

A professional photograph of two people, a woman on the left and a man on the right, engaged in a discussion. The woman, wearing glasses and a yellow vest over a patterned top, is looking down at a notebook and writing with a pen. The man, wearing a grey vest over a light blue shirt, is gesturing with his hands while speaking. They appear to be in an office or creative workspace setting.

Project 8: DMND Portfolio

Building a Marketing Strategy

1.Customer Journey Based Marketing Plan

What: your offer

Who: your customers

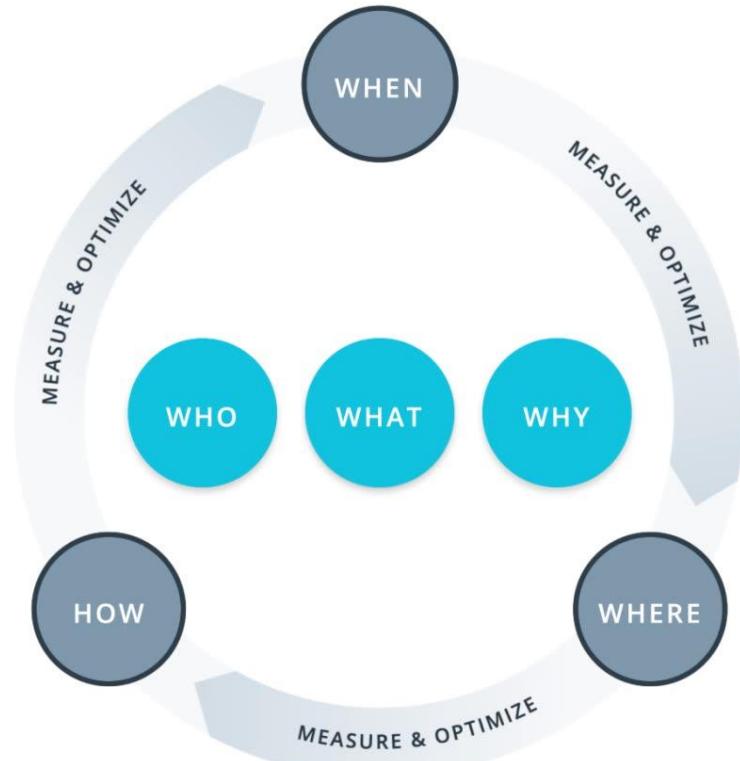
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



What: your offer

Option 1: Digital Marketing Nanodegree

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

Budget: \$50,000

Profit: For the purpose of this assignment, the cost of the Nanodegree is \$999, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money.

Marketing Objective: DMND

What is the marketing objective for your marketing efforts?

The marketing objective is to increase awareness and interest in DMND and getting 100 new registrations for DMND in the next 3 months.

Who Are Our Customers

What: your offer

Who: your customers

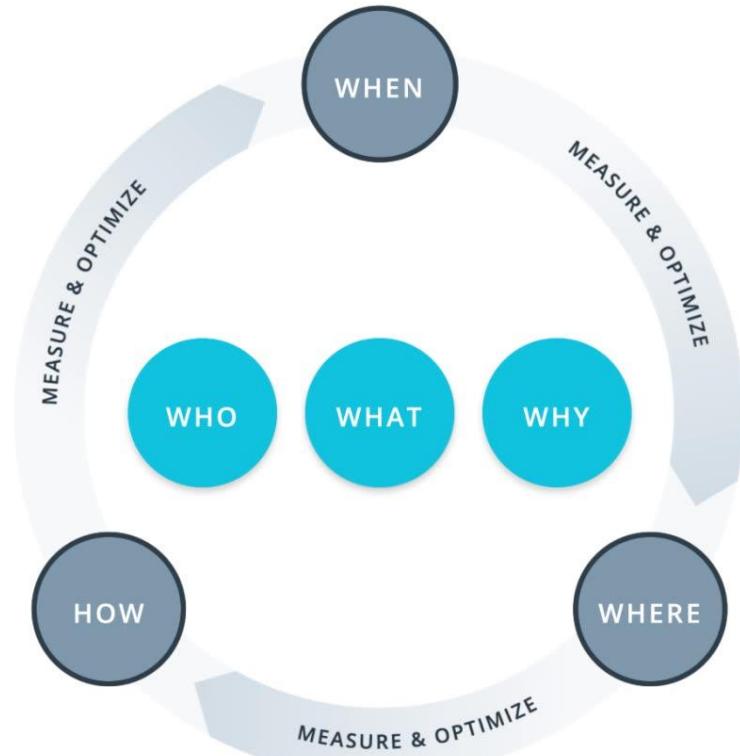
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Target Persona

Background & Demographics

1. Female, 48 yrs old
2. Single mom, 3 kids
3. Bachelor's degree

Small Business Owner Sarah Brown



Needs

1. Wants to grow business
2. Doesn't have a lot of time
3. Has a limited budget for marketing

Hobbies

1. Live music
2. Cooking
3. Hiking

Goals

1. Increase the number of regular paying cleaning customers
2. Maintain financial independence
3. Support her kids

Barriers

1. Time constraints for learning
2. Budget constraints for learning
3. Budget constraints for marketing & expanding her business.

What: your offer

Who: your customers

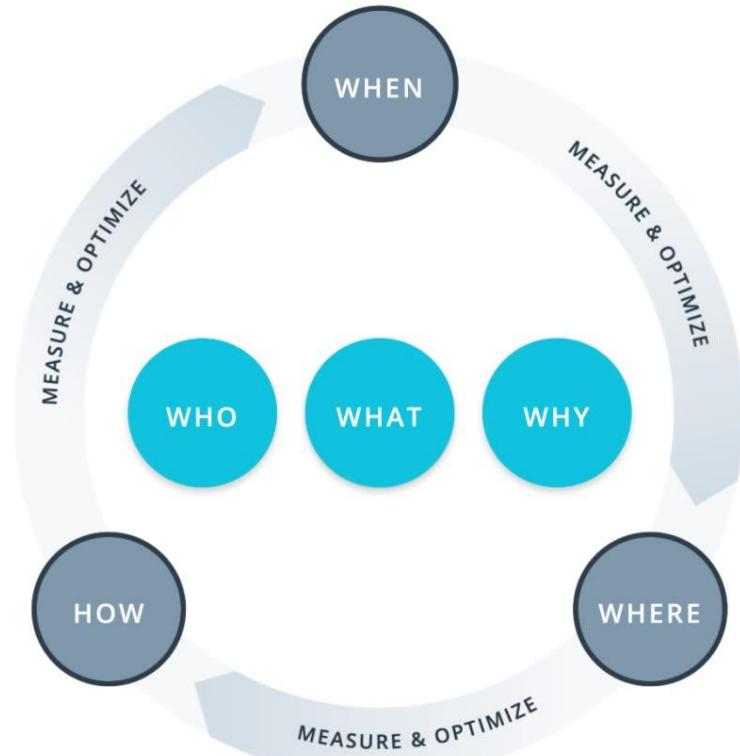
When: your customer's journey

Why: your marketing objective

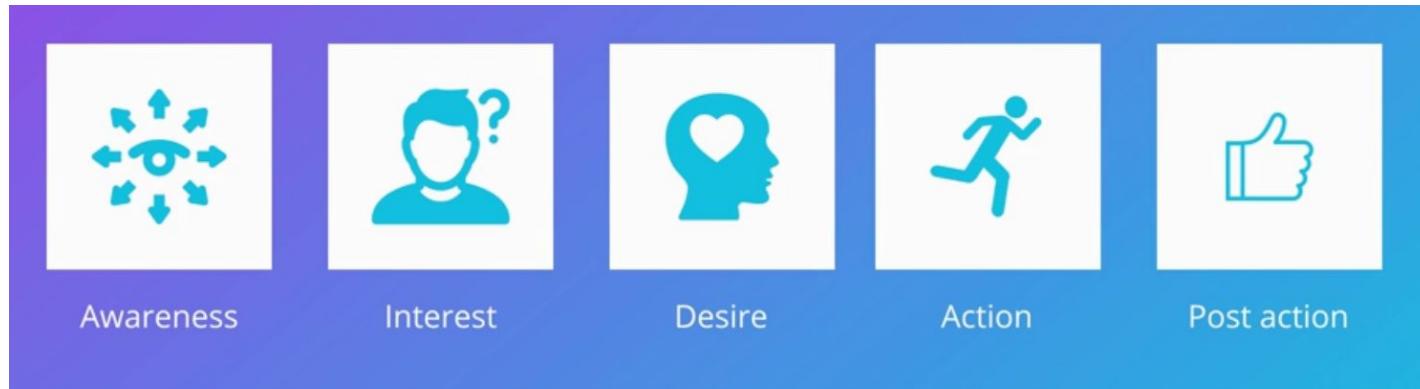
How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of the Customer Journey



