1. Customer Journey Based Marketing Plan
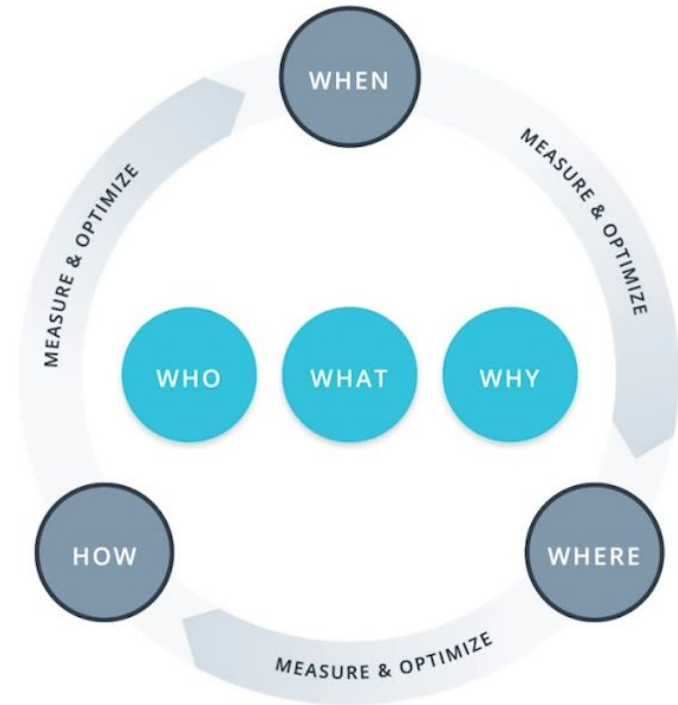
What: your offer

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

What: Your Offer

Digital Marketing Nanodegree Program

I will Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

Budget: $50,000

Profit: For the purpose of this assignment, the cost of the Nanodegree is $999, assume a profit margin of 30%, meaning that Udacity makes $299 in profit per student that signs up.

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

Marketing Objective:

The Product is DMND (Digital Marketing Nanodegree).

The marketing objective is to enroll at least 200 students in the Digital Marketing Nanodegree program by the end of the quarter with a total budget of $50,000.

The primary KPI Is the number of students that enroll in the DMND program by the end of the quarter.

Value Proposition

- **FOR** digital marketing-minded people.

- **WHO** needs a digital marketing course to improve their skills for their businesses or to get a high position in a company or for personal goals.

- **OUR** digital marketing nanodegree (DMND - online course).

- **THAT** offer high learning content and nanodegree credential.

- **UNLIKE** digital marketing online training courses from Google.

- **OUR OFFER** digital marketing training program with access to high learning content, real projects, mentorship, live Q&A sessions with industry experts.

Who Are Our Customers?
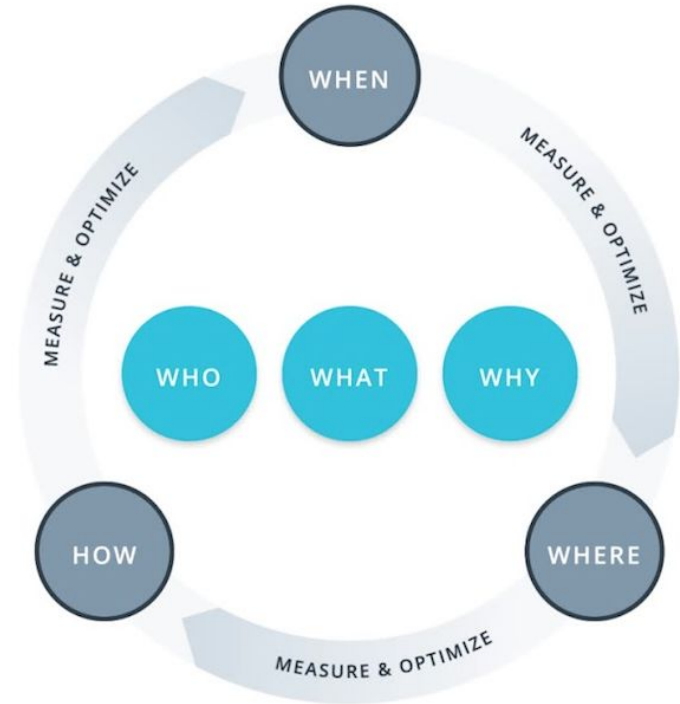
What: your offer

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

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO

WHAT

WHY

HOW

WHERE

MEASURE & OPTIMIZE

Target Persona

Background & demographics	Lara	Needs
- Female, 27 years old - Single - Bachelor's degree - Sales Manager - Lives in Canada - HH income $120k		- she needs a course that includes support services, industry-backed knowledge, and career planning - she needs high digital marketing skills for her business
Hobbies	**Goals**	**Barriers**
- Blogging - Travelling ,Photography - Watching TV Shows - Reading	- Gain digital marketing skills for her business and for personal goals - Become A Freelancer - Make a Passive Income Source - Focuses on marketing in her next career	- Lack of classroom interaction - Too many courses choices - The time needed to complete the course

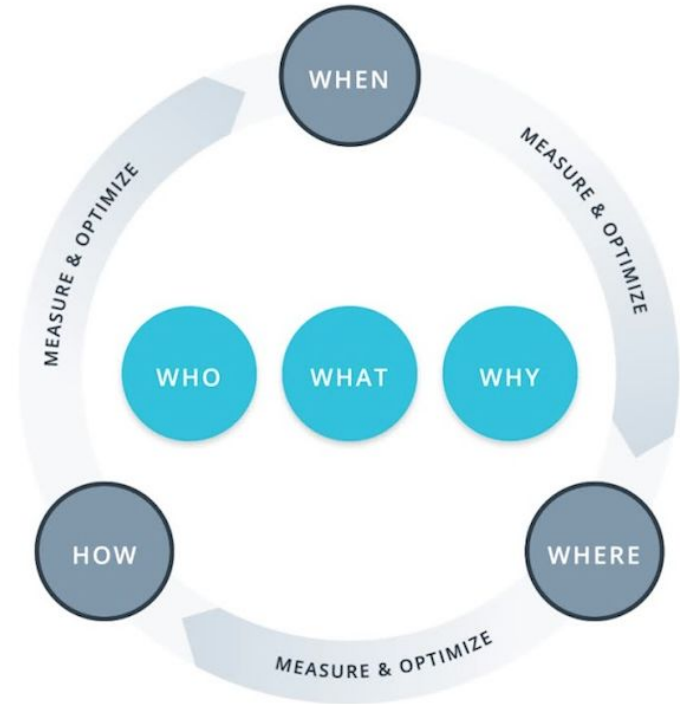What: your offer

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

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO

WHAT

WHY

HOW

WHERE

MEASURE & OPTIMIZE

Phases of the Customer Journey

| Awareness | Interest | Desire | Action | Post action |

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	-The DMND course is designed for students with any skill level and work background. Provides the key parts of digital marketing, with the opportunity to run live campaigns -The digital marketing course to improve students' skills for their businesses or to get a high position in a company or for personal goals.	- Key product benefit: flexible learning program, real-world projects from industry experts. - Key product: (DMND) learning Content Marketing, Social Media Marketing, Social Media Advertising, SEO, SEM, Display Advertising, Email Marketing, and Google Analytics. - Differentiators: Career services, and getting a custom learning plan tailored to fit the busy life.	- Key product benefits: Students will master the tech skills companies want sets online and get technical mentor support. - The reason to buy now: The content built in partnership with top-tier companies. Students will start on a new career path from home. - Promotions: students will learn 360-degree of the Digital Marketing landscape, with discounted sign-up	- Focusing on Clear CTAs on-site the website. - Takes you from the landing page to a sign-up page. -Thank you email. - Reinforcement of product: learning a new skill set with marketers in the field doing real-world projects all online and self-paced.	- Post action will bring you through a guide of the classroom and how Udacity works as well as giving you a mentor to help with any questions about the program.

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Channel	- Informative landing page - content marketing (e.g. blog) - Social media - display and video ads	- Search - Social media advertising (e.g. on the LinkedIn channel) - Organic social media (e.g. polls on facebook)	- Search - Email - Re-targeted ads (display, video, social) - Organic social media	- Email - Organic social media	- Email - Organic social media

2. DMND - Budget Allocation

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	**$4,500**	**$1.25**	**3,600**	**0.05%**	**2**
AdWords Search	**$2,000**	**$1.40**	**1,429**	**0.05%**	**1**
Display	**$2000**	**$5.00**	**400**	**0.05%**	**0**
Video	**$1500**	**$3.50**	**429**	**0.05%**	**0**
Total Spend	**$10,000**	**Total # Visitors**	**5,858**	**Number of new Students**	**3**

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$5,000	$0.50	10,000	0.1%	10
AdWords Search	$1,500	$1.50	1,000	0.1%	1
Display	$2,500	$3.00	833	0.1%	1
Video	$2,000	$2.75	727	0.1%	1
Total Spend	$11.000	Total # Visitors	12,560	Number of new Students	13

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$17,000	$0.30	56,667	0.3%	170
AdWords Search	$7,000	$1.50	4,667	0.3%	14
Display	$1,000	$3.00	333	0.3%	1
Video	$4,000	$2.75	1,455	0.3%	4
Total Spend	$29,000	Total # Visitors	63,122	Number of new Students	189

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	**10,000**	**5,858**	**3**	**$299**	**$897**	**- 9103**
Interest	**11,000**	**12,560**	**13**	**$299**	**$3,887**	**- 7,113**
Desire	**29,000**	**63,122**	**189**	**$299**	**$56,511**	**+27,511**
Total	**50,000**	**66,207**	**205**	**_____**	**$61,295**	**+11,295**

Recommendations or Additional Channels:

I would recommend growing organic reach through search and social media using an SEO-driven content plan. On the other, hands this will help us keep our budget and best use it in paid channels.

 I will optimize the landing page to match my targeting audience's needs and their behaviors, and interests to drive traffic and increase brand awareness.

Based on our marketing objectives. I'll want to continue to invest in Facebook channels and even increase our spending. this channel performed well. also was having a low CPC.

The Display channels aren't performing well enough I've tried planning to spend a higher amount but still simply did not produce good results, it might be worth removing them completely from my strategy or cutting down the budget.
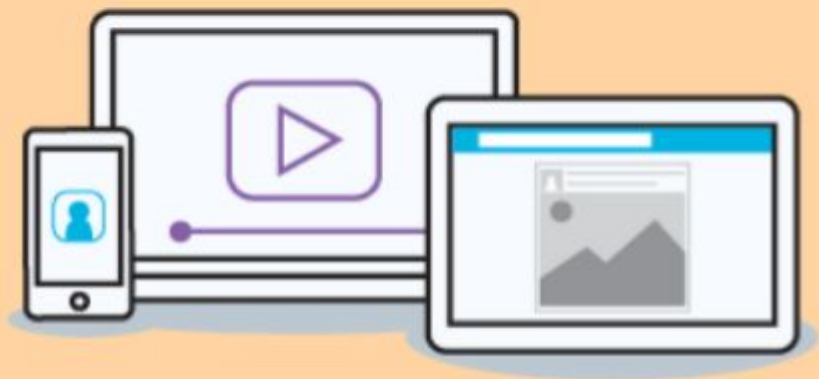
 Another channel I would include is LinkedIn, I will run the same targeting on LinkedIn to see the performance of this channel in terms of ROI.

3. Showcase Work

Project 2
Market your Content

Blog Post on Medium

Why I have decided to take the Digital Marketing Nanodegree Program?

The image is taken from pixabay.com

The world of digital marketing has always fascinated me. It keeps evolving in innovative and amazing ways. Creative content can shape people's thoughts and drive them to take action.

Right now. I have a great chance to start learning with Udacity. The thing that made me go with this program was the content of the course. They focused on preparing students to be ready for jobs. The DMND program has real projects and campaigns so that I would have real-world working experience.

Read more http://bit.ly/3enPjF9

Facebook post

Linkedin Post

Twitter Post

Raghad Baniodeh @BaniodehRaghad · Now

Want to know how to move from a beginner to an expert level in digital marketing? chose the DMND program from @udacity. Read my new blog post - Why I decided to take the Digital Marketing Nanodegree Program? Follow link bit.ly/3enPjF9 #IminDMND #digitalmarketing
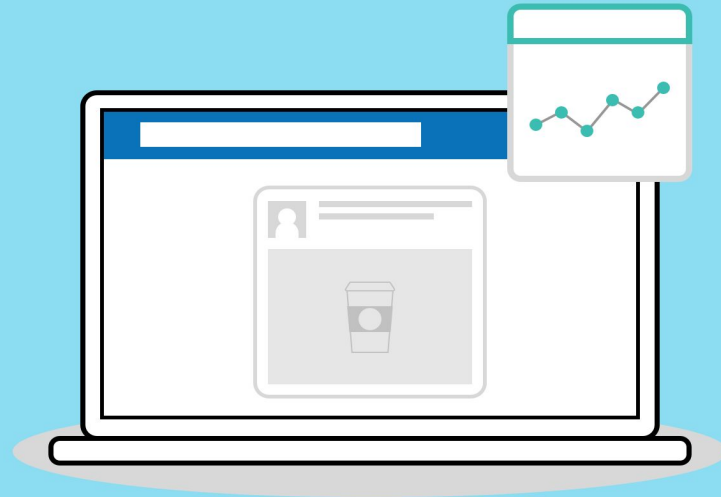
Why I have decided to take the Digital Marketing Nanodegree Program?
The world of digital marketing has always fascinated me. It keeps evolving in innovative and astounding ways. Creative content can ...
🔗 medium.com

Project 3:
Evaluate a Facebook Campaign

Ads

Ad 1

Ad 2

Ad 3

Campaign Evaluation

Ad Name	Bid Type	Amount Spent (USD)	CPM (Cost per 1,000 Impressions)	Impressions	Reach	Frequency	Link Click-Through Rate	CPLC (cost per link click)	Link Clicks	Click To Lead Rate	Cost per Results	Results (Leads)
Ad One (notebook & icons)	ABSOLUTE_O CPM	$258.43	$18.11	14,270	2,913	4.90	0.37%	$4.85	53	24%	$20.20	13
Ad Two (Media guide book)	ABSOLUTE_O CPM	$566.09	$16.23	34,879	7,717	4.52	0.42%	$3.86	146	29%	$13.25	43
Ad Three (person on laptop)	ABSOLUTE_O CPM	$175.48	$15.74	11,149	2,381	4.68	0.48%	$3.26	54	19%	$17.17	10

Ad two (Media guide book) is the best performance, based on the result - lead was 43, and cost per result was $ 13.25.

