Create a Facebook Campaign
"Udacity Enterprise"

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Campaign Approach

I want to bring more leads to the landing page of the Udacity training program by considering the Target persona of my potential customers. My potential customers are the owners of small businesses so-called "Startup" and they want to grow their businesses and increase the customer base by learning the new methods/skills of an effective Marketing so I want basically to build up a campaign to target them specifically on Facebook and Instagram throughout their location, interests, and language.

My typical potential customer has an Age-rang between 18-25 Years, live in the united states, Co-founder of their own Business or have a main marketing roll in a company and his Interests are mainly focused on learning the latest skills of Marketing to increase the customer base of their Companies and build a workforce with a new Digital Marketing skills .

Marketing Objective

Acquire new 30 Companies for Enterprise's DMND corporate Training Program during the campaign from 28.02.2019 until 03.03.2019.

The primary KPI

The numbers of new assigned companies for the DMND training Program from this Campaign.

Target Persona

Backgrounds and Demographics	Target Persona Name	Needs
- Age-range(18-25) years old / single - Annual income less than 25000$ - College Degree in information technology - Co-founder of high-tech/recruitment Startup - Visionary person - Lives in the US	CEO IT-Visionary man 	- Scaling the Business - Finding and identifying the right customers to his business - Insights from the industry experts
Hobbies	**Goals**	**Barriers**
- Traveling - Listening to music while he works - Reading books about the successful peoples in Business	- Build and scale up his Startup - Be in the Mainstream - Building a brand - Health - Improve her technological skills and knowledge - Build her own successful company	- Fear of failing - Lack of " the new skills" in DM or Data Science - The need for more financial income

Campaign § Ad Set:

Review Before Confirming ✕
You can review what you've confirmed later in Ads Manager.

DRAFT CAMPAIGN

Campaign Name   WaeAbuJan-19

Campaign Objective   Conversions

Create New Ad Set ▼

Ad Set Name   US,18-25, Marketing,Business owner,Visionary

Targeting   Location: United States
More ▼

Ad Placement   Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Facebook Suggested Videos, Facebook Marketplace, Facebook Stories, Instagram Feed, Instagram Stories, Audience Network Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos, Messenger Inbox and Messenger Stories

Budget & Schedule $100.00 Lifetime | Feb 28, 2019 - Mar 7, 2019

Optimize For   Conversions

Bid   Automatic

Pay For   Impression

Locations ⓘ   Everyone in this location ▼

United States

📍 United States

📍 Include ▼ | Type to add more locations | Browse

📍 Drop Pin

Add Locations in Bulk

Age ⓘ   18 ▼ - 25 ▼

Gender ⓘ   All   Men   Women

Languages ⓘ   English (US) ✕
English (UK) ✕
Enter a language

The location will be the United States(everyone in this location)
I have also changed the period of my campaign (it will be from 28.02 until 03.03.2019)

Budget & Schedule

Lifetime Budget $100.00
$100.00 USD

Graph not available ⓘ

Start Date   📅 Feb 28, 2019   🕐 4:00AM
Pacific Time

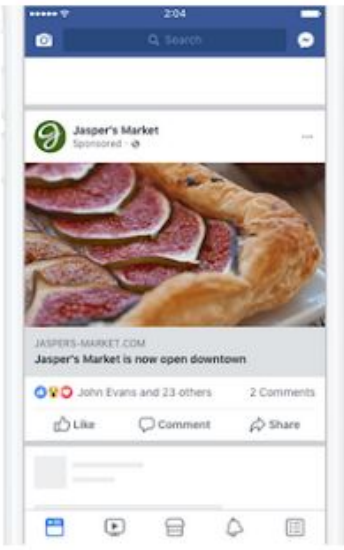End Date   📅 Mar 3, 2019   🕐 5:00AM
Pacific Time

Ad Scheduling ⓘ   ● Run ads all the time
○ Run ads on a schedule

- I have also changed the Ad placement and I consider how my Ad will appear on my customer screen (desktop, Mobile) as the picture below:

Ad Summary

Create New Ad ▼

Ad Name	Udacity Enterprise - Image #
Headline	Learn the latest marketing skills from the experts
Text	Do you want to bring more potential customers to your business? Easy! just join Udacity Corporate Training Program and learn the latest Marketing skills from the industry experts
Images	Each image will create a different ad.

Close   Confirm

Ad Images:

Image #1

Digital Marketing by Udacity
Sponsored · ⦿

Do you want to bring more potential customers to your business? Easy! just join Udacity Corporate Training Program and learn the latest Marketing skills from the industry experts

DMND.UDACITY.COM
Learn the latest marketing skills from the experts

Learn More

👍 Like   💬 Comment   ➤ Share

Image#2

Image#3

Ad Copy and Ad Creatives (After A/B Testing)

Image#1

Image#2

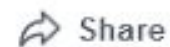**Digital Marketing by Udacity**
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Do you want to bring more potential customers to your business?
Easy! just join Udacity Corporate Training Program and learn the latest Marketing skills from the industry experts

DMND.UDACITY.COM
Learn the latest marketing skills from the experts

[LEARN MORE]

👍 Like   💬 Comment   ↗ Share

Image#3

Digital Marketing by Udacity
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DMND.UDACITY.COM
Learn the latest marketing skills from the experts

Learn More

👍 Like   💬 Comment   ➦ Share

I changed 2 Ad creatives of the 3 Ad creatives after 1 day of my campaign because
I have noticed that the Ad that shows more teamwork got more attention and it's indeed better
for my approach and for better performance. The training program of Udacity is more into
training more than one for the same company. So after considering that I did change them and I
got some really awesome results.

Key results

Campaign	Results	Reach	Cost per new lead	Amount spent
Ad one	5	1763	1.70$	8.51$
Ad two	16	3063	1.07$	17.14$
Ad three	54	12172	1.37$	74.18$
Overall	75 new leads	16811 new people	1.33$ per new lead	99.83$

Campaign evaluation

Ad#3 was the best Ad that I created. The Ad-creative I think was good enough to show the customer how it looks like to get trained by the Udacity team. It shows the customer how fun is it to take this program.

The Ad-Copy I think was compelling. I simulated the needs or the problem that my customers may have and I give them the possible solution to this problem.

The Problem: how to get more potential customers to their Businesses

The Solution: The Training Program for Udacity and learning the latest new skills in digital marketing.

I get pretty good results. My Marketing Objective and The primary KPI was to have 30 new leads during the campaign from 28.02.2019 until 03.03.2019 and what I got was 75 new leads and it sounds like that I got more than I expected.

My Campaign ROI

My ad campaign costing $100 that nets (150*75)= $11250 in sales would be calculated by subtracting $100 from $11,250 for a total of $11,150. This is how much more than the investment that I generated. Divide this number by my initial investment, in this case, $100, for an answer of 111,5. This means I generated **111,5 times** the amount I invested in the campaign so that means that my campaign ROI is positive.

Campaign evaluation(recommendation)

If I had an additional budget I would actually improve my Ad-Creative and my Ad-Copy choices to be more compelling. I will consider The Ad-Placement to be present more on Instagram than Facebook.

I would like to create a campaign on LinkedIn. I think it makes more sense to target them on LinkedIn due to my b2b Business.