When+How+Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	<ul style="list-style-type: none">• DMND provides online digital marketing training• DMND can help small business owners who would like to learn how to better market their product or service.	<ul style="list-style-type: none">• Learn how DMND can help increase sales of your product/service and boost your business via my free eBook download!	<ul style="list-style-type: none">• Key benefits compared to competitors, hands-on DM training from industry experts, reason to buy NOW (offer a promotion)	<ul style="list-style-type: none">• Smooth path to purchase DMND class.• Thank you, reinforce product benefits.	<ul style="list-style-type: none">• CRM - continue relationship, news about new products or what they purchased.
Channel	<ul style="list-style-type: none">• Content marketing (e.g. blogs, medium articles)• Informative landing page• Social media• Display (FB/Google) and video ads	<ul style="list-style-type: none">• Search (SEO), search ads, targeted and retargeted ads on FB, organic social, posts on FB and twitter, collect leads (emails for ebook download)	<ul style="list-style-type: none">• Search, offer in ads, retargeted (social and video/display), emails to leads about special DMND offer	<ul style="list-style-type: none">• Email confirmation, follow on social channels	<ul style="list-style-type: none">• Email for more information• Organic social for engagement, news about company and new products

2. Budget Allocation

Digital Marketing Nanodegree

Budget Allocation for Media

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$1,500	\$1.25	1200	0.05%	1
AdWords Search	\$1,500	\$1.40	1071	0.05%	1
Display	\$1,000	\$5.00	200	0.05%	0
Video	\$1,000	\$3.50	286	0.05%	0
Total Spend	\$5,000	Total # Visitors	2,757	Number of new Students	2



Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$7,000	\$0.50	14000	0.1%	14
AdWords Search	\$1,000	\$1.50	667	0.1%	1
Display	\$1,000	\$3.00	333	0.1%	0
Video	\$1,000	\$2.75	364	0.1%	0
Total Spend	\$10,000	Total # Visitors	15,364	Number of new Students	15



Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$25,000	\$0.30	83,333	0.30%	250
AdWords Search	\$5,000	\$1.50	3,333	0.30%	10
Display	\$2,500	\$3.00	833	0.30%	2.5
Video	\$2,500	\$2.75	909	0.30%	3
Total Spend	\$35,000	Total # Visitors	88,408	Number of new Students	265



ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$5,000	2,757	2	\$299	\$598	(\$4,402)
Interest	\$10,000	15,364	15	\$299	\$4,485	(\$5,515)
Desire	\$35,000	21,742	265	\$299	\$79,235	\$44,235
Total	\$50,000	46,816	282		\$84,318	\$34,318

Additional Channels/Recommendations:

Content marketing and blog entries are another channel that could be used and these are (close to) free. Articles and posts on Medium, LinkedIn, and marketing related messages boards will garner interest. Also, use Instagram to target and message small business owners who look like prime candidates.

A photograph of two people in what appears to be a professional setting, possibly a conference or presentation. On the left, a woman with short blonde hair and round glasses is looking towards the right. She is wearing a light-colored sleeveless top with a wavy pattern. On the right, a man with dark skin and short hair is looking upwards and to the left. He is wearing a light-colored button-down shirt. They are positioned in front of a large screen that is mostly white but has some faint, illegible text or graphics.

—

3. Showcase Work

Market your Content



Project 2: Market your Content

Make a copy of this Google doc template and complete each section. When you are ready, save your file as a PDF and submit.

Part 1: Write a Blog Post

1. Select a theme for your blog post:
 - My theme is a successful or creative marketing campaign that I love.
2. Select the framework you'll be using to craft your blog post:
 - SCQA
3. Write a blog post, with the theme you've chosen from the options above, in the space provided below.
 - Remember to keep in mind your target audience when crafting your post.
Consider: What voice and tone are appropriate?
 - If you include media in your post, include it and make sure you are compliant with copyright laws.
 - Your post should be a *minimum of 250 words and maximum of 500*.

-
- **Blog Post Title: Dove Loves #RealMoms**



A creative marketing campaign I love is the #RealMoms campaign by Dove for Baby Dove products: <https://goo.gl/NTSrDY>

Dove has long had a reputation of pushing boundaries and challenging preconceived notions and conventions regarding beauty and gender norms. The #RealMoms campaign challenges ideals regarding the most revered archetype: The Mother. It opens the viewer's mind to the wide spectrum of motherhood and what it means to be a 'good mom'

Women are feeling more societal pressure than ever to be both self actualized and fit the traditional, socially acceptable definition of a 'good mom'. With traditional maternal role models harkening back to the Leave It To Beaver era and being incongruous with the expanding roles of women in society, more and more women are pushing back against these traditional gender roles and are expanding the boundaries of what it means to be a 'good mom' while also being a self-actualized human being with personal interests, hobbies, passions, and careers.

So given the societal pressures on women who are juggling personal passions, gender roles, and motherhood, Dove asks the question: What does it mean to be a 'good mom'? By showing a spectrum of real-life mothers engaging with their kids, the answer we get is that there is no single correct definition of a 'good mom'. Each mother is unique and the selection of mothers includes a stay-at-home African-American mom, a cattle rancher mom, transgender lesbian couple co-moms, a break-dancer mom, an Asian career-woman/single mother, and a rock-climber

mom. Despite their obvious differences, the common thread that connects all these moms is that they dearly love their children and want the best for them.

Dove's message is that you can be who you want to be and also fulfill the role of being a good mom. In doing so, Dove is connecting with a key demographic (modern moms) who make purchasing decisions regarding baby products. Dove is saying: We trust you and believe that you can make the right decision to keep your kids happy and healthy. We believe you will choose a product from a company that supports you in your personal choices.

Part 2: Craft Social Media Posts

1. List three social media platforms your target audience is likely to visit. Include, a short one or two sentences description of why you chose these channels.
 - o Social media platform 1: Pinterest - Because it has a strong female following.
 - o Social media platform 2: Twitter - can easily include URL to videos and article associated with hashtags.
 - o Social media platform 3: Facebook - Another platform with a large contingent of moms and housewives. Allows for longer form than Twitter and imbedded videos.
2. Craft a post for each of the platforms promoting your blog post.
 - o Post for social media platform 1:#RealMoms #BabyDove #BeReal #ModernMom



Picture: and link to article and video <https://goo.gl/NTSrDY>

- o Post for social media platform 2: Twitter #RealMoms #BabyDove links to article and #RealMoms video <https://goo.gl/NTSrDY>

- Post for social media platform 3: Facebook #RealMoms #BabyDove #IminDMND



Picture: [REDACTED] and link to article as well as link to #RealMoms video

<https://goo.gl/NTSrDY>

Run a Facebook Campaign



Project 3: Run a Facebook Campaign

Make a copy of this [Google doc template](#) and complete each section. When you are ready, save your file as a PDF and submit.

Part 1: Build your Campaign

1. Describe your approach in 250 words or less. (Your description **must** include which project challenge you are working on DMND or Blitz.)

I have chosen the DMND challenge. My target market is entrepreneurs and small business owners who want to learn digital marketing to increase sales of their product/service and boost their business. These are people who have shown an interest in topics such as growth hacking, digital or social media marketing, entrepreneurship, small business activities, and marketing experts such as Gary Vaynerchuk and Ryan Holiday.

2. Copy and paste your "Target Customer Persona" from Project 1: Prepare to Market, in the space provided below. This will be your guide for building your campaign.

Background and Demographics	Target Persona Name	Needs
<p>1.Female, 48 yrs old 2. Single mom, 3 kids 3. Bachelor's degree</p>	<p>Small Business Owner Sarah Brown</p> 	<p>1. Wants to grow business 2. Doesn't have a lot of time 3.Has a limited budget for marketing</p>
Hobbies	Goals	Barriers
<p>1.Live music 2.Cooking 3.Hiking</p>	<p>1.Increase the number of regular paying cleaning customers 2.Maintain financial independence 3.Support her kids</p>	<p>1.Time constraints for learning 2.Budget constraints for learning 3.Budget constraints for marketing and expanding her business.</p>

CAMPAIGN

Campaign Name

A4567905160417

Campaign Objective Conversions

AD SET

Ad Set Name

US - 20 to 55, Marketing, Higher Ed Spend

Location: United States

Age: 20 - 65+

People Who Match: Interests: Online advertising, Small

business, Growth hacking, Gary Vaynerchuk,

Targeting Entrepreneurship, Digital marketing, Ryan Holiday, Female
Entrepreneur Association, Self-employment, Social media
marketing or Viral marketing, Behaviors: Small business
owners

[Less ▾](#)

Ad Placement

Facebook Feeds, Facebook Instant Articles, Facebook Right
Column, Instagram Feed and Audience Network

Budget & Schedule

\$125.00 Lifetime | May 27, 2017 - May 31, 2017

Optimize For

Conversions

Bid

Automatic

Pay For

Impression

6 ADS

Ad Name Free eBook - Image #

Headline Get Digital Marketing Savvy!

