Project 3: Run a Facebook Campaign

Part One

Campaign Approach

The advertiser is Udacity and the Campaign approach is to boost DMND Corporate Training by targetting audience in Brazil and Portugal, between people interested in learning more about digital marketing. The ad copy is to Equip company's teams with the latest skills in Digital Marketing and the headline is Choose the right training. The ad creative shows three images related to digital marketing and the call to action button is to learn more about the training. After clicking, the user that fill in e-mail and contact name goes to the landing page.

Target Persona

Background & Demographics
1. Male, 30 yo
2. Married, two kids
3. IT Professional

Mark Benny

Needs
1. Innovative products/services
2. Self-managed team workers
3. Negotiate solutions or alternatives

Hobbies
1. Running
2. Travelling
3. Drinking with friends

Goals
1. Aggregate value to its clients
2. Increase Revenues
3. Maintain contracts

Barriers
1. Wasting time looking for good IT professionals
2. Expensive HR to generate innovative solutions
3. Improve online business

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Marketing Objective

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

The Campaign has a marketing objective of collecting contact information of 30 people interested in DMND Corporate Trainings during 5 days.

KPI

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

The primary KPI for marketing objective will be the number of people interested in DMND Corporate Training .

The intention is to collect 30 leads during five days and the lifetime budget is $125,00.
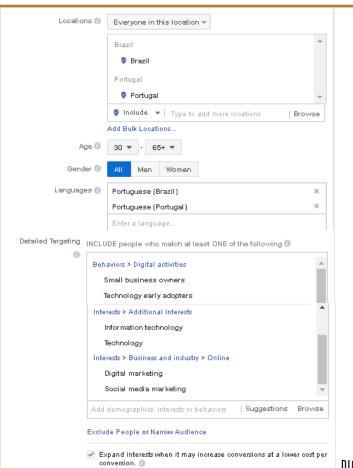
Campaign Screenshots

Campaign & Ad Set: Sample

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

The targetted people are from Brazil and Portugal (people who understand the Brazilian Language) , interested in Marketing and Tecnology.

CAMPAIGN

Campaign Name: 1192421680793468

Campaign Objective: Conversions

AD SET

Ad Set Name: BR - 30+- IT Pro Training

Targeting: Location: Brazil, Portugal
More ▾

Ad Placement: Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed, Audience Network Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos and Messenger Home

Budget & Schedule: $125.00 Lifetime │ Oct 09, 2017 - Oct 14, 2017

Optimize For: Conversions

Bid: Automatic

Pay For: Impression

Less ▲

Budget & Schedule

Lifetime Budget: $125.00   Adjust Budget
$125.00 USD
Graph not available

Schedule Start: Oct 14, 2017   6:00 PM
Pacific Time

Schedule End: Oct 19, 2017   11:59 PM
Pacific Time

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

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Campaign & Ad Set: Sample

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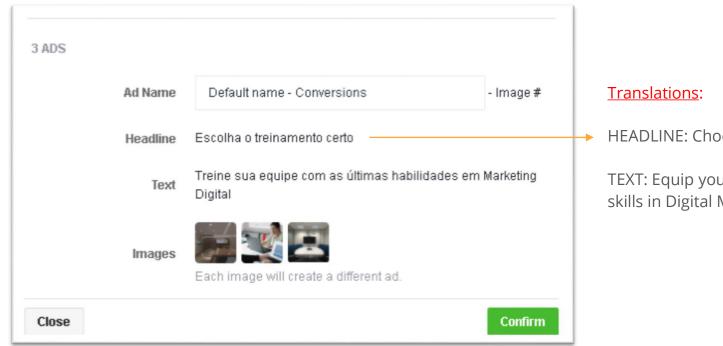
Detailed information as required

Ad Summary: Sample

What Ad Copy and Ad Creatives did you use?

3 ADS

| Ad Name | Default name - Conversions | - Image # |

Headline   Escolha o treinamento certo

Text   Treine sua equipe com as últimas habilidades em Marketing Digital

Images   Each image will create a different ad.

Close   Confirm

<u>Translations</u>:

HEADLINE: Choose the right training

TEXT: Equip your teams with the latest skills in Digital Marketing

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Ad Images: Sample

HEADLINE: Choose the right training

TEXT: Equip your teams with the latest skills in Digital Marketing