PROJECT 4
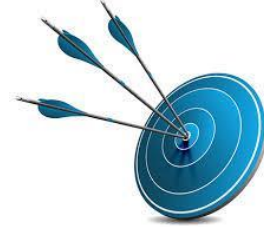
PART 2

RUN A FACEBOOK CAMPAIGN

CAMPAIGN APPROACH

I have chosen to work on Udacity's Digital Marketing Nanodegree Program (i.e DMND Program) for this Campaign
A Udacity Nanodegree program helps prepare learners for the new world of work, and many Udacity graduates go on to land their dream jobs with top companies around the world.

Campaign approach

Is to Target the Students which start with finding the right students who are interested in our DMND Program based on Demographics, Interest, and Location by providing them with a free copy of the eBook on their emails once we get their email address.

Demographic Factors (includes age, gender and language)

Age- I chose age limits from 20- 35 who are looking for a change in their career path or who want to upgrade their skills.

Gender- It is for everyone i.e there is no gender discrimination.

Language- All languages.

Interest factor- People interested in learning Digital Marketing.

Location- Preferred location is India.

Budget- For the Campaign is $100

Scheduled Campaign- For Three(3) Days.

For this we have our [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, content that you will see in the Social Advertising course.

TARGET PERSONA

Background and Demographics	Target Persona Name	Traits
• Gender- Female • Age-21 • Mass Communication Student • Hometown- Dehradun	SWATI	• Passionate • Optimistic • Sociable • Hardworking
Hobbies	**Goals**	**Barriers**
• Photography • Reading stuff related to Digital Marketing • Watching Movies	• Become an expert in Digital Marketing • Start my own Digital Marketing Firm • Financially Stable	• Network Barrier • Lack of Information • Lack of consistency

MARKETING OBJECTIVE

The Marketing Objective is to reach a maximum of 100 potential students and collect their email address to provide a free copy of an eBook where eBook has an overview of Digital Marketing Nanodegree Program content. Campaign budget is $100 and the campaign is scheduled for three days.

KEY PERFORMANCE INDICATOR

New students who have provided their email address and tends to enrol in the course.

More leads and conversions.

More engagement through email.

CAMPAIGN SUMMARY

TARGET AUDIENCE-

Demographics- Men and Women between 20-35 of age, Location- India, Interest- In Digital Marketing.

AD COPY-

Free Social Media Advertising Guide

Ad Creatives-
- In this 74 pages of eBook, you will learn all about Social Media Advertising.
- Free Social Media Advertising Guide.
- Become an expert in the field of Social Media Marketing.

AD IMAGES

KEY RESULTS

Campaign	Results	Reach	Cost	Amount Spent
Ad One	N/A	34192	N/A	$80.30
Ad Two	N/A	7064	N/A	$14.51
Ad Three	N/A	1912	N/A	$5.19
Overall	N/A	41808	N/A	$100.00

CAMPAIGN EVALUATION

The campaign was set for 3 days to attract maximum of 100 potential students and collect their email address and get engagement through email but this was not a successful campaign, though it reached 41,808 people but there was no conversion.

EVALUATION-
1)No conversion from any of the 3 ads so the ROI is negative.

2) ROI = $15* N/A /$100 = N/A

CAMPAIGN EVALUATION: RECOMMENDATIONS

If I had more budget i would add new target location i.e US and stop the non-performing ads and create new.

APPENDIX:

CAMPAIGN SCREENSHOTS FOR REFERENCE
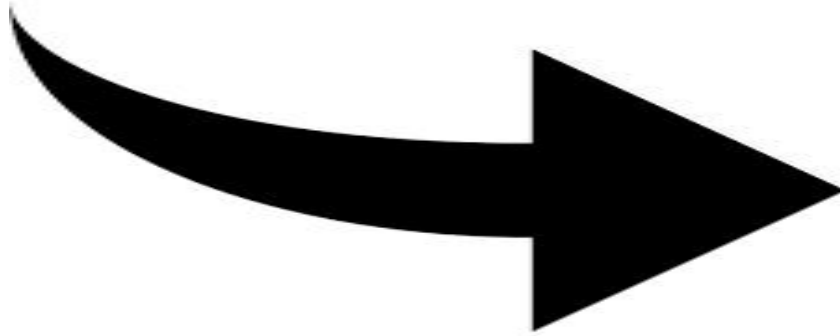
CAMPAIGN RESULTS: PERFORMANCE
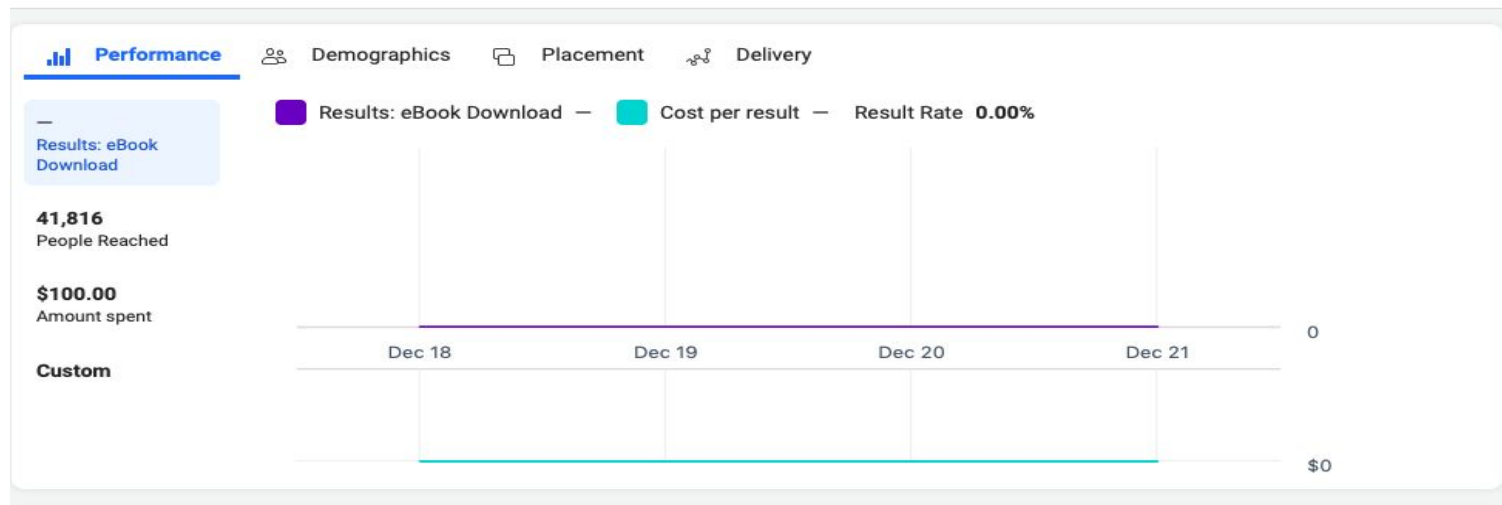
CAMPAIGN RESULTS: DEMOGRAPHICS
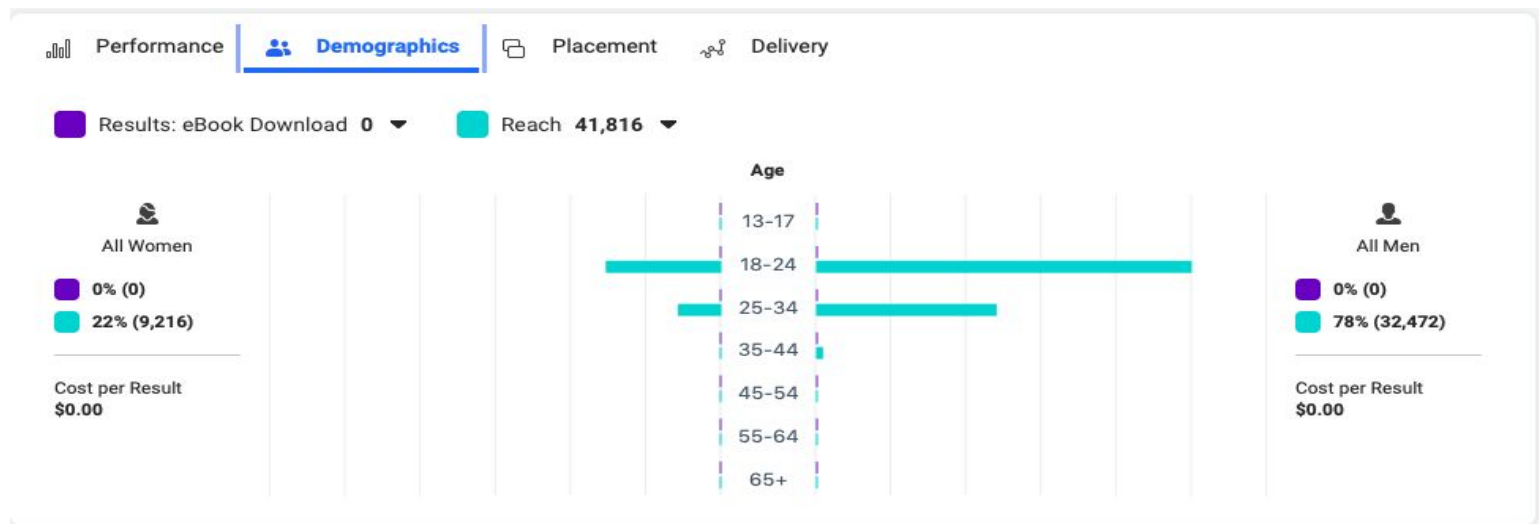
CAMPAIGN RESULTS: PLACEMENT
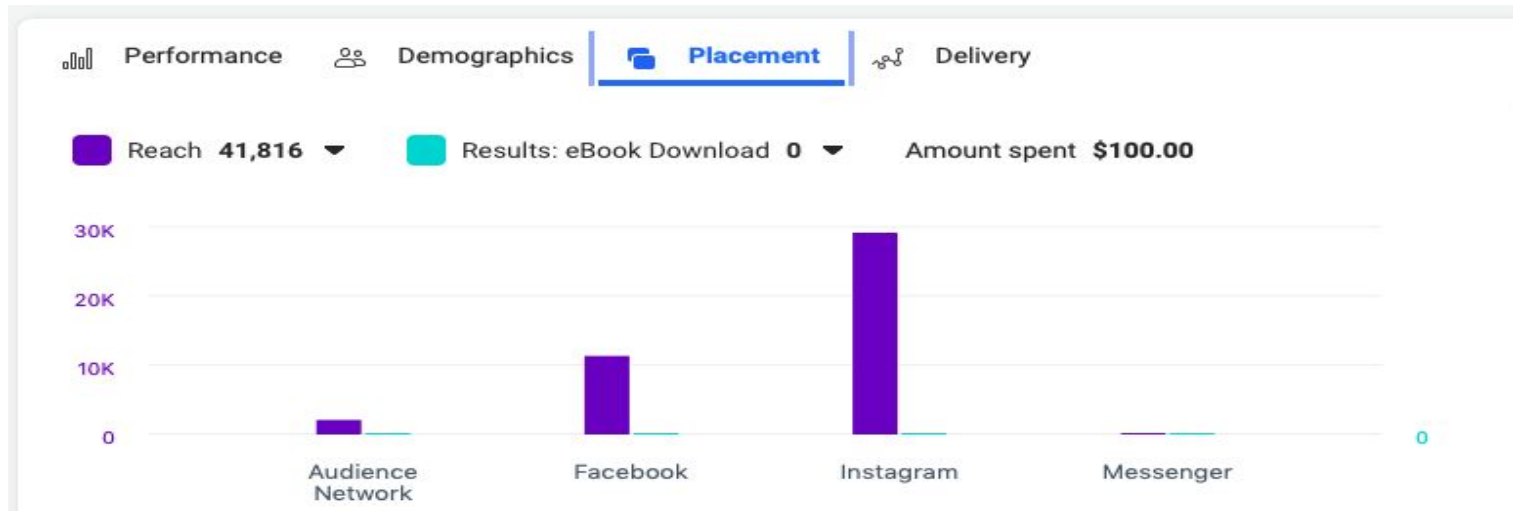
CAMPAIGN RESULTS: DELIVERY