Text Want to boost your business? Get a FREE copy of our digital marketing guide!



Each image will create a different ad.

A photograph of a woman with short blonde hair and glasses, wearing a yellow vest over a patterned top, looking down at a tablet. A man with a shaved head, wearing a light blue shirt, is holding the tablet and looking up at her. They appear to be in a modern office setting.

Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

Marketing Objective & KPI

1. Who is the target audience of your campaign?

My target market is entrepreneurs and small business owners who want to learn digital marketing to increase sales of their product/service and boost their business.

2. What marketing objective did you aim to achieve with your campaign?

50 downloads of the DMND eBook within a 5 day period using a budget of \$125. This would require 10 downloads a day which, I believe, is a reasonable expectation.

3. What primary KPI did you track in your campaign and why?

Number of eBook downloads. This indicated how successful my campaign was in enticing people to download the eBook. These downloads would generate leads for getting future DMND students.

Campaign Summary

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

People in the US, age 20-55 who have shown an interest in online advertising, growth hacking, small business ownership, viral and social media marketing. Also targeted Female Entrepreneur Association members.

Continued below...

Campaign Summary Contd.

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



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Want to boost your business?
Get a FREE copy of our digital marketing guide!

Learn how to effectively advertise your
business on social media platforms such as
Facebook, Twitter, Instagram, and Snapchat.



Free Digital Marketing
eBook!

dmnd.udacity.com

Learn More



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business on social media platforms such as
Facebook, Twitter, Instagram, and Snapchat.



Free Digital Marketing
eBook!

dmnd.udacity.com

Learn More

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

I started 6 ads and inactivated 2 because they weren't getting as much reach as the others.

Key Results

Ad Name	Results	Reach	Cost per Results	Spent (USD)	Button Clicks
Free eBook - Image 6	22	4767	\$3.84	\$84.52	29
Free eBook - Image 4	3	1260	\$5.57	\$16.70	6
Free eBook - Image 1	2	1229	\$7.97	\$15.93	3
Free eBook - Image 5	1	321	\$3.98	\$3.98	0

Campaign Evaluation

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

I was hoping for more than 28 downloads, but the majority of the people who downloaded were in alignment with the persona I developed in Project 1. 54% were people in their 40's and 50's who were entrepreneurial or had entrepreneurial interest.

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

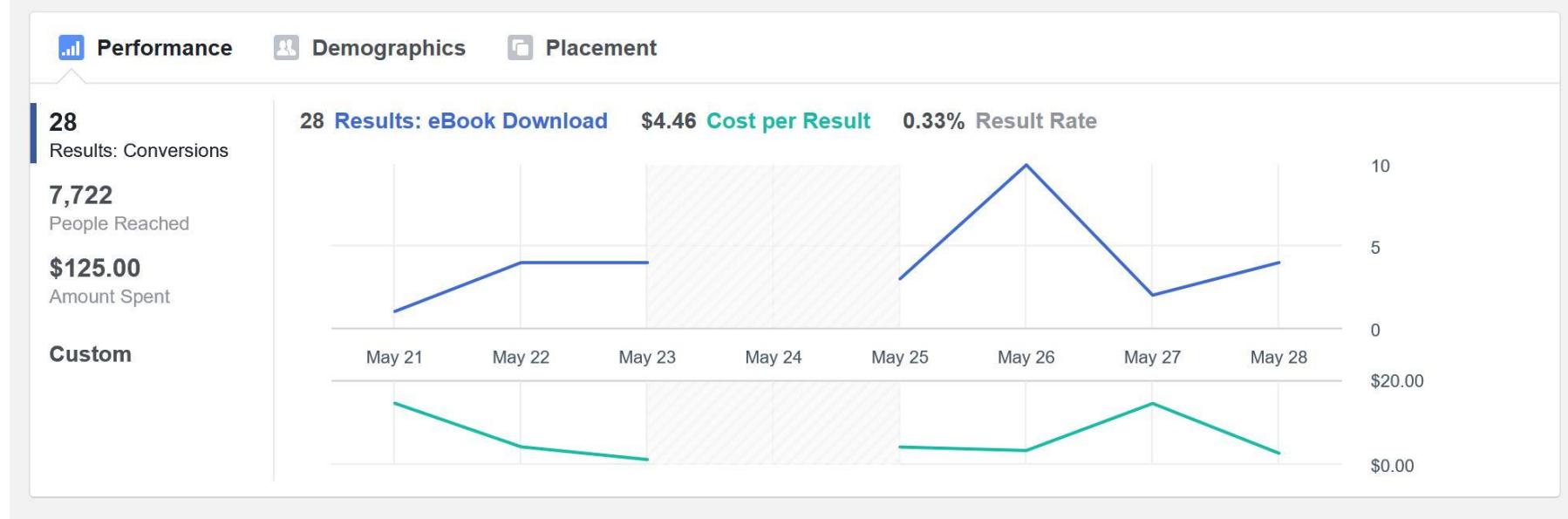
I would have opened it up to people outside the US. I think I would have garnered more downloads.

Appendix

Screenshots for Reference

Campaign Results: Performance

Charts for Campaign: A4567905160417



Campaign Results: Demographics

Charts for Campaign: A4567905160417

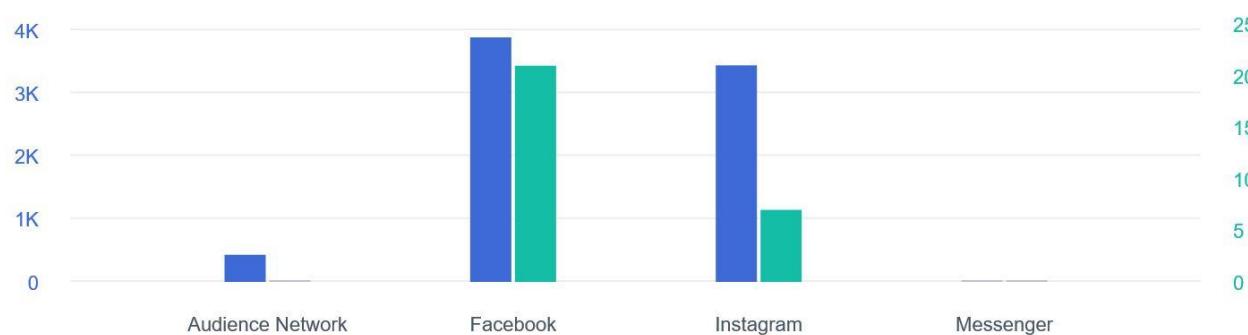


Campaign Results: Placement

Charts for Campaign: A4567905160417

Performance Demographics Placement

7,722 Reach ▾ 28 Results: eBook Download ▾ \$125.00 Amount Spent



Device Type

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

FILTERS: Campaign Name: A4567905160417 + Save Filter

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads 1 selected

+ Create Ad Edit Duplicate Ad... Preview Create Rule More Columns: Performance Breakdown Export

	Ad Name	Delivery	Results	Reach	Cost per Result	Amount Spent	Relevance...	Button Clicks
<input type="checkbox"/>	Free eBook - Image 2	Inactive	eBook Download	202	Per eBook Download	\$2.04	—	1
<input type="checkbox"/>	Free eBook - Image 3	Inactive	eBook Download	185	Per eBook Download	\$1.83	—	—
<input type="checkbox"/>	Free eBook - Image 5	Not Delivering Ad Set Completed	eBook Download	321	\$3.98 Per eBook Download	\$3.98	—	—
<input type="checkbox"/>	Free eBook - Image 1	Not Delivering Ad Set Completed	eBook Download	1,229	\$7.97 Per eBook Download	\$15.93	4	3
<input type="checkbox"/>	Free eBook - Image 4	Not Delivering Ad Set Completed	eBook Download	1,260	\$5.57 Per eBook Download	\$16.70	4	6
<input checked="" type="checkbox"/>	Free eBook - Image 6	Not Delivering Ad Set Completed	eBook Download	4,767	\$3.84 Per eBook Download	\$84.52	4	29
	▶ Results from 6 Ads		eBook Download	28	7,722 People	\$4.46 Per eBook Download	\$125.00 Total Spent	39



Ad Set Data: Delivery

FILTERS: Campaign Name: A4567905160417 + Save Filter

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads 1 selected

+ Create Ad Edit Duplicate Ad... Preview Create Rule More Columns: Delivery Breakdown Export

	Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
<input type="checkbox"/>	Free eBook - Image 2	Inactive	202	1.04	\$10.10	211	\$9.67
<input type="checkbox"/>	Free eBook - Image 3	Inactive	185	1.16	\$9.89	215	\$8.51
<input checked="" type="checkbox"/>	Free eBook - Image 5	Not Delivering Ad Set Completed	321	1.12	\$12.40	359	\$11.09
<input checked="" type="checkbox"/>	Free eBook - Image 1	Not Delivering Ad Set Completed	1,229	1.05	\$12.96	1,288	\$12.37
<input checked="" type="checkbox"/>	Free eBook - Image 4	Not Delivering Ad Set Completed	1,260	1.06	\$13.25	1,332	\$12.54
<input checked="" type="checkbox"/>	Free eBook - Image 6	Not Delivering Ad Set Completed	4,767	1.05	\$17.73	4,997	\$16.91
▶ Results from 6 Ads ⚠ Loading...			7,722 People	1.09 Per Person	\$16.19 Per 1,000 People Reached	8,402 Total	\$14.88 Per 1,000 Impressions



Ad Set Data: Engagement

FILTERS: Campaign Name: A4567905160417 + Save Filter

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads 1 selected

+ Create Ad Edit Duplicate Ad... Preview Create Rule More ▾ Columns: Engagement Breakdown Export

	Ad Name	Delivery	People Taking Action	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes
<input type="checkbox"/>	Free eBook - Image 2	<input checked="" type="radio"/> Inactive	1	—	—	—	1	—
<input type="checkbox"/>	Free eBook - Image 3	<input checked="" type="radio"/> Inactive	—	—	—	—	—	—
<input type="checkbox"/>	Free eBook - Image 5	<input checked="" type="radio"/> Not Delivering Ad Set Completed	2	1	—	—	1	—
<input type="checkbox"/>	Free eBook - Image 1	<input checked="" type="radio"/> Not Delivering Ad Set Completed	6	2	—	1	4	—
<input type="checkbox"/>	Free eBook - Image 4	<input checked="" type="radio"/> Not Delivering Ad Set Completed	14	3	—	—	11	—
<input checked="" type="checkbox"/>	Free eBook - Image 6	<input checked="" type="radio"/> Not Delivering Ad Set Completed	47	7	—	1	37	3
▶ Results from 6 Ads ⚠			70 People	13 Total	—	2 Total	54 Total	3 Total



Search Engine Optimization (SEO) Audit

Project 4: SEO Audit



On-Site SEO

Keywords

1. Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to this page. Be sure to use a mix of branded and non-branded Keywords.

	Head Keywords	Tail Keywords
1	Online Marketing	Digital Marketing by Udacity
2	Digital Marketing	Digital Marketing Nanodegree
3	Facebook Advertising	Learn digital marketing
4	Google Adwords	How to learn online marketing
5	SEO	Udacity Digital Marketing

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Online Marketing and Digital Marketing are both the head keywords with the greatest potential with a priority score of 63.

Which Tail Keyword has the greatest potential?

Learn Digital Marketing has is the greatest potential as a tail keyword with a priority score of 24.

Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

DMND URL: dmnd.udacity.com		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Welcome to the Udacity Digital Marketing Nanodegree Program
Meta-Description	None	Learn digital marketing from industry experts today!
Alt-Tag	//v.fastcdn.co/t/beb60d38/d41f13af/1496943484-13815763-960x480-medium.jpg	Udacity-Digital-Marketing.jpg

Suggested Blog Topics

Want to Learn Digital Marketing? - This contains 'Learn Digital Marketing' as keyword. Would attract people who are interested in learning about DM. I would also specify details about the course content that contain well ranked keywords such as Facebook Advertising, Google Adwords, and SEO.

Udacity Digital Marketing Nanodegree: Fast Track Your Marketing Skills - Again, 'Digital Marketing' is a high ranked head keyword. Also including the Udacity brand name and including 'Marketing Skills' which was a high priority keyword. This post would attract potential new marketing students as well as people already in the marketing space who want to improve their marketing skillset.

How I Learned Digital Marketing - This topic would cover my learnings in the DMND program and cover the details of the main topics that were covered. I am using the keywords 'Learn' and 'Digital Marketing' to attract the potential online student with an interest in DM.

Off-Site SEO

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.

Note: Since dmnd.udacity.com is a new site, **perform this exercise on Udacity.com.**

List **three** of the top backlink URLs you discovered for the website. These backlinks should add value to the website and not be spam.

	Backlink	Domain Authority (DA)
1	http://www.ted.com/talks/peter_norvig_the_100_000_student_classroom	96
2	http://blogs.reuters.com/felix-salmon/2012/01/23/udacity-and-the-future-of-online-universities/	96
3	http://www.nytimes.com/2011/08/16/science/16stanford.html	99

Link-Building

Using the [SEMRush](#) tool and research, strategize a link-building campaign.

Identify **three** websites that you think would be relevant, high traffic sites that you would like to gain backlinks from to help drive traffic to dmnd.udacity.com.

	Site Name	Site URL	Organic Search Traffic
1	moz	moz.com	374K
2	hubspot	hubspot.com	1.6M
3	hootsuite	hootsuite.com	472K

Performance Testing

Page Index

Using the [Pingler](#) tool, research how many of DMND's website pages are indexed by Google.

Pingler gave me an NA results. I used “site:<https://dmnd.udacity.com>” and found only one page indexed by Google: dmnd.udacity.com/search

Explain why the number of pages indexed is important.

Number of pages indexed is important because when you do a google search you're doing a search of google's index of the web. If the pages of your site aren't indexed then they won't show up in SERPs.

A screenshot of a Google search results page. The search query "site:https://dmnd.udacity.com" is entered in the search bar. Below the search bar, there are tabs for All, Images, News, Shopping, Maps, and More. The "All" tab is selected. Below the tabs, it says "1 result (0.21 seconds)". The result is a single link to "dmnd.udacity.com/search".

Try Google Search Console
www.google.com/webmasters/
Do you own **dmnd.udacity.com**? Get indexing and ranking data from Google.

DMND
dmnd.udacity.com/search
Shop About Blog · DMND · ShopAboutBlog. See more. Info. Shipping & Returns Privacy
Conditions · taughtbyudacity_logo.png.

Page Speed

Using the [Google Page Speed](#) Insights tool, perform a speed test of dmnd.udacity.com's mobile presence.

Explain why evaluating the Page Speed is important. - Page speed is important because people have short attention spans and if a page takes too long to load, they'll move on to something else and you'll lose a potential customer. The page speed per Google is 'Poor' for mobile and 'Needs Work' for desktop.

PageSpeed Insights



The screenshot shows the Google Page Speed Insights interface for a mobile device. The URL 'http://dmnd.udacity.com/' is entered in the input field, and the 'ANALYZE' button is visible. Below the input field are two selection buttons: 'Mobile' (which is selected, indicated by a red exclamation mark icon) and 'Desktop' (indicated by a laptop icon). A large gray box at the bottom displays the result: 'Poor' in red text, followed by '59 / 100' in smaller text.

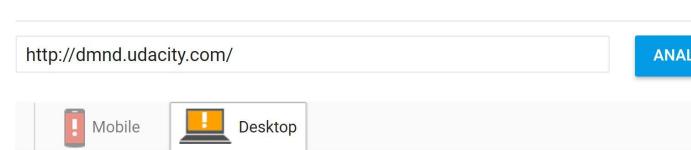


Poor

59 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.

PageSpeed Insights



The screenshot shows the Google Page Speed Insights interface for a desktop device. The URL 'http://dmnd.udacity.com/' is entered in the input field, and the 'ANALYZE' button is visible. Below the input field are two selection buttons: 'Mobile' (indicated by a red exclamation mark icon) and 'Desktop' (which is selected, indicated by a laptop icon). A large gray box at the bottom displays the result: 'Needs Work' in orange text, followed by '72 / 100' in smaller text.



Needs Work

72 / 100

This page is missing some common performance optimizations that may result in a slow user experience. Please investigate the recommendations below.

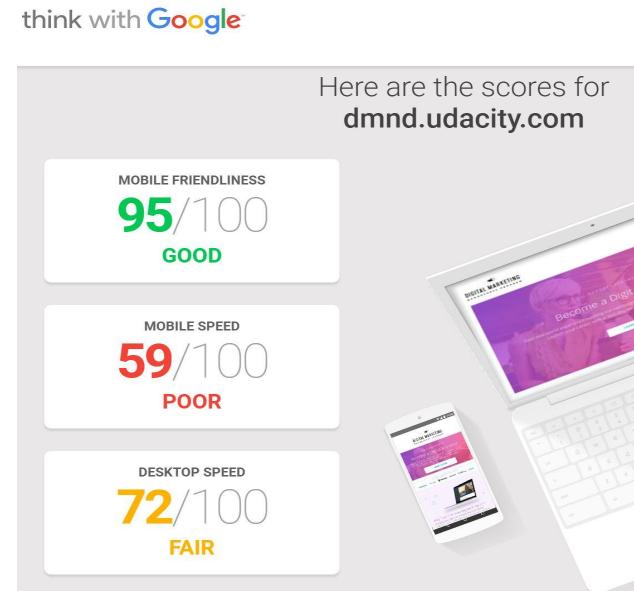


Mobile-Friendly Evaluation

Using the [Think with Google](#) tool, assess the mobile-friendliness of the dmnd.udacity.com website.

