Project 5: Run an AdWords Campaign (Part 1)

Campaign Overview

1. Approach Description

- The main motive of the campaign was to help udacity give students worldwide access to free education, In addition to flexing the marketing muscles, the free course I was given to advertise was Creating an Analytical dataset that udacity is offering for the students mainly focusing and running this campaign in the countries like new zealand and ireland. Keeping this in mind I started the campaign by creating campaign setting by targetting options, languages, default bid and budget. Next was the Ad group creation which was divided into two categories Awareness and interest. The ad groups was mainly concentrated on the students who are not aware of the course creating an analytical dataset that udacity is offering and looking for the best online programs and the students who are interested in the doing the data analytics course, and aware of the udacity's free course. The marketing objective of the course is conversions in which the campaign students has to sign up and start the free course. Based on these criterias the keywords are set accordingly which directly takes the students to the udacity's website. Next comes the ad copy for the ad which is more effective and attracts the students , thoughts on the ad copy were the students who are keen in building a career in data analytics and this free course helps them achieve their goals keeping all these criterias in mind ad copy was created this reaches maximum students.

2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?

Acquiring 100 individuals ina day to start the free course

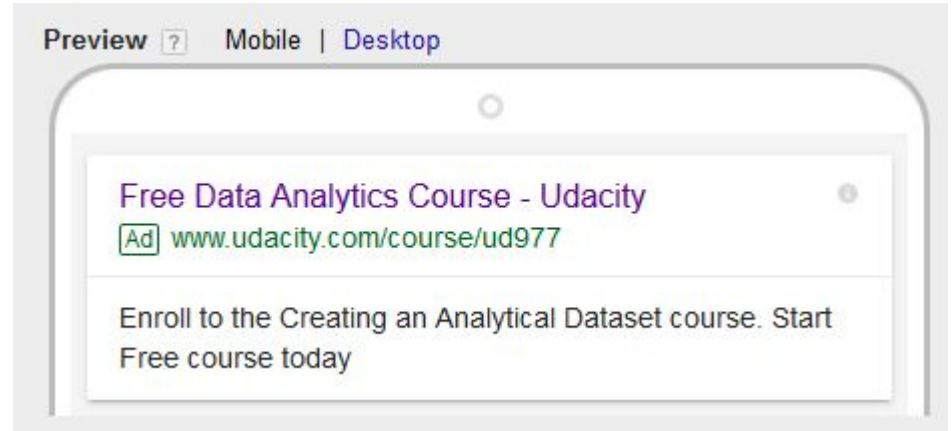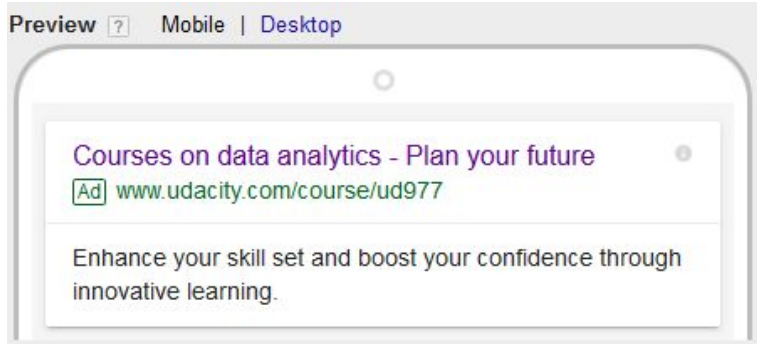2. What primary KPI are you going to track in your campaign?

Number of individuals starting the free Creating an Analytical Dataset course
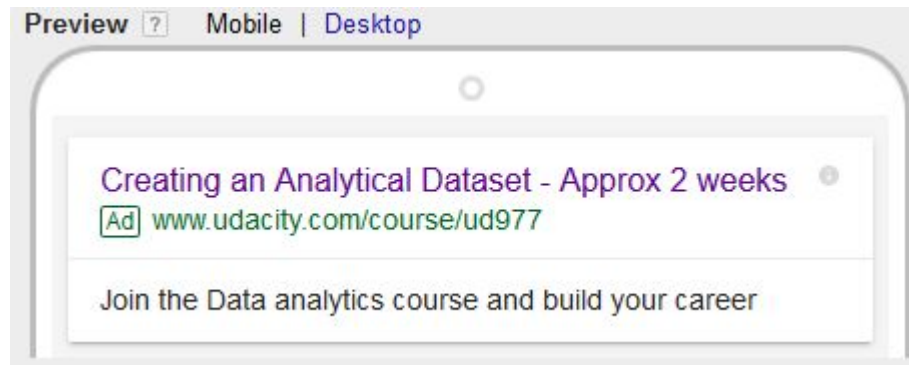
Ad Groups

Ads and Keywords

Ad Group #1 Awareness: Ads & Keyword Lists

Preview [?]   Mobile | Desktop

Courses on data analytics - Plan your future
[Ad] www.udacity.com/course/ud977

Enhance your skill set and boost your confidence through innovative learning.

