Create an AdWords Campaign
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Approach Description

I want to bring leads to one of Udacity's free courses. My assigned Free course will be " Intro to Artificial Intelligence". And I will create an AdWords campaign for this course in India with a Campaign Budget of $50 and a daily Budget of $10. I will create 2 AdWords Group that describes two stages of my customers (Awareness and Interest). To build up an effective campaign I'll try to know what my customers will search on the google search engine to fulfill their needs. With the help of understanding the content of the landing page and some of Keyword's tools such as Moz, semrush and Google Keyword Planner I will get some sense of what kind of words or expressions my customers use to reach their goals or to get what they need. My Keywords will be a mixture of brand, generic, related and Competitor Terms and each stage of my customer's journey will have different keywords from another. Every Ad Group has 2 Ads. I will make sure to write an Ad-Copy that describe the content of my landing page, the appropriate language my customer speak and also the right keywords to that content.

Marketing Objective

Get leads to the "Intro to Artificial Intelligence" free course in India by creating an AdWords Campaign from 12.05.2019 until 17.05.2019.
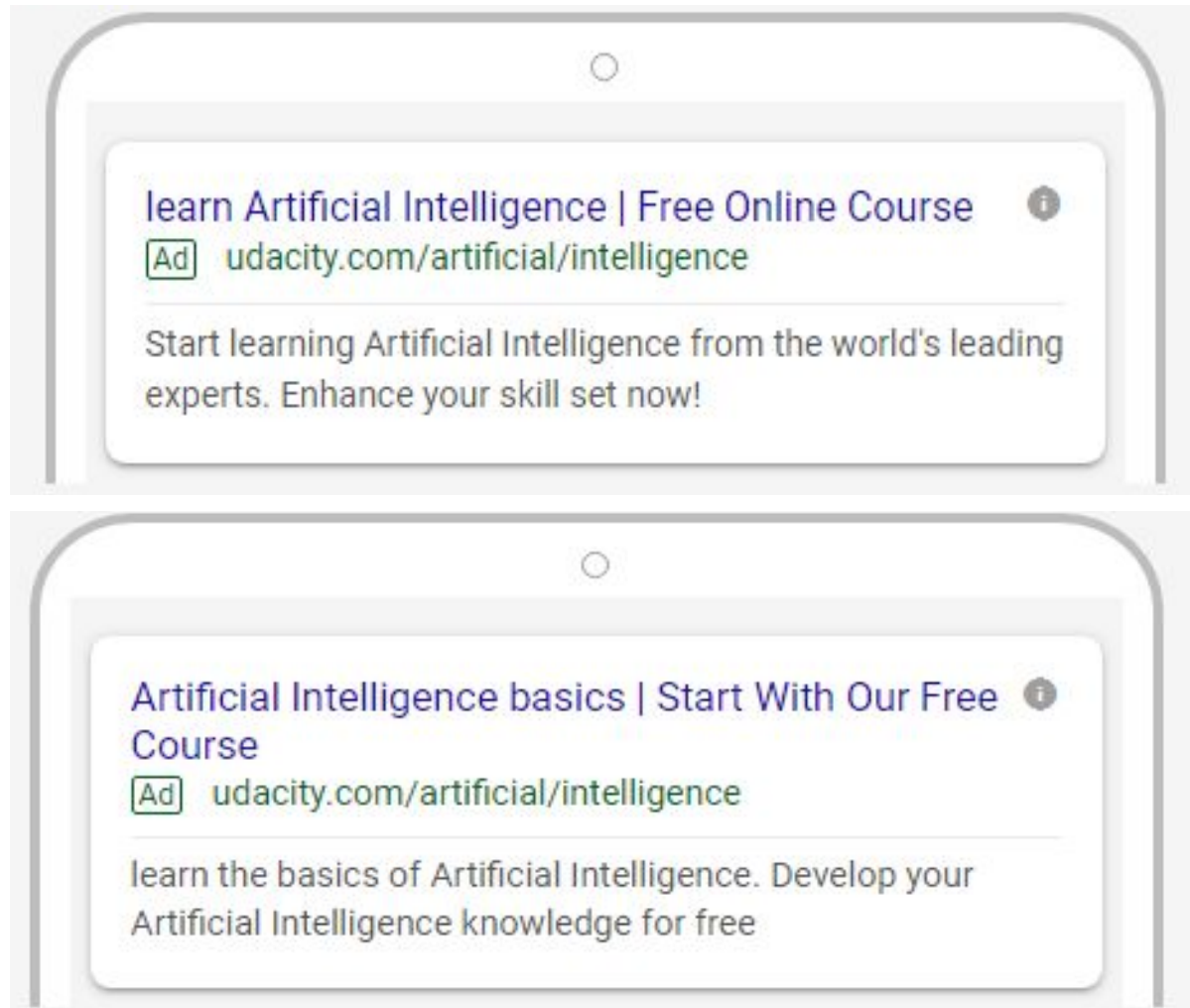
The primary KPI

The numbers of newly assigned lead for this course from India by the end of this Campaign.

