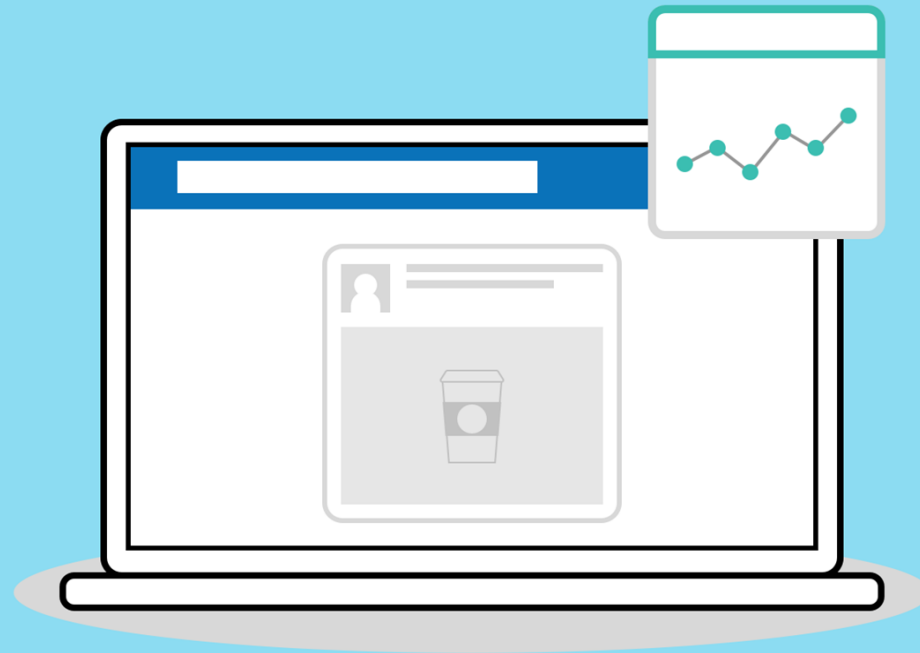


# Project 3:

## Evaluate a Facebook Campaign





# Marketing Challenge #1:

## Digital Marketing Nanodegree Program

Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might be interested in taking this course. In order to do this, we have created a [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, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$25 per collected email address.



The screenshot shows a web browser window displaying the Udacity landing page. The page has a clean, modern design with a white background. At the top, the Udacity logo is visible. Below it, the title "Free Social Media Advertising Guide" is prominently displayed, followed by a subtitle "An excerpt from the Udacity Digital Marketing Nanodegree Program". On the left side, there is a purple eBook cover titled "SOCIAL MEDIA ADVERTISING GUIDE". To the right of the cover, the text "Get your free copy of the eBook today!" is followed by three bullet points with green checkmarks: "A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat", "Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads", and "Everything you need to get started!". Below these points is a white input field labeled "Email" and a blue button labeled "DOWNLOAD EBOOK". At the bottom, there is a small disclaimer: "By submitting your email, you agree to receive emails from Udacity, Inc. and can unsubscribe at any time. Please find our Privacy Policy here."

# Landing Page



## Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program



Get your free copy of the eBook today!

- ✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- ✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- ✓ Everything you need to get started!

SUBMIT




By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time.  
Please find our [Privacy Policy](#) here.

# Marketing Objective & KPIs

**Marketing Objective:** 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

**KPI:** Number of eBook downloads

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><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>	<p>Jessica</p> 	<ul style="list-style-type: none"><li>● Flexible study schedule</li><li>● “Bite-size” chunks of learning</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>● Hiking</li><li>● Photography</li><li>● Walking her dog</li></ul>	<ul style="list-style-type: none"><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 style="list-style-type: none"><li>● Limited time for studying/learning new skills</li><li>● Unsure how to break into a new industry</li></ul>

# Ad Set

The following three ads are the Ad Set we have designed to target that persona on the previous slide.

# Ad One



**Digital Marketing by Udacity**

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



**Free eBook: Social Media Advertising**

[digitalmarketing.udacity.com](http://digitalmarketing.udacity.com)

Download



# Ad Two



**Digital Marketing by Udacity**

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!





**Free eBook: Social Media Advertising**

[digitalmarketing.udacity.com](https://digitalmarketing.udacity.com)

**Download**

# Ad Three

**Digital Marketing by Udacity**

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



**Free eBook: Social Media Advertising**

[digitalmarketing.udacity.com](https://digitalmarketing.udacity.com)

[Download](#)



# Campaign Evaluation

1. Evaluate the success of the campaign, given its marketing objective. Feel free to use bullet points, and add as many slides as you need.

Well the campaign succeeded excellently since it exceeded its objective which was 50 leads, while it brought 76 leads through the three Ads.