Explain why having a mobile-optimized is important.

Mobile optimization is important because most people primarily access the internet via a mobile device. They expect a positive, high-speed experience. Otherwise, they will lose patience and leave the site and you will will lose customer. Over 95% of my Facebook ad downloads were via mobile.



Recommendations

Recommendations

Now take a moment to evaluate your findings and provide at least three recommendations you would make to DMND to improve their website from an SEO perspective. (250 - 500 word max)

Google's page rank algorithm looks at how many outside pages link to a page and how important those outside links are, so DMND site needs to get more quality backlinks so that the site has a higher level of indexing by Google. Also, there needs to internal links to the page from the parent Udacity page. Not sure how you would find page this via the Udacity website hierarchy.

Need to improve the sites mobile speed so that users don't bail on the site due to poor user experience. This will require image optimization, javascript and CSS modification, leveraging browser caching, and javascript and HTML minification.

Need to improve and increase keywords used in video file names, image file names, descriptions, and content on the site so that the page ranks well in SERPs. Should use unique tags for each page and summarize the key information on each page. Also, may want to use the words 'digital marketing' in the URL instead of DMND because this is more descriptive.

Run an Adwords Campaign

A professional photograph of two people, a woman on the left and a man on the right, looking at a laptop screen. The woman has short blonde hair and wears glasses, a yellow vest over a patterned top, and blue jeans. The man is wearing a grey vest over a light green shirt. They appear to be in an office setting with a window in the background.

Project 5: Run an AdWords Campaign (Part 1)

Campaign Overview

Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

My class is the Udacity Web Accessibility Web Design class (UD891). My ads are targeting people in Ireland and New Zealand who are interested in learning more about web accessibility and design and people who are actively looking for online classes in web accessibility and design. They have been split into an Awareness ad group and an Interest ad group respectively.

My Awareness ads are inviting people to learn more about the opportunities in web design. My Interest ads are strong calls to action to sign up for the free web design class.

Keywords I have chosen for the Interest ads are more specific to learning, courses, and classes. This target audience knows enough about web design that they have decided they would like to take a course.

The Awareness ad keywords are not specific to learning or taking a class, but rather focus on the concepts such as UI, UX, and web design. This group is looking for more information about these topics and hasn't yet decided they would like to take a class.

2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?

My marketing objective is to have 50 people click on my ads and visit the Web Accessibility Udacity course page to learn more about the class and ideally register. The timeframe for this objective is 7 days.

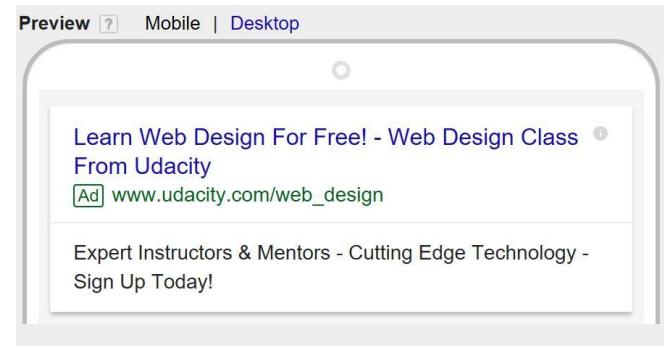
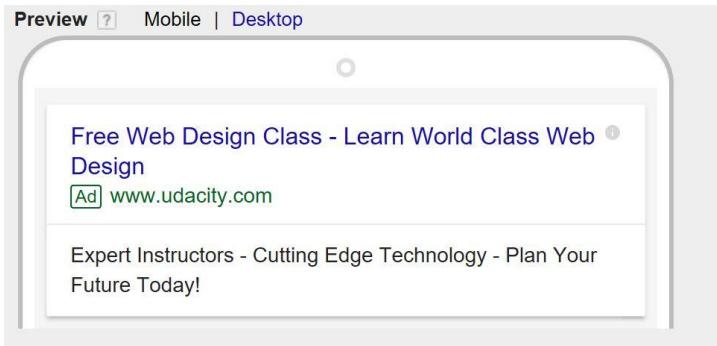
2. What primary KPI are you going to track in your campaign?

I will measure the success of my ads by the number of clicks.

Ad Groups

Ads and Keywords

Interest Ad Group

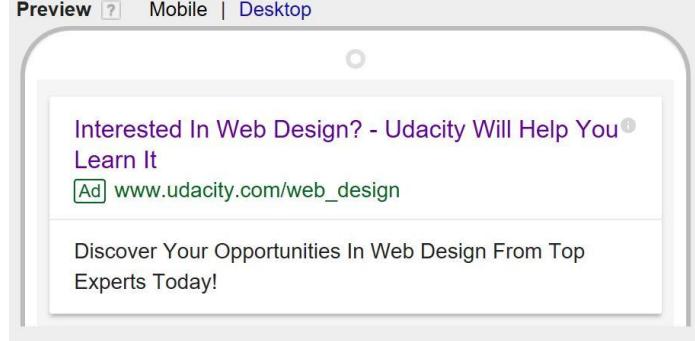


Interest Keyword List: UX design, web design courses, web developer training online, web accessibility, accessibility training, designing for accessibility, web accessibility course, free web development courses online, how to learn web accessibility design, online web design courses, web design classes online, how to make web applications accessible, learn web development, semantic html, online web design, accessibility standards, web development course, web design online courses, web accessibility standards, online free UX courses, web development courses, web designing course online, user experience courses, accessibility standards for websites, online free UI courses, aria web development, UI design, learning web design, web developer courses, aria web accessibility, web design classes, making web applications accessible, accessibility website, learn web development free, web design courses online, accessibility web design, best online web design courses, semantic markup

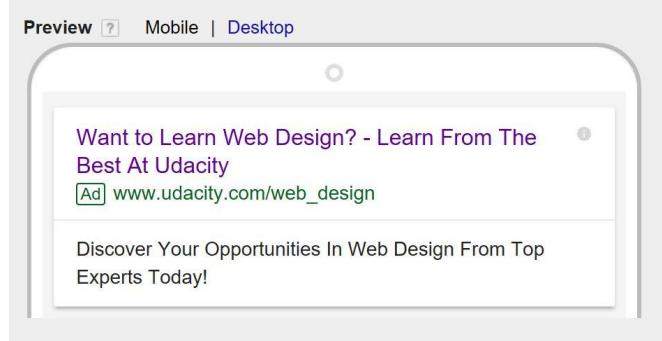


Awareness Ad Group

Preview ? Mobile | Desktop



Preview ? Mobile | Desktop



Awareness Keyword List: semantic html, user experience, web accessibility, making web applications accessible, accessibility standards for websites, accessibility web design, learning web design, UX design, semantic markup, UI design, accessibility website standards, web design, web accessibility standards, learn web development, aria web development, accessibility website, accessibility standards, online web design, designing for accessibility, aria web accessibility, web development



Appendix

Screenshots for Reference

Review your campaign

Campaign: A4567905160417

Enabled Type: **Search Network only - Standard** [Edit](#) Budget: **\$25.00/day** Targeting: **Ireland; New Zealand**

[Ad groups](#) [Settings](#) [Ads](#) [Ad extensions](#) [Keywords](#) [Dimensions](#)

All settings Devices

Campaign name **A4567905160417** [Edit](#)

Type [?](#) **Search Network only - Standard** [Edit](#)

Networks [?](#) **Google search; Search partners** [Edit](#)

Devices [?](#) **All**
Change devices bid adjustment »

Locations [?](#) Targeted locations:
Ireland (country) New Zealand (country)
[Edit](#)

Languages [?](#) **English** [Edit](#)

Bid strategy [?](#) **Manual CPC** [Edit](#)

Budget [?](#) **\$25.00/day** [Edit](#)

Campaign Summary

Campaign: A4567905160417

● Enabled Type: Search Network only - Standard [Edit](#) Budget: \$25.00/day [Edit](#) Targeting: Ireland; New Zealand [Edit](#)

IN THIS CAMPAIGN: Stay ahead of competitors... [View all](#)

Ad groups																	
Settings																	
Ads																	
Ad extensions																	
Keywords																	
Dimensions																	
All but removed ads ▼																	
Segment ▼																	
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+ AD Edit Automate More actions... Labels ▼																	
<input type="checkbox"/> ● Ad Ad group Status ? Labels ? % Served ? Campaign type ? Campaign subtype Clicks ? Impr. ? CTR ? Avg. CPC ? Cost ? Avg. Pos. ? Conversions ? Cost / conv. ? Conv. rate ? All conv. ? View-through conv. ?																	
<input type="checkbox"/> ● Want To Learn Web Design? Learn From The Best At Udacity www.udacity.com/web_design Discover Your Opportunities In Web Design From Top Experts Today!																	
Awareness Under review ? -- -- Search Network only Standard 0 0 0.00% \$0.00 \$0.00 0.0 0.00 \$0.00 0.00% 0.00 0																	
<input type="checkbox"/> ● Interested In Web Design? Udacity Will Help You Learn It www.udacity.com/web_design Discover Your Opportunities In Web Design From Top Experts Today!																	
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A professional photograph of two people, a woman on the left and a man on the right, looking at a laptop screen. The woman has short blonde hair and wears glasses, a yellow vest over a patterned top, and blue jeans. The man is wearing a grey vest over a light blue shirt. They appear to be in an office environment. A horizontal blue line is positioned between the title and subtitle.