Preview [?]   Mobile | Desktop

Free Data Analytics Course - Udacity
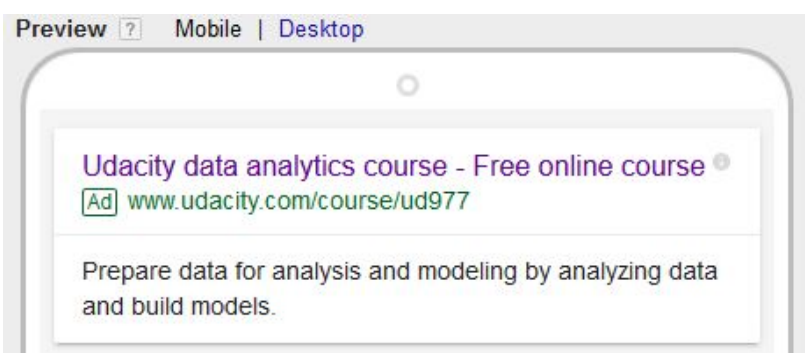[Ad] www.udacity.com/course/ud977

Enroll to the Creating an Analytical Dataset course. Start Free course today

Keyword List: Courses on data analytics, free online courses on data analytics, online data analytics courses, data analytics classes, data analytics courses, best data analytics course, free online course, online course, data analytics, top data analytics online course, best online course, best online courses on data analytics.

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Ad Group #2 Interest: Ads & Keyword List

Preview [?] Mobile | Desktop

Udacity data analytics course - Free online course
[Ad] www.udacity.com/course/ud977

Prepare data for analysis and modeling by analyzing data and build models.

Preview [?] Mobile | Desktop

Creating an Analytical Dataset - Approx 2 weeks
[Ad] www.udacity.com/course/ud977

Join the Data analytics course and build your career

Keyword List: data analysis courses, data analysis classes, statistical data analysis courses, courses in data analysis, courses on data analysis, data analysis online course, free data analysis online course, data analysis, udacity free course on data analysis, creating an analytical dataset, udacity,free online course, udacity data analytics course,

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Appendix

Screenshots for Reference

Review your campaign

Home   Campaigns   Opportunities   Reports   Tools

⚠ 42 campaigns ending soon | Add 705 keywords... View a

✓ Create ad groups ———— ✓ Create ads ———— ③ Review ad groups

analytics classes | +25 Additional keywords

Courses on data analytics - Plan✎
www.udacity.com/course/ud977
Enhance your skill set and boost
your confidence through
innovative learning.

‹ ›

1 of 2

Interest ✎
$3.00 Bid
data analysis courses | data analysis classes | statistical analysis courses | statistical analysis training courses | courses in data analysis | courses on data analysis | +13 Additional keywords

Udacity data analytics course - ☐✎
www.udacity.com/course/ud977
Prepare data for analysis and
modeling by analyzing data and
build models.

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1 of 2

Back   Save and finish   Finish and pause campaign

Campaign Summary

Customer ID: 873-789-3111
rakshitha.bhargav@g...

Tuesday, 6 June 2017   Monday, 12 June 2017

+ AD GROUP   Edit ▾   Details ▾   Bid strategy ▾   Automate ▾   Labels ▾

		Ad group ↑	Status [?]	Default Max CPC [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	All conv. [?]	View-through Conv. [?]
☐	●	Awareness	Campaign paused	US$3.00 (enhanced)	0	0	0.00%	US$0.00	US$0.00	0.0	0.00	US$0.00	0.00%	0.00	0
☐	●	Interest	Campaign paused	US$3.00 (enhanced)	0	0	0.00%	US$0.00	US$0.00	0.0	0.00	US$0.00	0.00%	0.00	0
		Total – all but removed ad groups			0	0	0.00%	US$0.00	US$0.00	0.0	0.00	US$0.00	0.00%	0.00	0
		Total - all ad groups			0	0	0.00%	US$0.00	US$0.00	0.0	0.00	US$0.00	0.00%	0.00	0

Show rows 50 ▾   1 - 2 of 2