A. Briefly describe the targeting of the ad set (demographics, location, interest, behavior etc.)

-Demographics: Gender: Female – Age: twenties – Education: University graduate -Location: Mid-Size US City

-Interest: Digital Marketing and Social Media

-Behavior: Enrolling in Professional Courses – Free Courses – Acquiring certificates

# Campaign Evaluation

A. Provide the correct formulas for the following KPIs:

1. CPM (Cost per 1,000 Impressions)

$$\text{CPM} = (\text{amount spent/impressions}) * 1000$$

-Ad one: 18.11\$

-Ad two: 16.23\$

-Ad three: 15.74\$

i. Link Click-Through Rate

2. CTR

$$\text{CTR} = (\text{Clicks/Impressions}) * 100$$

-Ad one: 0.37%

-Ad two: 0.42%

-Ad three: .0.48%

# Campaign Evaluation

i. CPLC (cost per link click)

$$\text{CPLC} = (\text{Amount Spent} / \text{Total Number Of Clicks})$$

-Ad one: 4.85\$

-Ad two: 3.86\$

-Ad three: 3.26\$

i. Click To Lead Rate

$$\text{Click T Lead Rate} = (\text{Total Number Of Leads} / \text{Total Number Of Clicks}) * 100$$

-Ad one: 24%

-Ad two: 29%

-Ad three: 19%

# Campaign Evaluation

## i. Cost per Results

Cost Per Results = (Amount Spent/Number Of Leads Generated From The Ad)

-Ad one: 20.20\$

-Ad two: 13.25\$

-Ad three: 17.17\$

# Campaign Evaluation

- A. Based on the “Key Results” table, identify which ad performed best, and explain why you think this was the case.
- Ad two (Media Guide Book) performed Best, had the highest reach , clicks and results with the least cost, I think because the difference here was that the image sais it all, and excellently represents what the Ad wants to showcase so it took people’s attention, this is explained in the Ad’s statistics below:
    - Amount Spent: 566.09\$ : This might be the highest amount spent among the three ads but it got the best results.
    - CPM(Cost Per 1000 Impressions): 16.23\$ , so it’s average, not the highest and not the lowest, which is very good.
    - Impressions: it got the highest number of impressions, 34,879 , which explains why it has the highest cost.
    - Reach: it had the highest reach too among the three ads, 7,717



# Campaign Evaluation

- CPLC (Cost Per Link Click): 3.86\$, average between the three ads, so reasonable for having the highest clicks number.
- Link Clicks: 146, the highest.
- Cost Per Results: 13.25, the lowest among them all.
- Results (Leads): 43, it got the highest number of leads among the three ads.
- The A/D tested in the three Ad sets campaign was the image, as the three ads has the same Headline and Ad copy, so the image in this case made the difference, as it was expressive, best represents the product and reaches directly the desired audience, the image quality is very good and even the little details in it are clear.

# Campaign Evaluation

A. How would you optimize the campaign, and explain why do you think so?

-Well I'd modify the target persona to broaden it , maybe by making it to both genders males and females , and as for education I won't limit it to graduate but I'll include university students too, and also will make the location as broader as it can be, I would do some changes too to the Ad copy maybe by adding a sense of Urgency to it in order to attract more people, and will do a bit of modification to the landing page and make it a bit catchy by adding some bright colors or cheerful background to it.

# Campaign Evaluation

A. Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective.

-Well I think overall the campaign performed very well, as it exceeded the objective that was initially set , within the budget and the time frame, and it gave us an idea on which Ad performed best to repeat it later on work on weaknesses in the other two Ads.

This can be shown by numbers in the next Statistics:

a-CPA:

-Ad one: 20.20\$

-Ad two: 13.25\$

-Ad Three: 17.17\$

So , if we compare the CPA of the three Ad sets to the conversion value which is 25\$ per collected E-mail address, we find that the three Ad sets and the campaign is a big success.

# Campaign Evaluation

B-Results (Leads):

-Ad One: 13

-Ad two: 43

-Ad three: 10

- So the total number of results of the three Ad sets is 66, which exceeds the Marketing Objective by 16, so another big success.
- -So, we did achieve the marketing objective, and exceeded it too.
- ROI is Positive.
- We consider the campaign a success.

# Campaign Recommendations

**Imagine you are tasked with running an improved version of this campaign, with the same marketing objective and KPIs. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?**

- Feel free to use bullet points for your analysis and add as many slides as you need
- The following prompts can help you structure your answer, but feel free to think beyond these as well:
  - Would you focus on certain ad groups or ads? If so, which ones and why?
  - Would you change any of the existing ad copy or add any new ones? What would you add or change and why?
  - What iteration would you make to the A/B test?
  - Would you make changes to the landing page, and if so, what kind of changes and why?
  - How would you optimize the campaign, and explain why do you think so?

# Campaign Recommendations

1. I'd focus on Ad two (Media Guide Book) and repeat it, because it had the best results among all the three Ad sets in the campaign, and see where the weaknesses are in the other two Ads and modify them to get the best results possible out of them.
2. I'd do some changes to the Ad copy, like adding a sense of urgency to urge people and get them attracted.
  - Example for the modified Ad Copy:
    - Get Digital With Udacity Course – Free For A Limited Time
3. The next A/B testing would be changing the Target persona to make both genders males and females, the age would be more flexible like twenties to forties, and education won't be limited to graduates but will include University students too, also location would be on wider scale.

# Campaign Recommendations

- 4. Also I'd do some changes to the landing page to make it more catchy to the eye by making it a little bit pleasant to the eye and colorful by adding some bright colors especially around the E-book to make it appear more clearly, and add a background not leave it plain like the way it is right now, so that people don't get bored with it easily and leave the page.
- ❑ but before that I'll change the CTA to make it: ((download)) instead of ((submit)), I think download will resonate more with people and have their minds get ahead of the idea of just submitting their E-mails which may sound to some as if they're being used, to the act of downloading the E-book which is something beneficial and for their interest, which gives udacity more credibility and in turn would gain them much more clients .
- ❑ While I'm going to leave the E-Book image as it is because it's really well representing the product , not to mention that this image was the decisive factor which made Ad number two the most successful Ad among the three Ad sets and resulted in the best statistics.