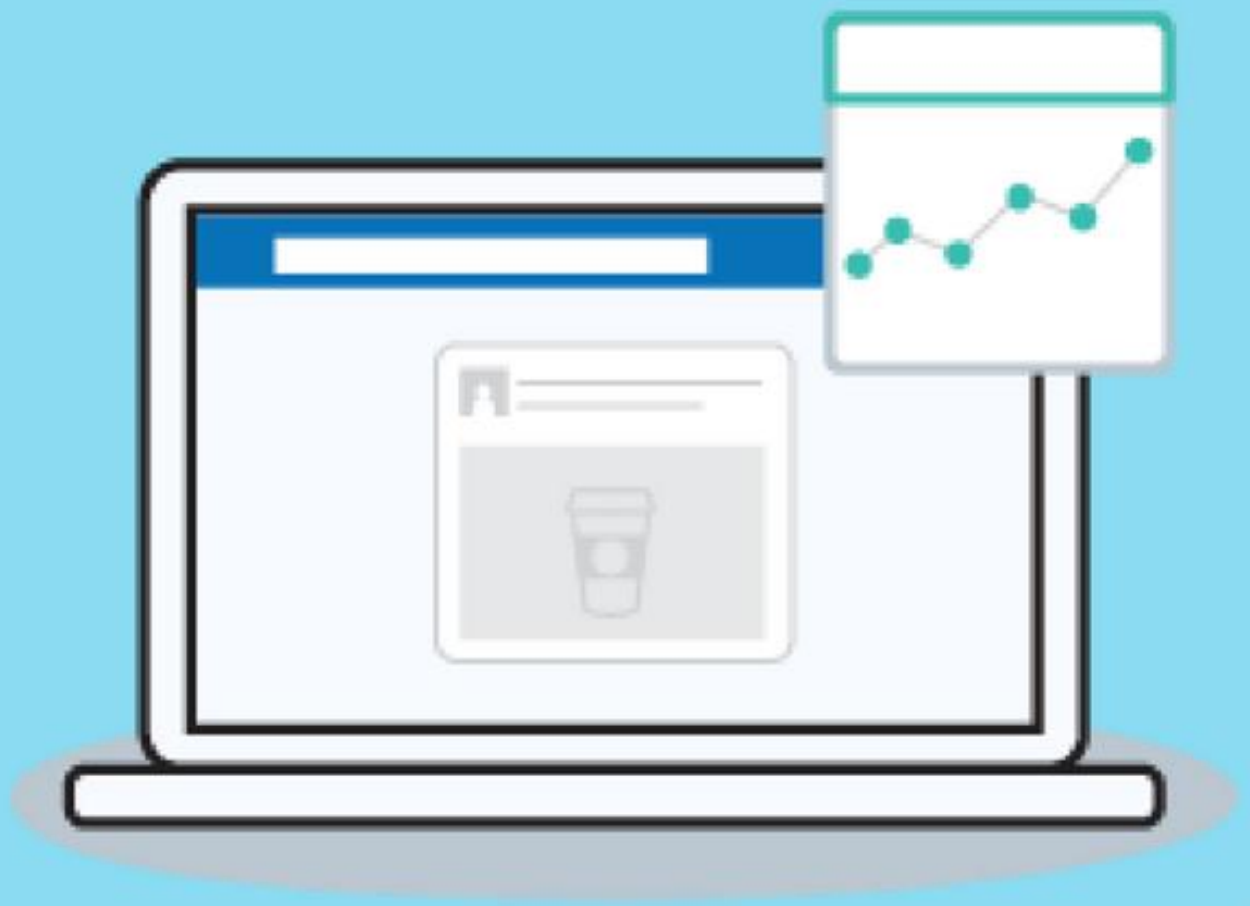


Project 3 - Part 2

Run a Facebook Campaign



Campaign Approach

I decided to target 50 learner in 2 months and to target MENA region for my own project using all Facebook tools to target people who really interested in DMND like fresh graduated and business students and small business owners

I used to make the ad suitable with all ages I targeted
And so +400 Downloads for the E-book.

Copy slide from your submission for
Part 1 of the project

Target Persona

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">*Male*25 age*single*Annual HH income : 1200 \$*Lives in Egypt*graduated from faculty of engineering Mansoura university*works as mechanical engineer in small factory*freelancer digital marketing	Ahmed Yasser Elsherbiny	<ul style="list-style-type: none">*I need to get started in a new career like digital marketing because I know little about it
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Football• Art• Design• Reading• Writing	<ul style="list-style-type: none">• Achieve a salary of 80.000 in a year so that I can get married• Become a senior in my career	<ul style="list-style-type: none">• Getting stuck in a job because I hate routine• life passing him by too quickly

Copy slide from your submission for Part 1 of the project

Marketing Objective

Marketing Objective: DMND, Enterprise, or Your Company

DMND

We have a marketing objective to get 50 learner in 2 months

To get 50 learner we will target more than 2k to reach our goal

I decided to use 50\$ for 5 days campaign

Copy slide from your submission for
Part 1 of the project

KPI

KPI: DMND, Enterprise, or Your Company

DMND

The KPI would be the number of learners after 2 months

Copy slide from your submission for
Part 1 of the project

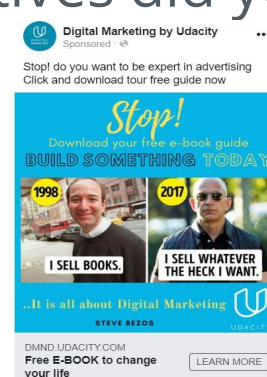
Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?

I targeted the MENA region (Egypt – tunisia – algerie – morocco) with age 18 – 30 All genders

- People Who Match: Interests: Small business, Content marketing, Digital marketing, Marketing, Social media marketing, Online advertising, Advertising or Social media
- Field of study: Online-Marketing
- Job title: Social media marketing

1. What Ad Copy and Ad Creatives did you use?



1. If you made any changes, please describe them.

I didn't

Ad Images: Sample



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Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
Ad One	1	862	0.13	0.13
Ad Two	249	73681	0.11	26.59
Ad Three	160	55233	0.15	23.28
Overall	410	109655	0.12	50

Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.

a. Which ad performed best?

The second ad performed very well

a. Was your campaign ROI positive? Please use this equation to calculate ROI:

i. $(\$15 * \# \text{ of leads}) / \text{cost} = \text{ROI for DMND}$

$\text{ROI} = 15 * 410 / 50 = 123$ (positive)

Marketing Challenge Reference

- **DMND:** conversion value (revenue) of \$15 per collected email address
- **Corporate Training:** conversion value (revenue) of \$150 per collected lead

Campaign Evaluation: Recommendations

If you had additional budget, how would approach your next campaign?

I will use the first experience and analyze it to make ad copy and ad creative more effective to reach more people and make leads

Campaign Results: Performance

Performance

Demographics Placement Delivery

410

Results: E-BOOK
DOWNLOAD

109,665

People Reached

\$50.00

Amount Spent

Custom

Results: E-BOOK DOWNLOAD 78 Cost per Result \$0.10 Result Rate 0.21%



Campaign Results: Demographics

Performance Demographics Placement Delivery

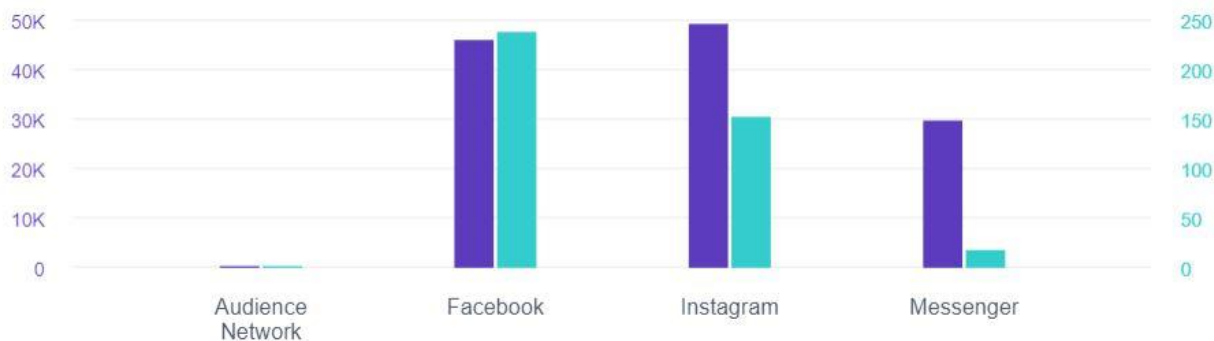
Results: E-BOOK DOWNLOAD 410 Reach 109,665



Campaign Results: Placement

Performance Demographics **Placement** Delivery

Reach **109,665** Results: E-BOOK DOWNLOAD **410** Amount Spent **\$50.00**



* You may see low delivery of ads to the Facebook Stories placement until it's available to everyone who uses Facebook Stories. A more accurate metric is cost per result.

Device Type

Mobile and Desktop

Mobile and Desktop

About Placement Results

Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

[Learn More](#)

Ad Set Data: Performance


Campaigns		1 Selected		Ad Sets		1 Selected		Ads for 1 Ad Set	
+ Create		Duplicate		Edit		A/B Test		Preview	
								Rules	
								View Setup	
								Reports	
	Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount
	Udacity session	1	862	1,390	\$0.13	Above average	—	—	
	A girl with text	249	73,681	120,980	\$0.11	Above average	—	—	
	Jeff bezos with text	160	55,233	77,312	\$0.15	Above average	—	—	
> Results from 3 ads		410	109,665	199,682	\$0.12				

Ad Set Data: Demographics

Performance **Demographics** Placement Delivery

Results: E-BOOK DOWNLOAD 410

Reach 109,665

 All Women
36% (149)
38% (41,280)

Cost per Result
\$0.11

Age

13-17
18-24
25-34
35-44
45-54
55-64
65+

 All Men

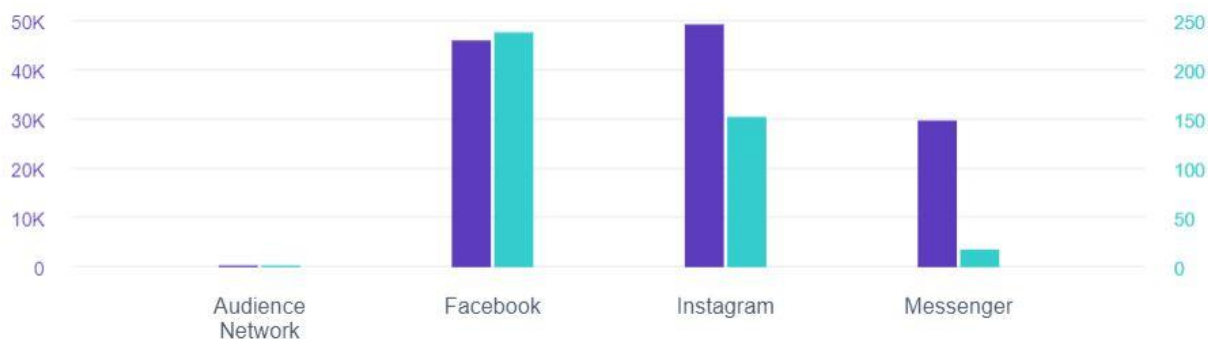
63% (260)
62% (68,065)

Cost per Result
\$0.13

Ad Set Data: Placement

Performance Demographics **Placement** Delivery

Reach **109,665** Results: E-BOOK DOWNLOAD **410** Amount Spent **\$50.00**



Device Type

Mobile and Desktop

Mobile and Desktop ▼

About Placement Results

Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

[Learn More](#)

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