Ads & Keyword Lists
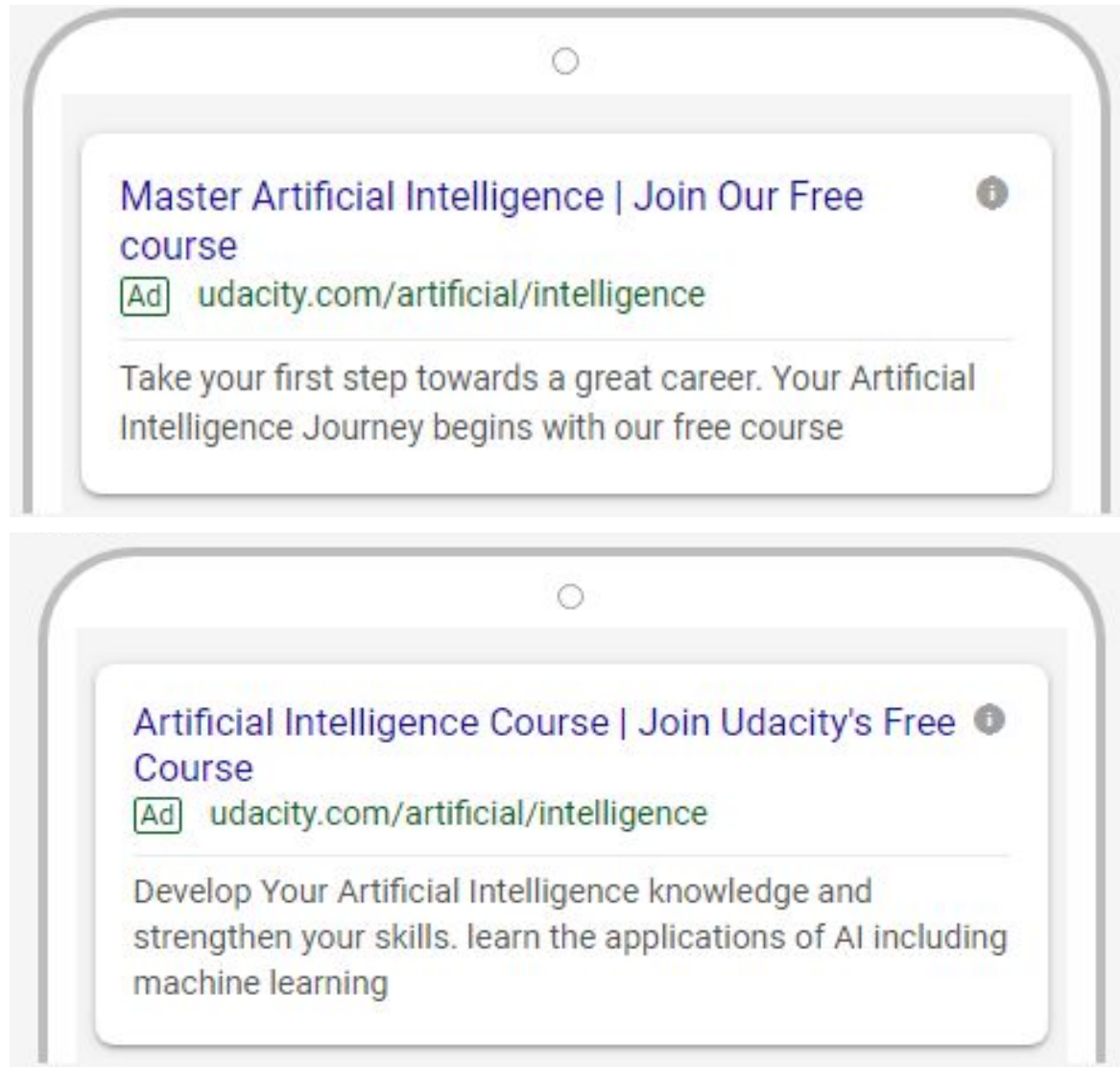
Ad Group #1(Awareness Stage) :

Ads:

learn Artificial Intelligence | Free Online Course
Ad udacity.com/artificial/intelligence

Start learning Artificial Intelligence from the world's leading experts. Enhance your skill set now!