Project 5: Run an AdWords Campaign (Part 2)

Campaign Evaluation

Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

My class is the Udacity Web Accessibility Web Design class (UD891). My ads are targeting people in Ireland and New Zealand who are interested in learning more about web accessibility and design and people who are actively looking for online classes in web accessibility and design. They have been split into an Awareness ad group and an Interest ad group respectively.

My Awareness ads are inviting people to learn more about the opportunities in web design. My Interest ads are strong calls to action to sign up for the free web design class.

Keywords I have chosen for the Interest ads are more specific to learning, courses, and classes. This target audience knows enough about web design that they have decided they would like to take a course.

The Awareness ad keywords are not specific to learning or taking a class, but rather focus on the concepts such as UI, UX, and web design. This group is looking for more information about these topics and hasn't yet decided they would like to take a class.

2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?

My marketing objective is to have 50 people click on my ads and visit the Web Accessibility Udacity course page to learn more about the class and ideally register. The timeframe for this objective is 7 days.

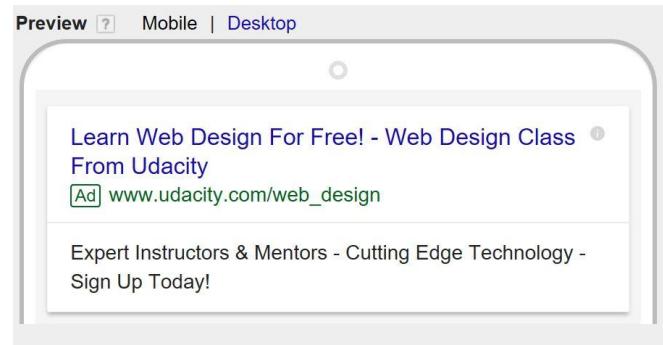
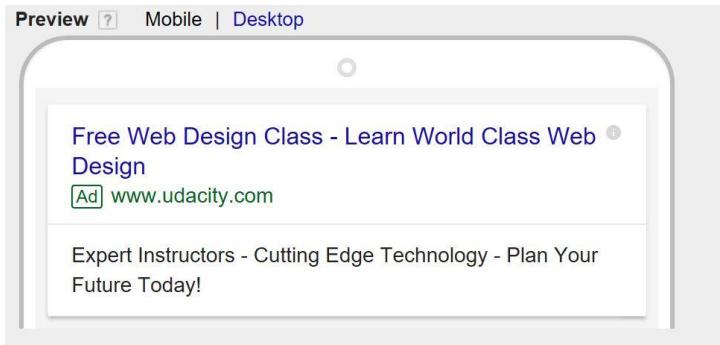
2. What primary KPI are you going to track in your campaign?

I will measure the success of my ads by the number of clicks.

Ad Groups

Ads and Keywords

Interest Ad Group

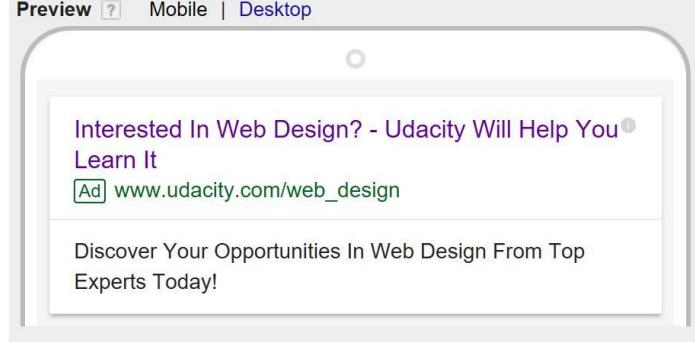


Interest Keyword List: UX design, web design courses, web developer training online, web accessibility, accessibility training, designing for accessibility, web accessibility course, free web development courses online, how to learn web accessibility design, online web design courses, web design classes online, how to make web applications accessible, learn web development, semantic html, online web design, accessibility standards, web development course, web design online courses, web accessibility standards, online free UX courses, web development courses, web designing course online, user experience courses, accessibility standards for websites, online free UI courses, aria web development, UI design, learning web design, web developer courses, aria web accessibility, web design classes, making web applications accessible, accessibility website, learn web development free, web design courses online, accessibility web design, best online web design courses, semantic markup

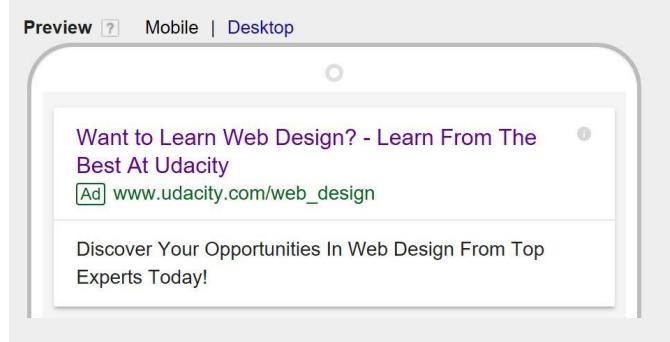


Awareness Ad Group

Preview ? Mobile | Desktop



Preview ? Mobile | Desktop



Awareness Keyword List: semantic html, user experience, web accessibility, making web applications accessible, accessibility standards for websites, accessibility web design, learning web design, UX design, semantic markup, UI design, accessibility website standards, web design, web accessibility standards, learn web development, aria web development, accessibility website, accessibility standards, online web design, designing for accessibility, aria web accessibility, web development



Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion	Cost
Awareness	\$3.00	2,242	21	0.94%	\$2.34	4.00	19.05%	\$12.26	\$49.06
Interest	\$3.00	906	32	3.53%	\$2.36	3.00	9.38%	\$25.12	\$75.36
Total		3,148	53	1.68%	\$2.35	7.00	13.21%	\$17.77	\$124.42



Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>Awareness, Ad 1 - Want to Learn Web Design?</i>	6	0.46%	\$2.36	0.00	0.00%	\$0.00
<i>Awareness, Ad 2 - Interested in Web Design?</i>	15	1.62%	\$2.32	4.00	26.67%	\$8.72
<i>Interest, Ad 1 - Free Web Design Class</i>	20	3.55%	\$2.28	1.00	5.00%	\$45.69
<i>Interest, Ad 2 - Learn Web Design For Free</i>	12	3.51%	\$2.47	2.00	16.67%	\$14.84



Key Campaign Results (Keywords)

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>Web development</i>	6	0.71%	2.16	1	16.67%	\$12.94
<i>Web design</i>	8	1.32%	2.85	1	12.5%	\$22.82
<i>Learning web design</i>	5	2.69%	2.23	0	0.00%	\$0.00

Campaign Evaluation

- Did your campaign result in a positive ROI?

Yes, based on the conversion value of \$60 per enrollment, I needed 3 conversions to achieve positive ROI on the ~\$125 spent. I received 7 conversions.

- Was the conversion rate higher or lower than expected?

It was slightly higher than I expected.

- How much did you have to spend per click?

My Average CPC was \$2.35

- How close did you get to your max. CPC bid?

My Average CPC was ~20% lower than my \$3 max bid.

Campaign Evaluation Contd.

- Which ad group, ads and keywords led to the highest click through and conversion rates and why might that have been the case?
 - The Interest ad group had a the highest CTR (3.53%), but had half the conversion rate of the Awareness ad group (9% vs 19%). This could be because the Interest group was more interested in information about the course rather than actually signing up. Or they were more interested in general design versus accessibility classes.
 - The Awareness Ad #2 had the highest conversion rate. 4 of the 7 conversion came from this ad. The Interest Ad #1 had the highest CTR (3.55%), but only received a 5% conversion rate. Again, this could be because the Interest group was more non-committal about signing up or wasn't familiar with web accessibility.
 - "Web Developer Courses" in the Interest group received a 33% CTR, but no conversions. "Web Design Classes Online" had a 4.71% CTR and a 50% conversion rate. "Online Web Design" had a 1.33% CTR and 100% conversion rate. It's possible that the people looking for developer courses were looking for development specific classes (coding focused) rather than accessibility design focused classes. The class I was marketing skewed more towards accessibility design best practices, so this may have been unappealing to the people looking for strict web development courses.



Campaign Evaluation Contd.

- Looking at the cost per click and the average position of your ad groups, can you infer which kind of keywords are subject to higher competition in AdWords?

It seems like the more generic terms such as ‘web design’ and ‘online web design’ and ‘web design courses’ have a lot of competition, so it’s harder to get a higher average position. However, the words with the highest conversion rates had an average position of ~3.5.

- Which keywords performed best for you and why might that have been the case?

“online web design”, “web design classes online”, “learn web development”, and “free web development classes online” had 25% or higher conversion rates. The first two were in alignment with the class and had a 100% and 50% conversion rate respectively. With a larger conversion sample size, it would be easier to determine the appeal of these keywords versus others.

Recommendations for future campaigns

- Would you focus on certain Ad Groups, ads or keywords?

I would have shut down the Awareness Ad #1, it had a comparatively low CTR (0.46%), no conversions, and used up over 10% of my budget.

- Would you change any of your existing ads or keywords or add any new ones?

I would have focused more on Ireland versus New Zealand. 6 of my 7 conversions came from Ireland (24% conversion rate). New Zealand used up almost 54% of my budget, but yielded little ROI.

"Web development courses", "free UX design classes", and "web design courses" used up 20% of my budget, but yielded no conversions. These may be candidates for elimination.

Recommendations for future campaigns #2

- Would you set up an A/B test, and if so, how would you go about it?

I would like to know why Awareness Ad #1 performed so poorly compared to Awareness Ad #2. The only difference was the headline, so I would create two versions (A/B) of #1 and modify the beginning of the headline for A to be similar to Ad #2's in order to determine what part of the wording of the headline was unappealing.

- Would you make changes to the landing page, and if so, what kind of changes and why?

I would change the landing page so that the title "Web Accessibility" was appended with the term "Web Design" or "Web Development". "Web Accessibility" may be a confusing term for some people and they may not have an understanding of it within the context of web design/development.

Appendix

Screenshots for Reference

Ad Groups

		Edit ▾		Details ▾		Bid strategy ▾		Automate ▾		Labels ▾		+ AD GROUP						
	● ▾	Ad group		Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	All conv. ?	View-through conv. ?		
<input type="checkbox"/>		Awareness		Campaign ended	\$3.00 <input checked="" type="checkbox"/> (enhanced)	21	2,242	0.94%	\$2.34	\$49.06	3.2	4.00	\$12.26	19.05%	4.00	0		
<input type="checkbox"/>	●	Interest		Campaign ended	\$3.00 <input checked="" type="checkbox"/> (enhanced)	32	906	3.53%	\$2.36	\$75.36	3.5	3.00	\$25.12	9.38%	3.00	0		
		Total - all but removed ad groups				53	3,148	1.68%	\$2.35	\$124.42	3.3	7.00	\$17.77	13.21%	7.00	0		
Total - all ad groups					53	3,148	1.68%	\$2.35	\$124.42	3.3	7.00	\$17.77	13.21%	7.00	0			
Show rows: <input type="button" value="100"/> 1 - 2 of 2																		



Ads

		Ad	Ad group	Status ?	Labels ?	% Served ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	All conv. ?	View-through conv. ?
<input type="checkbox"/>	●	Want To Learn Web Design? Learn From The Best At Udacity www.udacity.com/web_design Discover Your Opportunities In Web Design From Top Experts Today!	Awareness	Campaign ended	--	41.74%	Search Network only	All features	6	1,314	0.46%	\$2.36	\$14.19	3.1	0.00	\$0.00	0.00%	0.00	0
<input type="checkbox"/>	●	Interested In Web Design? Udacity Will Help You Learn It www.udacity.com/web_design Discover Your Opportunities In Web Design From Top Experts Today!	Awareness	Campaign ended	--	29.48%	Search Network only	All features	15	928	1.62%	\$2.32	\$34.87	3.3	4.00	\$8.72	26.67%	4.00	0
<input type="checkbox"/>	●	Free Web Design Class Learn World Class Web Design www.udacity.com/web_design Expert Instructors - Cutting Edge Technology - Plan Your Future Today!	Interest	Campaign ended	--	17.92%	Search Network only	All features	20	564	3.55%	\$2.28	\$45.69	3.6	1.00	\$45.69	5.00%	1.00	0
<input type="checkbox"/>	●	Learn Web Design For Free Web Design Class From Udacity www.udacity.com/web_design Expert Instructors and Mentors - Cutting Edge Technology - Sign Up Today!	Interest	Campaign ended	--	10.86%	Search Network only	All features	12	342	3.51%	\$2.47	\$29.67	3.5	2.00	\$14.84	16.67%	2.00	0
		Total - all ads ?							53	3,148	1.68%	\$2.35	\$124.42	3.3	7.00	\$17.77	13.21%	7.00	0
Total - all campaign									53	3,148	1.68%	\$2.35	\$124.42	3.3	7.00	\$17.77	13.21%	7.00	0

Keywords

		Keyword	Ad group	Status ?	Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	All conv. ?	View-through conv. ?	Labels ?	
		Total - all campaign ?				53	3,148	1.68%	\$2.35	\$124.42	3.3		7.00	\$17.77	13.21%	7.00	0	
	●	web design	Awareness	Campaign ended	\$3.00 (enhanced) ?	8	605	1.32%	\$2.85	\$22.82	3.6		1.00	\$22.82	12.50%	1.00	0	--
	●	web development	Awareness	Campaign ended	\$3.00 (enhanced) ?	6	843	0.71%	\$2.16	\$12.94	3.3		1.00	\$12.94	16.67%	1.00	0	--
	●	learning web design	Interest	Campaign ended	\$3.00 (enhanced) ?	5	186	2.69%	\$2.23	\$11.17	3.4		0.00	\$0.00	0.00%	0.00	0	--



Evaluate a Display Advertising Campaign

A photograph of two people, a woman on the left and a man on the right, looking at a tablet device together. The woman has short blonde hair and wears round glasses and a yellow sleeveless top. The man is wearing a grey vest over a light blue shirt. They appear to be in an office or creative workspace.

Project 6: Evaluate a Display Ad Campaign

Assumptions

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

Cost: The cost of the degree is \$999

Profit: For the purpose of this assignment, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

Part 1: Evaluate a Display Image Campaign

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign

	● ↑	Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. CPM
	II	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
		Total - all but removed ad groups			1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
		Total - all ad groups			1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
Show rows: 50										1 - 1 of 1



Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight Key Results - **4 new sign ups with CPA of \$218.13**
3. What was the overall ROI of the campaign? **Positive ROI of \$323.49**

Creative	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1973	282,066	0.70%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$872.51	.2%	4	\$218.13	+\$323.49

Display Image Campaign: Ad Results

Review the Ad results below of Creative A and B for Display Image Campaign

		Ad	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	Become a Digital Marketer Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry, and gain experience with real-live projects Udacity  Preview ad	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	\$0.45	\$686.27
<input type="checkbox"/>	<input checked="" type="radio"/>	Become a Digital Marketer Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry and gain experience with real-live projects Udacity  Preview ad	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	\$0.42	\$186.24

Which Ad Group Performed Better?

1. Present the results of each ad by completing the table below.
2. Creative A outperformed Creative B? Why? **Higher CTR and ROI**

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1531	216,199	0.71%	\$0.45	\$686.27	.2%	3	\$228.76	+\$210.73
Creative - B	442	65,867	0.67%	\$0.42	\$186.24	.2%	1	\$186.24	+\$112.76

Display Image Campaign: Keywords

Review the Keyword results for the Display Image Campaign

		Keyword	Ad group	Status <small>?</small>	Max. CPC	Clicks <small>?</small>	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small> <small>↑</small>	Cost <small>?</small>
<input type="checkbox"/>	●	facebook marketing course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	4	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	●	digital analytics training	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	●	digital analytics course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	●	social media marketing online course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	14	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	●	adwords course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	8	0.00%	\$0.00	\$0.00



	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	digital media online course	1	25	4.00%	\$1.64	\$1.64
2	marketing online	236	20750	1.14%	\$0.50	\$118.64
3	marketing courses	19	1999	0.95%	\$0.27	\$5.14
4	digital marketing training	57	8224	0.69%	\$0.54	\$30.75
5	online marketing course	226	38259	0.59%	\$0.28	\$63.00



How would you optimize this campaign?

Provide at least **three** suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or removing keywords, etc...)

Suggestion 1: A/B Testing of the creative on Campaign A to optimize performance.

Suggestion 2: Try different/more compelling creative for Campaign B. Image of an actual person seems more effective than generic image of a cell phone.

