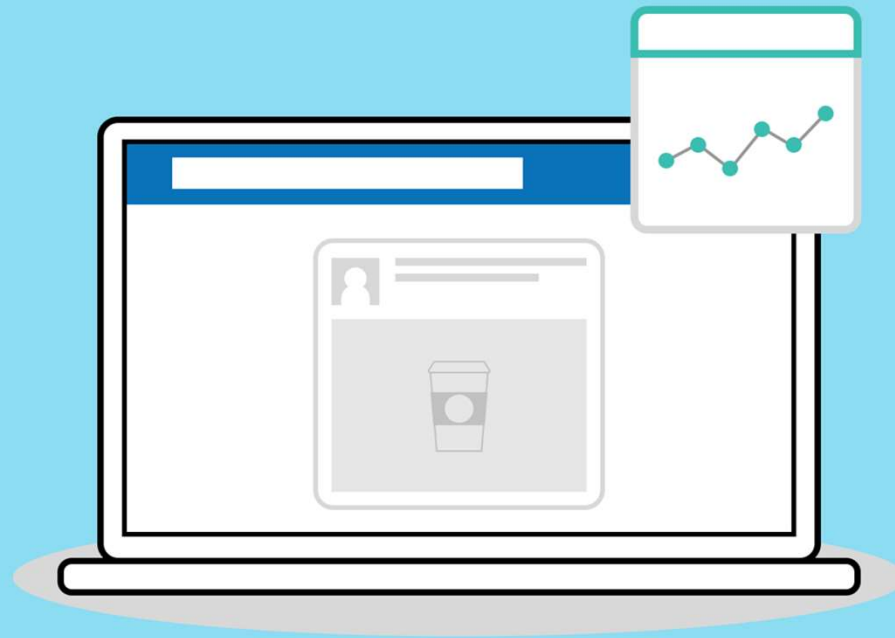


Project 3:

Evaluate a Facebook Campaign



Campaign Summary

Marketing Challenge #1:

Digital Marketing Nanodegree Program

Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might be interested in taking this course. In order to do this, we have created a [landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$25 per collected email address.



Landing Page



Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program



Get your free copy of the eBook today!

- ✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- ✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- ✓ Everything you need to get started!

SUBMIT




By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time.
Please find our [Privacy Policy](#) here.

Marketing Objective & KPIs

Marketing Objective: To collect the email addresses of 50 potential students for the Digital Marketing Nanodegree Program, with a campaign running for one week and having a lifetime budget of \$1000

KPI: Number of eBook downloads

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Age 27• Female• Graduated from university• Employed• Lives in a mid-size US city	<p>Jessica</p> 	<ul style="list-style-type: none">• Flexible study schedule• “Bite-size” chunks of learning
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Hiking• Photography• Walking her dog	<ul style="list-style-type: none">• Transition into a new career in digital marketing• Get a job with higher earning potential/path to advancement• Meet other marketers	<ul style="list-style-type: none">• Limited time for studying/learning new skills• Unsure how to break into a new industry

Ad Set

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

Ad One



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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



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Ad Two



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Ad Three



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Campaign Evaluation

Campaign Evaluation

1. The Campaign was very successful, It actually led to more leads than the marketing objective.
 - a. The targeting of the ad set was good and specific, it targeted 27 year old female student living in the us who wants to begin a career in digital marketing and needs flexible study schedule, I think that the targeting was good, but the click through rate was a bit low, It could have been better if they used more specific targeting like using colors that would appeal to females more if the targeting was t females, and in ad three they could have used the same picture but with a women instead.
 - b. Provide the correct formulas for the following KPIs:
 - i. The average cost per 1000 impressions was \$16.69
 - ii. The average link click-through rate was 0.42%
 - iii. The average CPLC (cost per link click) was \$3.99
 - iv. The average Click To Lead Rate was 24%
 - v. The average Cost per Results was \$16.87
 - c. The ad which performed the best was ad two, Because it got the highest impressions, reach, Link clicks, Click to lead rate in the campaign with the lowest cost per result and relatively low CPM, CPLC. Maybe it did so because of the simple and meaningful picture in the ad that DIGITAL MARKETING explains what you will get if you click the link.

Campaign Evaluation

- d. I would remove ad one, and ad three, and make 2 alternative ads similar to ad two in the media used (a picture of the book that they would get if they click the link)
- e. The campaign performed well, It reached and surpassed the campaign objective by getting 66 Leads and the Campaign objective was to get 50 Leads, The campaign Revenue was expected to be \$1250 with a profit of \$250, but It surpassed the objective and the revenue was \$1650 with a profit of \$650.
- f. The A/B Testing was done on the pictures used, and it showed that ad two which had a picture of the ebook was performing the best

Campaign Recommendations

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective and KPIs. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- I would focus on certain ads, Ad two because it got the highest impressions, reach, Link clicks, Click to lead rate in the campaign with the lowest cost per result and relatively low CPM, CPLC.
- Yes, I would remove ad one and change it with another picture of the eBook (as ad 2) but with feminine colors to appeal more to the target audience, I would change the picture in ad 3 to the same picture but with a woman instead of a man.
- I would change the A/B testing to test either the ad copy or the variable eBook looks and colors, although personally I would chose to A/B Test the ad copy as the eBook color is not a big deal compared to the ad copy moreover the eBook picture already performed exceptionally well so I would post the same picture of Ad two and A/B Test the Ad copy

Campaign Recommendations

- The landing page is so good, but in my opinion it could be better by doing a few tweaks; Changing the color of the checks and submit button to Purple (the color of the book on the landing page) to be coherent, and to change “SUBMIT” into “Get Your Copy” as it will appeal more to customers as it gives them a reason to click (to get their copy) instead of submitting information.