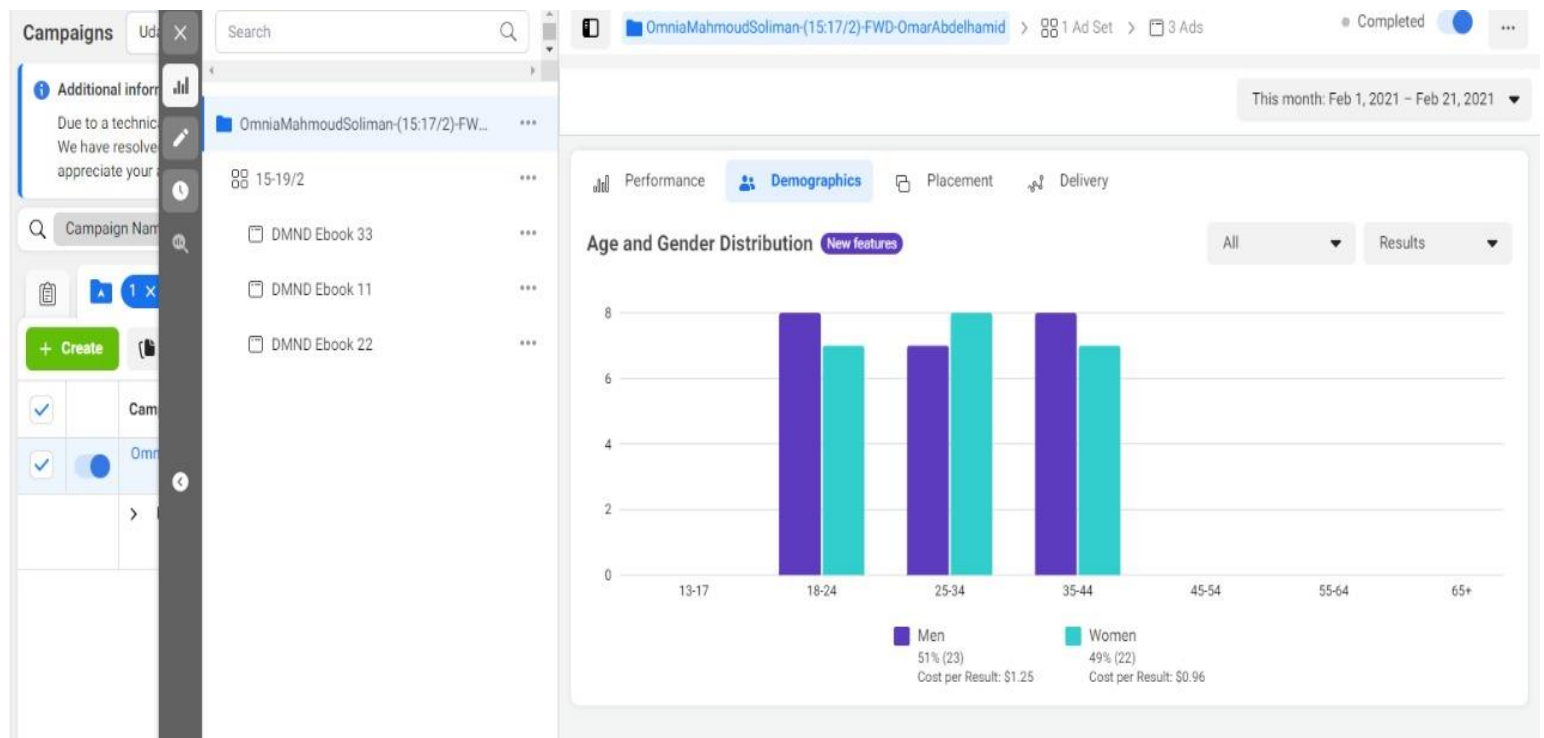
I would refine the Ad creatives so that some are matching the high performing creative from this campaign.

I will use a combination of those, and new images

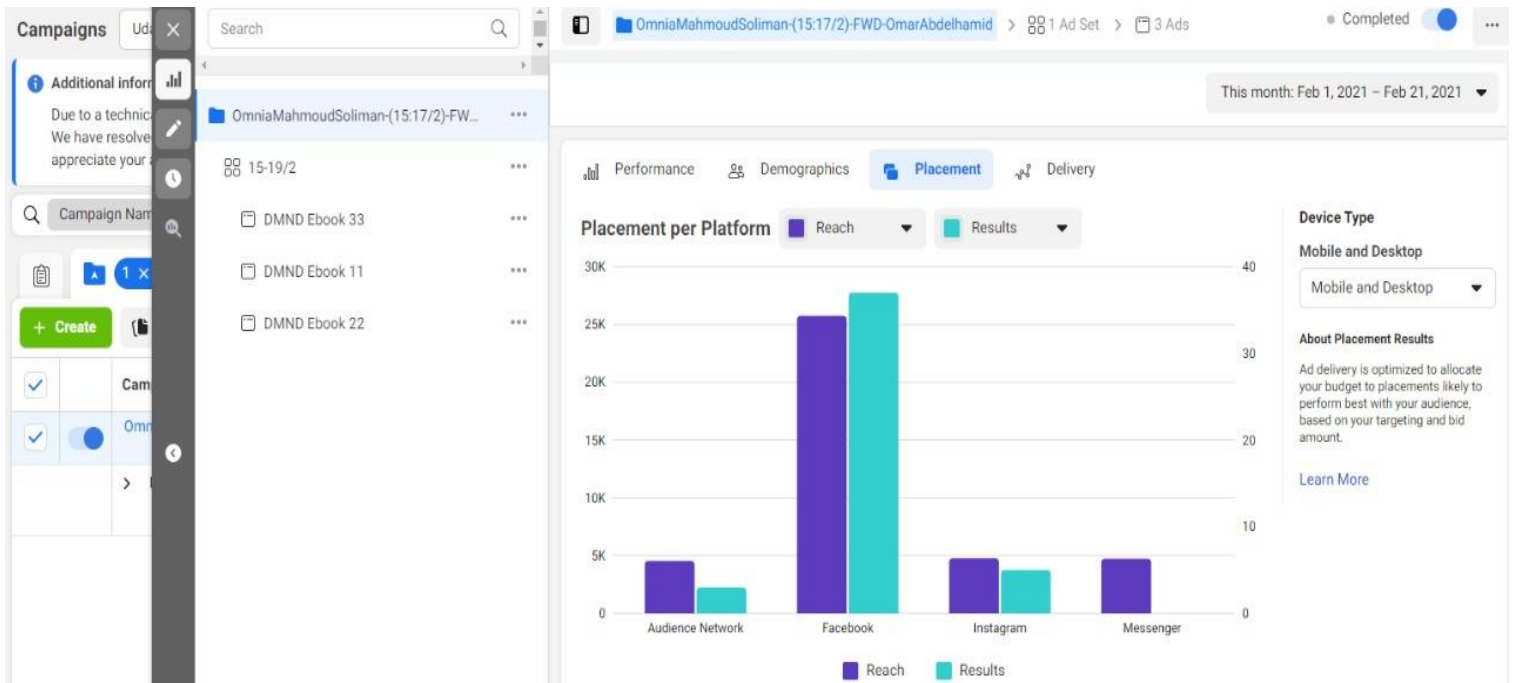
Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

Ad Sets Udacity MENA Connect (1321449644...
Updated just now Discard Drafts Review and Publish

Additional information
Due to a technical issue, you were billed incorrectly for some of your ads. Approximately 2000 impressions were affected by this issue between 2020-11-11 and 2020-12-08. We have resolved the issue and refunded \$2.74 on 2021-02-10 to the payment method on your ad account 1321449044557397. For those receiving credit memos, they will be issued with your invoice at the end of the month. We appreciate your accommodation for the inconvenience this refund may have caused.

Campaign Name contains omniamahmoudsoliman Search and filter Save Clear This month: Feb 1, 2021 - Feb 21, 2021

Resource Center Campaigns 1 Selected Ad Sets 1 Selected Ads 1 Selected

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Performance Breakdown Reports

Ad Set Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule	Link Clicks	Website Purchases	Or Pt
15-19/2	45 E-BOOK DOWNLOAD	38,865	49,619	\$1.11 Per E-BOOK DOWNL...	\$50.00	Feb 17, 2021	Feb 15, 2021 - Feb 17, 2021 2 days	236	--	
Results from 1 ad set 0	45 E-BOOK DOWNLOAD	38,865 People	49,619 Total	\$1.11 Per E-BOOK DOWNL...	\$50.00 Total Spent			236 Total	-- Total	

Ad Set Data: Engagement

Ad Sets

Udacity MENA Connect (1321449044..

Updated just now

Discard Drafts

Review and Publish

Additional information

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Campaign Name contains omniamahmoudsoliman

Search and filter

Save

Clear

This month: Feb 1, 2021 – Feb 21, 2021

Resource Center

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

A/B Test

Rules

View Setup

Columns: Engagement

Breakdown

Reports

<input checked="" type="checkbox"/>	Ad Set Name	Delivery ↑	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes or Followers	CPC (Cost per Link Click)
<input checked="" type="checkbox"/>	15-19/2	Completed	45	2	7	7	236	3	\$0.21
	Results from 1 ad set		45	2	7	7	236	3	\$0.21
			Total	Total	Total	Total	Total	Total	Per Action

DIGITAL MARKETING

NANO DEGREE PROGRAM

Ad Set Data: Delivery

Ad Sets

Udacity MENA Connect (1321449044...

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Resource Center

Campaigns

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Duplicate

Edit

A/B Test

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View Setup

Columns: Delivery

Breakdown

Reports

	Ad Set Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
	15-19/2	Completed	38,865	1.28	\$1.29	49,619	\$1.01
	Results from 1 ad set		38,865 People	1.28 Per Person	\$1.29 Per 1,000 People Reached	49,619 Total	\$1.01 Per 1,000 Impressions