Project 4
Conduct an SE0 Audit

On Site SEO

Audit

Keywords by Using [Moz Keyword Explorer tool](#)

	Head Keywords	Tail Keywords
1	SEO	Increase website traffic fast
2	Social media marketing	Digital marketing certificate
3	marketing strategy	digital marketing skills
4	Udacity nanodegree	digital marketing course
5	digital marketing	digital marketing career

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

"SEO" has the greatest potential because it has a very large monthly volume (180,112 visitors) and high organic CTR (61%), yet it's relatively difficult to rank high on SERP with this head keyword (71 difficulty score).

Which Tail Keyword has the greatest potential?

"digital marketing course" has the greatest potential because it has a relatively high average volume of monthly visitors (2,327) with a relatively low difficulty score (52) and an organic CTR of 53%.

(see the screenshots on next slides)

Moz Pro

Campaigns

Local Market Analytics BETA

Keyword Research ▼

Explore by Site ▼
- Site Overview
- Ranking Keywords

Explore by Keyword ▼
- Keyword Overview
- Keyword Suggestions
- SERP Analysis

Keyword Lists 1

Link Research ▶

On-Page Grader

On-Demand Crawl

Rank Checker

Home > Moz Pro > Keyword Research > Keyword Lists   What's New? ? Help

DMND

⬇ Export CSV

Monthly Volume [i]
Volume Distribution (Low - High)
Learn more about Volume Score
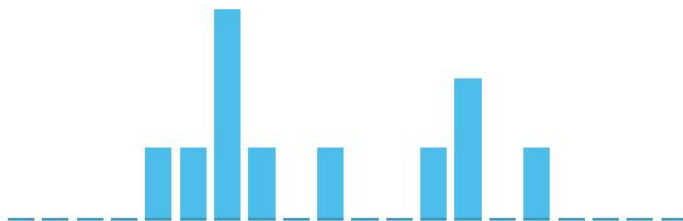
SERP Features
Learn more about SERP features

Difficulty [i]
Learn more about Difficulty Score

0-20	21-40	41-60	61-80	81-100
0	3	7	1	0
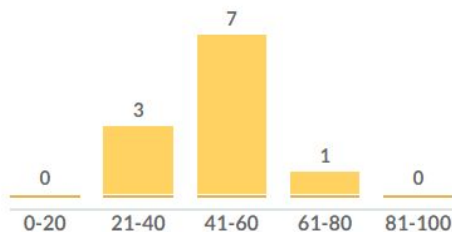
Organic CTR [i]
Learn more about Organic CTR Score

0-20	21-40	41-60	61-80	81-100
0	3	7	1	0
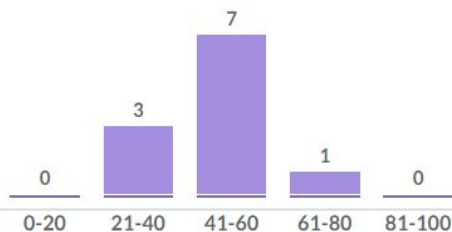
Priority [i]
Learn more about Priority Score

0-20	21-40	41-60	61-80	81-100
0	0	4	6	1

Technical Audit: Metadata

URL: https://www.udacity.com/course/digital-marketing-nanodegree--nd018	
Current	
Title Tag	Learn Digital Marketing Online | Nanodegree - Udacity
Meta-Description	Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing, and affiliate tactics to maximize traffic and improve online visibility.
Alt-Tag	None (see the full list on slide #34)
Revision	
Title Tag	No change suggestion. (The current one is reasonably brief and describes accurately what the page is about)
Meta-Description	Start your digital marketing career with Udacity certificate. Learn from the best digital marketing experts and Run online campaigns.
Alt-Tag	None (see the full list on slide # 35)

Technical Audit: Alt-Tags

- `src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/eDJkn6t65q8YgUiuiIyOU/6993902552cdbbda83d5367e0f92d714/logo-color-mailchimp  alt=""`

- `src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4qbArlf2TmmYq00UY8e82g/a1b2aa7305cc61ce9d845be8c1a018d6/logo-color-hubspot "` alt=""

- `src="/images/core/footer/footer-social/instagram.svg"` alt=""

- `src="//videos.ctfassets.net/2y9b3o528xhq/4Zjaqk12DSyVD7IJNli2nc/512fe74a6165b29af04708b53860722d/ND018_-_hero_bg_video_MP4.mp4"/>` alt=""

Technical Audit: Metadata

Observation: The alt tags for the images are all blank, and the file names given for the images are reasonably descriptive.

- `src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/eDJkn6t65q8YgUiuiIyOU/6993902552cdbbda83d5367e0f92d714/logo-color-mailchimp" alt="MailChimp"`

- `src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4qbArlf2TmmYq00UY8e82g/a1b2aa7305cc61ce9d845be8c1a018d6/logo-color-hubspot" alt=Hootsuite logo"`

- `<img src="/images/core/footer/footer-social/instagram.svg" alt=" Instagram logo"`

- `src="//videos.ctfassets.net/2y9b3o528xhq/4Zjaqk12DSyVD7IJNli2nc/512fe74a6165b29af04708b53860722d/ND018_-_hero_bg_video_MP4.mp4"/> alt= "A short video about digital marketing Nanodegree from Udacity"`

Off-Site SEO

Audit

Technical Audit: Backlink Audit by Using **Moz Open Site Explorer** tool on Udacity.com

	Backlink	Domain Authority (DA)
1	https://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
2	https://www.cloudflare.com/es-es/case-studies/udacity/	98
3	https://aws.amazon.com/blogs/machine-learning/aws-machine-learning-scholarship-program-from-udacity-is-now-open-for-enrollment/	96

Link-Building - Using **SE Ranking** tool

	Site Name	Site URL	Organic Search Traffic
1	Entrepreneur	https://www.entrepreneur.com	7,4 M
2	Buffer	https://buffer.com	1,6 M
3	Marketing Land	https://www.highervisibility.com	100,4 K

Recommendations

Recommendation 1 - Make website mobile-friendly

The technical audit of https://www.udacity.com/ showed that the website is not mobile-optimized. The average load time on mobile is slow (3.3 sec). It got also below the average score (47/100) on the Google Page Speed report. Slow speed might eventually affect the ranking in Google Search and increase bounce rates.

One of the quickest improvements is to compress large images and reduce their file sizes. Compression basically makes your images smaller without degrading the quality. This reduces the amount of time it takes for your site to load. it also reduces the amount of time it takes for search engine bots. Other fixes - minify CSS and JavaScript, When you minify your website's CSS, HTML, and Javascript files, you can shave some valuable time off of your site's page load speed.

Recommendation 2 - Write blog posts that users looking for

Fresh content is the best way to literally get on top of your competitors on a search engine results page. By regularly creating blog posts that feature your keywords, search engines will prioritize your page, which directly impacts your website's traffic. While conducting an On-Site SEO audit, I identified keywords with the highest potential. Writing blog posts that incorporate these keywords would make a huge difference to how your overall website performs in the search engines.

Suggested blog topics:

- How to become a digital marketer.
- Top 10 digital marketing skills.
- Digital Marketing Career Path.

Recommendation 3 - Start a Link building campaign

link-building strategy is key to winning SEO campaigns.I have listed three of the most trafficked pages with good authority in Slide #16. We could reach out to them to link to the Udacity site through a blog post. This will Increased visibility and exposure, and also will get you an increase in web traffic, leads to higher site metrics, and faster Indexing.

Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Awareness Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Ad Group #1: Ads

Interest Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Interest Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics | Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Ad Group #1: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
Best website for learning +marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Coursera digita marketing	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing course Udacity	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Best website to learn +digital marketing for free	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing learn online	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing online training	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing for +beginners	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
How to +learn +marketing	Low search volume	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udemy +digital marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing classes	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Free +marketing courses	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing online course	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing course online free	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Marketing +online +tutorial	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udacity +Digital Marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing basics course online free	Low search volume	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing +tutorial basics	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD

Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD

Recommendations for future campaigns

I would focus more on high-performing ad groups (higher CTR and conversion), and optimize its maximum CPC bid value to increase its ad rank. I'll focus on the " Interest" ad group, this ad group has a higher conversion(132), and conversion rate(8.5%). Also, I need to add attractive headlines and descriptions.

I will make few changes to my list of keywords. When the campaign is running with a short keyword list and high CPC. Then I will pause the campaign and add more effective long-tail keywords with a low CPC.

Recommendations for future campaigns

Using the right keywords will drive highly targeted traffic – that will more than likely convert. "Exact match" keywords convert better than other types of keywords because the ads will only trigger when a user will search for the exact same keyword. Used "broad match" might ruin the ROI, and might end up wasting the budget on irrelevant clicks and traffic that doesn't convert. So I Recommend using more keywords with "exact match". In general, I will pause poor-performing keywords and ads. I would add more keywords and ads to my interest stage. I will also add a few more long-tail keywords with broad and specific keywords.

Recommendations for future campaigns

I will perform an A/B test for my text ads on two elements: Headline and description, which will help me devise better performing ads.

A landing page a powerful element and a major differentiator between a good and a bad AdWords campaign. The content should be relevant (this should match very closely with the ad's headline), clear, useful, and short to the audience. Also, should include call-to-action. So I will prefer to add images or videos to the landing page which will define what we are offering and decrease the landing page loading time.

Project 6
Evaluate a Display Campaign
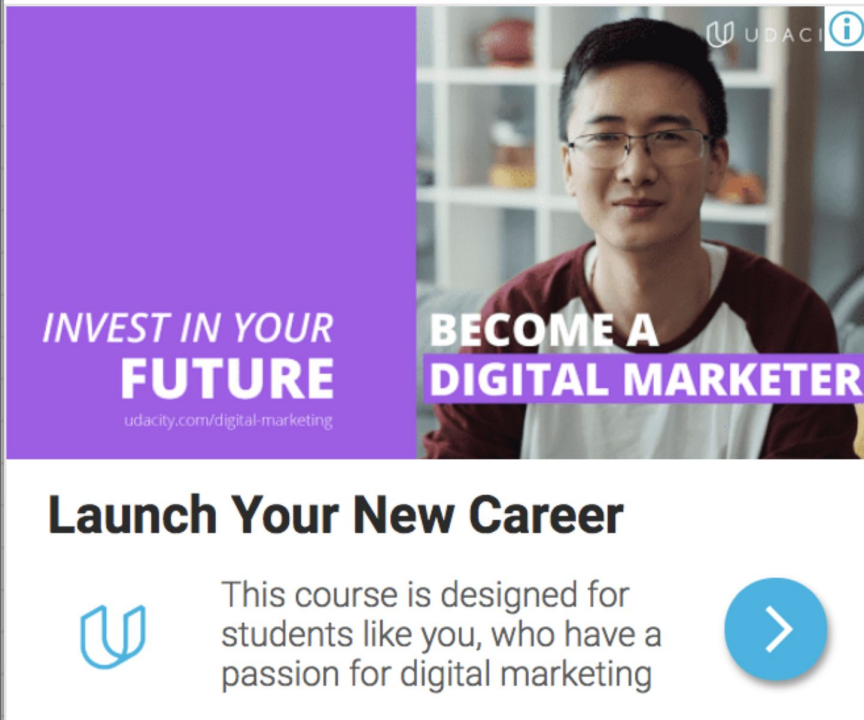
Display Image Campaign #1 : Overall Results

		Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
☐	●											
☐	⏸	Affinity Audience	Campaign ended	$3.00 (enhanced)	--	1,243	200,957	0.62%	$0.36	$448.95	Display	None

The overall results of the Display Image Campaign targeting the Affinity Audience.

The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

Results:

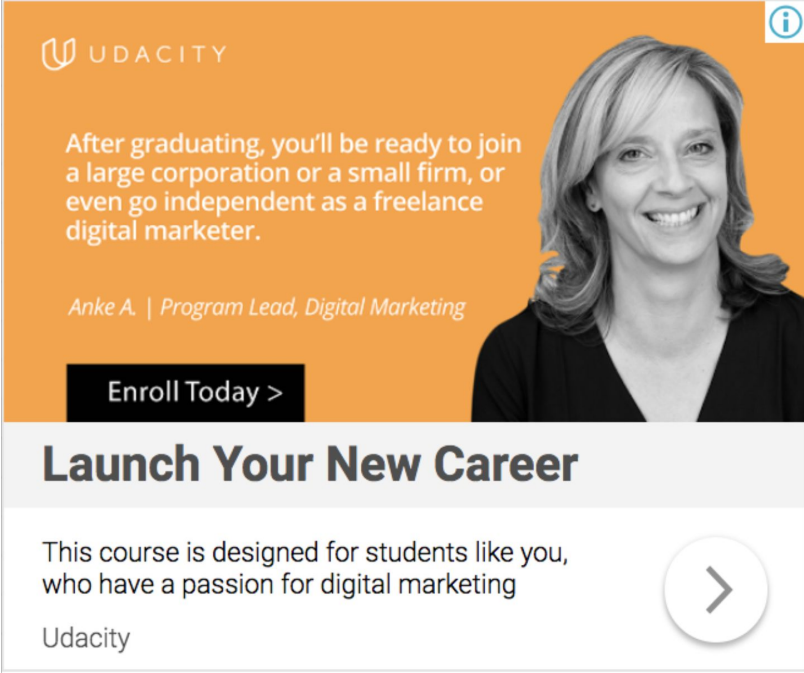| Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,597	0.62%	$0.36
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$448.95	**0.2%**	**2**	**$224.48**	**$149.04**

The campaign generated 1,243 clicks to the landing page, The ad was shown 200,597 times, this comes to a CTR of 0.62%. Of the 1,243 people who landed up on the homepage, and the total cost of the campaign was $ 448.95. Assuming a 0.2% conversion rate, we could find the total users who ultimately signed up was (2). As a result, CPA was $224.48. The overall **ROI is $149.04 (positive).**

Display Image Campaign #2 : Site Targeting

	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
⬤											
⏸	Site Targeting	Campaign ended	$5.00 (enhanced)	--	407	67,833	.6%	$0.57	$231.99	Display	None

The overall results of the Display Image Campaign targeting placements (site targeting).

This audience consists of the Digital Marketing partners' landing pages.

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Results:

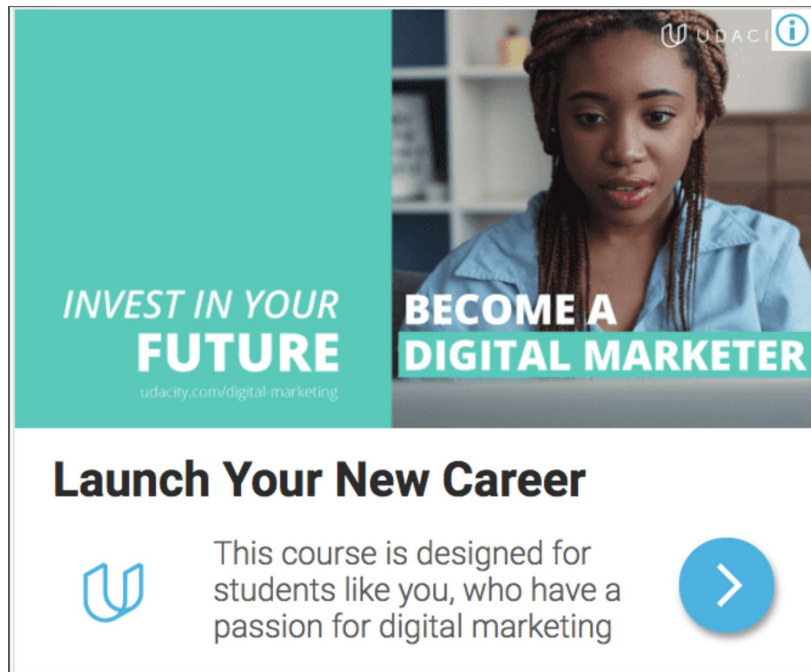| Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	0.6%	$0.57
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$231.99	**0.2%**	**1**	**$231.99**	**+67.01**

Here we can see the campaign has a **positive ROI of ($67.01)**. The campaign generated 407 users clicking on the ad to land up on the home page. The ad was shown 67,833 times, this comes to a Click Through Rate of 0.6%. Of the 407 people who landed up on the homepage. The total cost of the campaign was ($231.99) with a 0.2% conversion rate, we could find the total users who ultimately signed up was (1). As a result, the CPA was $231.99.

Display Image Campaign #3 : Overall Results

		Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
☐	⬤										
☐	⏸	Remarketing	Campaign ended	$3.00 (enhanced)	--	670	109,994	.61%	$0.35	$234.50	Display

The overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree program landing page.

Results:

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	$0.35

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$234.50	0.2%	1	$234.50	+64.5

Here campaign performed well, as received 670 clicks, The ad was shown 109,994 times. This comes to a good Click Through Rate of (61%) Of the 670 people who landed up on the homepage, and the campaign had a **positive ROI of $64.5**. The total cost of the campaign was $234.50. With a 0.2% conversion rate, we could find the total users who ultimately signed up was (1). As a result, the CPA was $234.50.

Recommendations for future campaigns

If I had an additional budget, I would focus only on the Ad groups that have high ROI. In this case, I will continue with Display campaign # 1, which targeted the 'Business Professionals Social Media Enthusiasts'. this ad had the best performance compared to the other ads, I would like to increase the number of the new student who will sign up in the DMND program. Also, I need to add attractive headlines and descriptions.

I would like to make some changes to the ' remarketing ' ad group to increase reach and recover bounced website visitors and turn them into customers, I would like to target every visitor that interacts with our website. Also, I will perform an A/B Testing for ad copies and landing pages to find the best formula.

Recommendations for future campaigns

I will perform an A/B test for my display ads on three elements: Headline, description, and image which will help me to take a proper decision that which campaign I have to use or campaign need some changes.

A landing page a powerful element and a major differentiator between a good and a bad Display campaign. The content should be relevant (this should match very closely with the ad's headline), clear, useful, and short to the audience. Also, should include call-to-action. So I will prefer to add images or videos to the landing page which will define what we are offering and decrease the landing page loading time.