AD SET DATA

		Ad name	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conv... rate r...
							Ad relevance ...	Ad relevance ...	Ad rele...
		Free eBook Ad 3	— eBook Download	1,912	2,268	— Per eBook Download	Above average	Below average Bottom 20% of ...	Belo... Botto...
		Free eBook Ad 2	— eBook Download	7,064	7,975	— Per eBook Download	Above average	Below average Bottom 10% of ...	Belo... Botto...
		Free eBook Ad 1	— eBook Download	34,192	41,244	— Per eBook Download	Above average	Below average Bottom 20% of ...	Belo... Botto...
		Results from 3 ads	— eBook Download	41,808 People	51,487 Total	— Per eBook Download			

Create Duplicate Edit Preview Rules View Setup Reports

		Ad name	Conversion rate ranking and relevance ...	Amount spent	Ends	Link clicks	Website purchases	On-Facebook purchases
☐	◯	Free eBook Ad 3	Below average Bottom 10% of ...	$5.19	21 Dec 2020	42	—	
☐	◯	Free eBook Ad 2	Below average Bottom 10% of ...	$14.51	21 Dec 2020	91	—	
☐	◯	Free eBook Ad 1	Below average Bottom 10% of ...	$80.30	21 Dec 2020	358	—	
		> **Results from 3 ads** ⓘ		**$100.00** Total Spent		**491** Total	— Total	

Create · Duplicate · Edit · Preview · Rules

View Setup · Reports