



# PROJECT 3

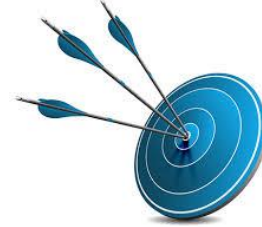
## PART 1

### CREATE 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 Five(5) 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
<ul style="list-style-type: none"><li>• Gender- Female</li><li>• Age-21</li><li>• Mass Communication Student</li><li>• Hometown- Dehradun</li></ul>	 <p>SWATI</p>	<ul style="list-style-type: none"><li>• Passionate</li><li>• Optimistic</li><li>• Sociable</li><li>• Hardworking</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Photography</li><li>• Reading stuff related to Digital Marketing</li><li>• Watching Movies</li></ul>	<ul style="list-style-type: none"><li>• Become an expert in Digital Marketing</li><li>• Start my own Digital Marketing Firm</li><li>• Financially Stable</li></ul>	<ul style="list-style-type: none"><li>• Network Barrier</li><li>• Lack of Information</li><li>• Lack of consistency</li></ul>





## 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 five days.

# KEY PERFORMANCE INDICATOR

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

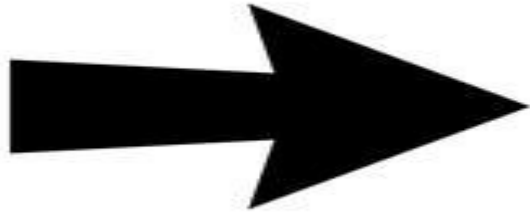
More leads and conversions

More engagement through email





# CAMPAIGN SCREENSHOTS





# Campaign Details:

**Campaign name**

SakAroDec-20  
ID: 23846759731270312

**Special ad categories**

No category selected

**Buying type**

Auction

**Objective**

Conversions

**Campaign budget**

Lifetime budget \$100.00

**Campaign bid strategy**

Lowest cost

**Ad scheduling**

Run ads all the time



# Ad set:

(Campaign is already started  
so i can't change the date)

**Ad set name**

India 20-35 DMND  
ID: 23846759731570312

**Destination**

Website

**Start date**

Friday, 18 December 2020 at 09:00  
Pacific Time

**End date**

Wednesday, 23 December 2020 at 09:00  
Pacific Time

**Locations included**

IN

**Age**

20 - 35

**Gender**

All

**Targeting expansion**

Yes

**Placements**

Automatic placements

**Optimisation goal**

Conversions

**Bid strategy**

Lowest cost

**When you are charged**

Impression

**Delivery type**

Standard

# Ad Image Sample:

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