Project 7
Market with Email
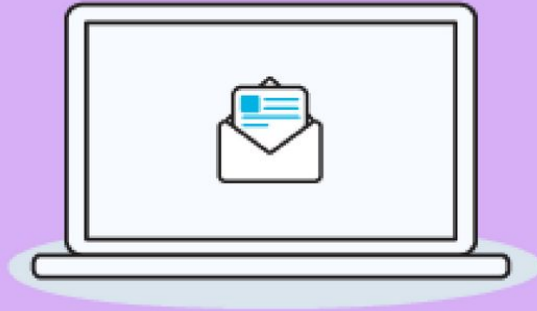
Marketing Objective & KPI

- **Marketing Objective** - The campaign's marketing objective is to convert at least 2000 leads to the landing page and enroll in the Digital Marketing Nanodegree (DMND), during 3 weeks starting from the 9th of April 2021 and achieve a 10% conversion rate.

- **KPI** - The number of conversions (leads) gathered.

Email Series - Titles

Email 3: Welcome to Udacity. We'll be in touch.

Email 1: Social Media Advertising Guide. Get your free copy of the guide today!

Email 2: Advance your career! Enroll in Digital Marketing Nanodegree to launch your new career.

Content Plan: Email 1	
General	**This email is the first contact with our audience includes a welcome message and thanking them for the subscription. Objective: Engagement and increase awareness about the product platform.**
Subject Line 1	**Welcome to Udacity**
Subject Line 2 (for A/B testing)	**Welcome! Start Your Journey with Udacity**
Preview Text	**We'll be in touch**
Body	**Thanks for signing up to keep in touch with Udacity. From now on, you'll get regular updates on the education, and skills relevant to digital marketing, eBooks, case studies you need.** **Advance your career, with our online courses and our special offers for you, to land the jobs you want.**
Outro CTA 1	**Learn More**
Outro CTA 2 (for A/B testing)	**Read More**

Content Plan: Email 2	
General	This is email created to encourage leads to download the " Social Media Advertising Guide "E-book. Objective: To participate and increase awareness about the product Platform.
Subject Line 1	Social Media Advertising Guide
Subject Line 2 (for A/B testing)	Your Ebook is ready for download
Preview Text	Get your free copy of the guide today!
Body	The Social Media Advertising Guide has everything you need to start succeeding with social ads! Enjoy a comprehensive overview of the leading social media advertising platforms including Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat. Check out Udacity Digital Marketing Nanodegree to understanding digital marketing and run real campaigns on Facebook, Google AdWords, and much more!
Outro CTA 1	Download Now
Outro CTA 2 (for A/B testing)	Download Free

Content Plan: Email 3	
General	**Information about the DMND program to those that download free Ebook.** **Objective: Encourage enrollment in DMND**
Subject Line 1	**Advance your career with DMND**
Subject Line 2 (for A/B testing)	**Transfer your career with DMND program from Udacity**
Preview Text	**Enroll in Digital Marketing Nanodegree to launch your new career.**
Body	**Check out Udacity Digital Marketing Nanodegree.** **DMND program summarizes the keys skills and includes all information needed to know to be an expert in digital marketing, like marketing fundamentals, content strategy, social media advertising, SEO, Email marketing, display ads, measure and optimize, etc,** **With real projects, running live campaigns and immersive content built in partnership with top-tier companies, Like, Google, Moz, Hubspot, and Facebook, etc.** **Estimated time - 3 month at 10 hours/week, with no experience required.**
Outro CTA 1	**Enroll Now**
Outro CTA 2 (for A/B testing)	**Register Now**

Calendar & Plan

	Week One					Week Two					Week Three				
M	**T**	**W**	**T**	**F**	**M**	**T**	**W**	**T**	**F**	**M**	**T**	**W**	**T**	**F**

Email 1

Email 2

Email 3

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Final Email
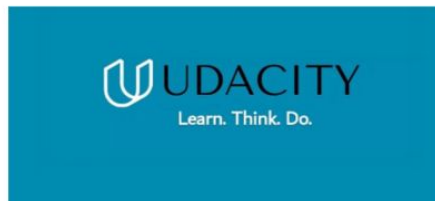
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Final Recommendations

what to do if someone on your list unsubscribes and why that is important?

I will send a kind message saying goodbye/we'll miss you/sorry to see ya go etc. I will ask them to Conduct exit surveys. On our unsubscribe page, I will include a form that allows unsubscribers to select the reason for their departure. If I see a common theme, I may want to address the issue. Because some unsubscribes are inevitable, negative feedback can also be a valuable learning experience. and I will never spam them to avoid violating the CAN-SPAM Act.

Final Recommendations

I will track the reach (for email #1 and #2), Clicks, Open rates, and the other metrics which will help me understand how the subscribers are engaging with the campaign. Also, I will focus on unsubscribing rate – to ensure there's nothing alarming there. To remove any invalid email ids I will track the bounces which will help me prune my subscriber list.

I will definitely continue with A/B testing for both email # 2, and email # 3, to ensure that my emails are performing at their best, and to increase the open and click-through rates of the emails.

On emails #2, and #3 I will refine the messaging, imagery, and CTA based on the findings from email #1.

For email 3, I will include a discount for enrolling to encourage subscribers, which would result in higher conversion.