Suggestion 3: Remove “marketing careers” and “marketing program”. These cost over \$30, but were low impact/low CTR

Part 2: Evaluate a Display Video Campaign

Display Video Campaign: Overall Results

Review below the overall results of the Display Video Campaign

		Ad group	Status <small>?</small>	Max. CPV <small>?</small>	Ad group type	Impr. <small>?</small>	Views <small>?</small>	View rate <small>?</small>	Cost <small>?</small>	Avg. CPV <small>?</small>	Clicks <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>
<input type="checkbox"/>	II	short trailer DM education keywords	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	54,312	10,622	19.56%	\$290.21	\$0.03	453	0.83%	\$0.64
<input type="checkbox"/>	II	short trailer DM large keyword list	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	103,205	19,261	18.66%	\$535.40	\$0.03	1,439	1.39%	\$0.37
		Total - all but removed ad groups				157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
Total - all ad groups						157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
Show rows: 50 <input type="button" value="▼"/> 1 - 2 of 2													



Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1,892	157,517	1.2%	\$0.03
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$825.61	0.2%	4	\$206.40	+\$370.39

Display Video Campaign: Ad Results

Review below the Ad Results of the Display Video Campaign

		Ad	Ad group	Status	Video	Impr.	Views	View rate	Avg. CPV	Cost	Clicks	CTR	Avg. CPC
	●	Short trailer  0:41	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	\$0.03	\$290.21	453	0.83%	\$0.64
	● A	Short trailer 2  0:41	short trailer DM large keyword list	Campaign paused	Become a Digital Marketer	103,205	19,261	18.66%	\$0.03	\$535.40	1,439	1.39%	\$0.37

Campaign A - Short Keyword List

Campaign B - Large Keyword List



Which Ad Group Performed Better?

1. Present the results of each ad by completing the table below.
2. Which ad performed best Video A or Video B? Video B had higher CTR, lower CPA, and higher ROI.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54,312	0.83%	\$0.03	\$290.21	.2%	1	\$290.21	+\$8.79
Campaign B	1,439	103,205	1.39%	\$0.03	\$535.40	.2%	3	\$178.47	+\$361.60

Display Video Campaign: Keywords

Review the Keyword results for the Display Video Campaign

	●	Keywords <small>?</small>	Max CPV	Ad group	Status	Impr.	Views <small>?</small>	View rate <small>?</small>	Avg. CPV <small>?</small> ↑	Cost <small>?</small>	Clicks <small>?</small>	CTR <small>?</small>
□	●	internet marketing program	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
□	●	online marketing course	\$0.10	Video DMDN Launch	Campaign paused	1	0	0.00%	\$0.00	\$0.00	0	0.00%
□	●	web metrics	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
□	●	web analysis	\$0.10	Video DMDN Launch	Campaign paused	2	0	0.00%	\$0.00	\$0.00	0	0.00%
□	●	online marketing strategies	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%

This is an excerpt of the keyword list, the full list is [here](#)



Key Campaign Results (Keywords)

1. Present the **five** keywords you consider most successful based on the results of the campaign? See table below.
2. Highlight the best performing keyword from the results. *Why* was this the best performing keyword?

“Ad advertisement” was the best performing keyword because it had the highest ROI, low CPA, and highest # of new students.

Keyword	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	CPA	# New Students	ROI +/-
ad advertisement	510	24172	2.11%	\$0.17	\$85.58	.2%	\$85.58	1	+\$213.42
digital learning courses	207	14198	1.46%	\$0.31	\$64.99	.2%	\$0	0	\$0
online marketing video	495	42440	1.17%	\$0.51	\$253.23	.2%	\$253.23	1	+\$45.77
course digital marketing	106	8726	1.21%	\$0.43	\$45.50	.2%	\$0	0	\$0
seo	102	9197	1.11%	\$0.48	\$48.81	.2%	\$0	0	\$0



How would you optimize this campaign?

Provide at least **three** suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or removing keywords, etc...)

Suggestion 1: I would expand the keyword list used for the Education campaign (A). It performed poorly compared to the large keyword list campaign. May want to include some of the high performers from Campaign B

Suggestion 2: I would delete “business training ROI” it cost \$103 and had negative ROI. Also would eliminate “digital marketing” it had a negative ROI of \$25.

Suggestion 3: I would do A/B testing on the creative on Campaign A to determine why the CTR was one third of Campaign B's.

Part 3: Results, Analysis and Recommendations

Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- Would you focus on certain Ad Groups, Ads or Keywords?

I would focus on Display Image Campaign A and the Large Keyword Video Campaign.

- Would you change any of your existing Ads or Keywords or add any new ones?

I would eliminate Display Image Campaign B and focus on optimizing Campaign A.

- Would you set up an A/B test, and if so, how would you go about it?

I would do A/B testing on the creative as well as keywords for Display Image Campaign A by splitting it into two identical campaign with different creative. I would then optimize on keywords using the same process.

- Would you make changes to the landing page, and if so, what kind of changes and why?

I don't think there is anything wrong with the landing page. It looks clean and inviting.

Market with Email

A photograph of two people in an office setting. A woman with short blonde hair and glasses, wearing a yellow sleeveless top, is looking towards a man. The man, wearing a grey vest over a light blue shirt, is holding a tablet and looking up. They appear to be in a meeting or presentation.

Project 7: Email Marketing

Email Part 1

Plan Your Email Content

Target Persona for DMND Nanodegree

Background and Demographics	Target Persona Name	Needs
1.Female, 48 yrs old 2. Single mom, 3 kids 3. Bachelor's degree	Small Business Owner Sarah Brown 	1. Wants to grow business 2. Doesn't have a lot of time 3. Has a limited budget for marketing
Hobbies	Goals	Barriers
1.Live music 2.Cooking 3.Hiking	1.Increase the number of regular paying cleaning customers 2.Maintain financial independence 3.Support her kids	1.Time constraints for learning 2.Budget constraints for learning 3.Budget constraints for marketing and expanding her business

Email Content:

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	Explore the World of Digital Marketing	Engagement	Number of opens
Email #2	Learn How Digital Marketing Can Help Promote Your Business	Engagement	Number of opens
Email #3	Grow your Business With Digital Marketing Today!	Conversion	Number of clicks

Email #1

Email Content Plan				
Subject Line	Body Summary	Visual	CTA	Link
Explore the World of Digital Marketing	<p><i>Learn how digital marketing can help you increase sales for your business.</i></p> <p><i>Find out about all the platforms available for gaining new customers.</i></p> <p><i>Learn from industry experts!</i></p>	<p><i>I would use similar visuals as the ones I used in my Facebook ad campaign</i></p> 	<p><i>CTA is to click on link to learn more about the DMND offering</i></p> <p><i>Learn More!</i></p>	<p>http://dmnd.udacity.com/</p>

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	Learn How Digital Marketing Can Help Promote Your Business	<i>Start Learning Today!</i>

Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	Grow your Business With Digital Marketing Today!	<i>Register for DMND!</i>

Email Part 2

Calendar

Email Campaign Calendar

	Week 1					Week 2					Week 3				
	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F
Email #1															
Email #2															
Email #3															

KEY PHASES

Planning

Tests

Send

Analyze



DIGITAL MARKETING
NANODEGREE PROGRAM

Email Part 2

Craft Your Email

Email Copy: Email #1

Subject Line: Sarah: Explore the World of Digital Marketing

Body: Learn how digital marketing can help you increase sales for your business. Find out about all the platforms available for gaining new customers. Learn from industry experts!

CTA: Learn More!

Link for CTA: <http://dmnd.udacity.com/>

Email Screenshot: Email #1

AJ
9:22 PM

Explore the World of Digital Marketing!
To: atlasjavadi@yahoo.com

E



Explore the World of Digital Marketing!



Learn how digital marketing can help you increase sales for your business.

Find out about all the platforms available for gaining new customers.

Learn from industry experts!

[Learn More!](#)



DIGITAL MARKETING
NANO DEGREE PROGRAM

A/B Testing Email

A/B Testing Email

A/B testing requires isolation of the variable you're trying to test. I would divide my target audience into two groups (A and B), then I would modify my email (controlling for all other variables) and create an A version and B version of the subject line and see which garners the highest open and CTR rates. I would do the same with the CTA and continue doing this till I have optimized my email for greatest impact.

A/B Testing		
	Subject Line	CTA
Email #1	<i>Learn Digital Marketing Today</i>	<i>Get Started Now!</i>



Sending and Analyzing Results

Results Email #1

After you have hit send on the first email of your campaign, you can spend some time analyzing the results.

1. Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

Results Continued Email #1

I would immediately unsubscribe/delete all email addresses for unsubscribe requests to avoid legal and financial penalties per CAN-SPAM. Each separate email in violation of the CAN-SPAM Act is subject to penalties of up to \$40,654

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsubscribed
180	8%	75	3.3%	30

Final Recommendations

I would look at the unsubscribe requests and see what the reason was (if given) for the subscription. I would make sure to polish up my target audience based on this analysis. For email #2, I am still trying to garner interest, so the results from #1 will be integral to the optimization I do for #2. An 8% CTR is respectable, but I'd like to know why the other 14% who opened the email were not enticed by my CTA. Perhaps more compelling copy would increase the CTR. Email #3 would be a function of the outcome of email #2. I am looking for DMND registrations, so it's critical that this email be optimized via A/B testing.