Artificial Intelligence basics | Start With Our Free Course
Ad udacity.com/artificial/intelligence

learn the basics of Artificial Intelligence. Develop your Artificial Intelligence knowledge for free

Keyword Lists for the #1 Ads:

artificial intelligence free course
artificial intelligence online courses
online course artificial intelligence
artificial intelligence online degree
artificial intelligence online class
learn artificial intelligence online
artificial intelligence online training
artificial intelligence course online free
ai class
study artificial intelligence online
free artificial intelligence course
free ai course
artificial intelligence basics
ai lessons
simple ai projects
Udacity AI online Courses
Udacity Artificial Intelligence
Udacity AI online Course
learn the basics of modern AI
Fundamentals of AI
Introduction to Artificial Intelligence
artificial intelligence

Ad Group #2 (Interest Stage) :

Ads :

Master Artificial Intelligence | Join Our Free course

Ad   udacity.com/artificial/intelligence

Take your first step towards a great career. Your Artificial Intelligence Journey begins with our free course

Artificial Intelligence Course | Join Udacity's Free Course

Ad   udacity.com/artificial/intelligence

Develop Your Artificial Intelligence knowledge and strengthen your skills. learn the applications of AI including machine learning

Keyword Lists for the #2 Ads:

Applications of AI
Artificial Intelligence taught by Industry Pros
Udacity Artificial Intelligence free course
Udacity AI online Course
Udacity AI online Courses
Machine learning
Bayes networks
robot motion planning
stanford artificial intelligence online course
artificial intelligence coursera
artificial intelligence udemy
sebastian thrun artificial intelligence
artificial intelligence online course mit
stanford introduction to artificial intelligence
sebastian thrun class
stanford ai course
stanford university ai
stanford university open course artificial intelligence
stanford university artificial intelligence free course
stanford ai class youtube

Appendix (Screenshots for Reference)

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv	CR	Cost per Conv.	Cost
Ad group (Awareness)	$3.00 (enhanced)	557	25	4.49 %	$1.19	3.00	12.00%	$9.92	$29.76
Ad group (Interest)	$3.00 (enhanced)	1,145	20	1.75 %	$1.41	2.00	10.00%	$14.08	$28.16
Total	-	1,702	45	2.64 %	$1.29	5.00	11.11%	$11.58	$57.92

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad group (Interest) Ad 1	10	1.80%	$1.47	0.00	0.00%	$0.00
Ad group (Interest) Ad 2	10	1.69%	$1.35	2.00	20.00%	$6.74
Ad group (Awareness) Ad 1	19	4.80%	$1.09	3.00	15.79%	$6.90
Ad group (Awareness) Ad 2	6	3.73%	$1.51	0.00	0.00%	$0.00

Key Campaign Results (Keywords)

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
artificial intelligence	14	3.99%	$1.48	2.00	14.29%	$10.38
Robotics	9	1.01%	$0.72	1.00	11.11%	$6.46
Machine learning	5	4.17%	$2.60	1.00	20.00%	$13.02
what is artificial technology	4	28.57%	$0.90	1.00	25.00%	$3.61

Campaign Evaluation

I assumed that I can pay a maximum of $15 per lead while maintaining a positive ROI and I expected an ad-to-lead conversion rate of about 10%.

As you can see from the tables above, my campaign generated a total of 5 leads at a cost of $11.58 each. Since my Cost per Lead of $11.58 is less than $15, my campaign has a positive ROI.

Another Suggestion: (but I'm not sure about it, it can be an assumption):
The course "Intro to artificial intelligence" is a free course but I think the one that will enroll in this course after finishing it. He will be also surely interested in getting the Nanodegree of "Artificial Intelligence for Trading"
And this will mean that one lead can bring to Udacity more than the assumed $15 because this course is not for free.

I received 5 conversions out of 45 clicks that my ads have received. 5 divided by 45 leads to a conversion rate of 11.11%. It's about 1 in 10 people who visited this landing page gave us their email address. This is close to what I had expected (10%).

I received a total of 45 clicks out of a total of 1,702 impressions. 45 divided by 1,702 is 2.64%, which is my CTR. The average cost per click (CPC) was $1.29, which is below my maximum bid of $3.00. That means overall that my campaign has succeeded.

The Ad group (Awareness) Ad 1 with the Keywords ("artificial intelligence" and "what is artificial technology")
led to the highest click through (16 Clicks) and conversion rates (3 conversions). This good result happened because of the relevance of the keywords with the content of the landing page and also knowing the keywords that are subject to the lower competition using some tools like Moz and Google Keywords Planner.

"Machine learning" Keyword is subjected to higher competition in AdWords and it's due to the high relevance and the most well-known word when it comes to Artificial intelligence subjects and I think most companies that are dealing with Artificial intelligence using this Keywords.

These Keywords performed best for me:

- artificial intelligence (14 Clicks)
- Robotics (9 Clicks)
- Machine learning (5 Clicks)
- what is artificial technology (4 Clicks)
- intelligence and artificial intelligence (3 Clicks)
- artificial learning (2 Clicks)
- artificial ai (2 Clicks)

The Keywords were too specific and they were related to my ad and my landing page that why they performed as I said best for me.

Recommendations for future campaigns

I will consider the following:
- More specific and low competition Keywords
- More text on the landing page
- Video content and testimonials that summarise the benefits of getting this course that could maybe increase the conversion rate.
- I will focus more on improving the Quality Score.

Appendix (Screenshots for Reference)

Ad Groups:

Ads:

Keywords: