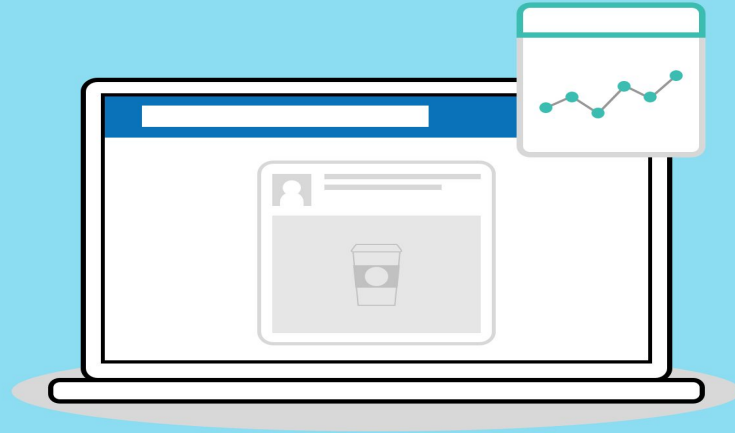# Project 3:
# Evaluate a Facebook Campaign

# Marketing Objective

The objective is 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.

# KPIs

The Number of E Book downloads.

# Target Persona

| Background and Demographics | Jessica | Needs |
|---|---|---|
| <ul><li>Age 27</li><li>Female</li><li>Graduated from university</li><li>Employed</li><li>Lives in a mid-size US city</li></ul> |  | <ul><li>Flexible study schedule</li><li>"Bite-size" chunks of learning</li></ul> |
| **Hobbies** | **Goals** | **Barriers** |
| <ul><li>Hiking</li><li>Photography</li><li>Walking her dog</li></ul> | <ul><li>Transition into a new career in digital marketing</li><li>Get a job with higher earning potential/path to advancement</li><li>Meet other marketers</li></ul> | <ul><li>Limited time for studying/learning new skills</li><li>Unsure how to break into a new industry</li></ul> |

# Landing Page

UDACITY

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An excerpt from the Udacity Digital Marketing Nanodegree Program

**DMND SOCIAL MEDIA ADVERTISING GUIDE**

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## Campaign Objective

Lead generation - To collect email addresses of potential students of the DMND program.

## Target Audience

- Demographics: Female and male, Ages: 20-30, language: English, Education level: a college degree.
- location: mid-size US city.
- Interest: digital marketing.

# Ads



**Ad 1**

**Ad 2**

**Ad 3**

# The formulas of the following KPIs:

**CPM =** (Amount spent * 100/ Impressions)

**Link Click-Through Rate =** (Clicks ÷ Impressions)

**Frequency =** (Impression ÷ Reach)

**CPLC (cost per link click)=** (Total cost ÷ Number of clicks)

**Click To Lead Rate =** (The number of a website's visitors who were converted into leads ÷ The total number of visitors)

**Cost per Results =** (Total cost / Number of results)

# Campaign Evaluation

# 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.

# Campaign Evaluation

The result of the whole campaign is successful with lead generate (66) which exceeded the objective of the ad set which is 50.  Since the objective is lead generation - to collect email addresses of potential students of the DMND program. The whole campaign generated 253 link clicks.

The Media guide book ad performed much better than the other ads. The Media guide book ad had a reach of about 7,717 whereas the (notebook & icons) ad, and ( person on a laptop) ad only reached 2913, & 2381 people. Well, comparing the result lead of the second ad was 43  which is much bigger than the others. While the second ad ended with cost $3.86 Per link click, the other ads ended with a higher cost per link click. The second ad has a frequency rate of 4.52 which is much better than the others, and the cost per result was $ 3.25.

# Optimize the campaign

The result of the campaign is successful with leads generated. For optimum performance for the campaign, the frequency should be between (1.8 - 4). The ad copy should be more attractive I think the performance could have been better with this amount of budget, by changing the target location to extend DMND product awareness to other regions. I prefer to narrow down the audience and target some new groups of people, adding new interests.

# Campaign Recommendations

Performance could have been better with focusing on ad number two, I think changing the target location is a good idea to extend the DMND product by targeting new regions and duplicating ad number two with little changes, like target audience, and maybe choosing slideshow format with music can be more attractive to the audience.

The ad copy used should have the same tone that used in other channels, respect the audience. I think the best way to see if display ad copy works and how can improve it in future campaigns is by testing the copy during the run of the campaign. keeping it short and sweet, respecting the consumer by communicating with them on the right level.

# Campaign Recommendations

Using the A/B test is important for every campaign because it's the best way to analyze the good or bad for the campaign. Setting up the A/B test by only change the headline of the ad with the same design and content, or keeping the content and design and making changes on the audience ( age, location, interest, and behaviors, etc).

I think it's more effective (in ROI) to duplicate the campaign and deploy additional capital rather than increasing ad spend on the existing campaign. Using a higher facebook ad bidding strategy will deliver better results than a lower bid strategy.

# Recommendations for Landing Page

Optimizing the landing page. Customer experience on the other side after click should be clear, and easy to use. Making the CTA ( call to action)  more attractive. like, download free, or join to download. Making the offer clear, simplify the landing page to get rid of visual clutter. Using A/B testing different headlines on the landing page and make the call-to-action buttons clear and simple.