Project 8: DMND Portfolio

Building a Marketing Strategy

1.Customer Journey Based Marketing Plan
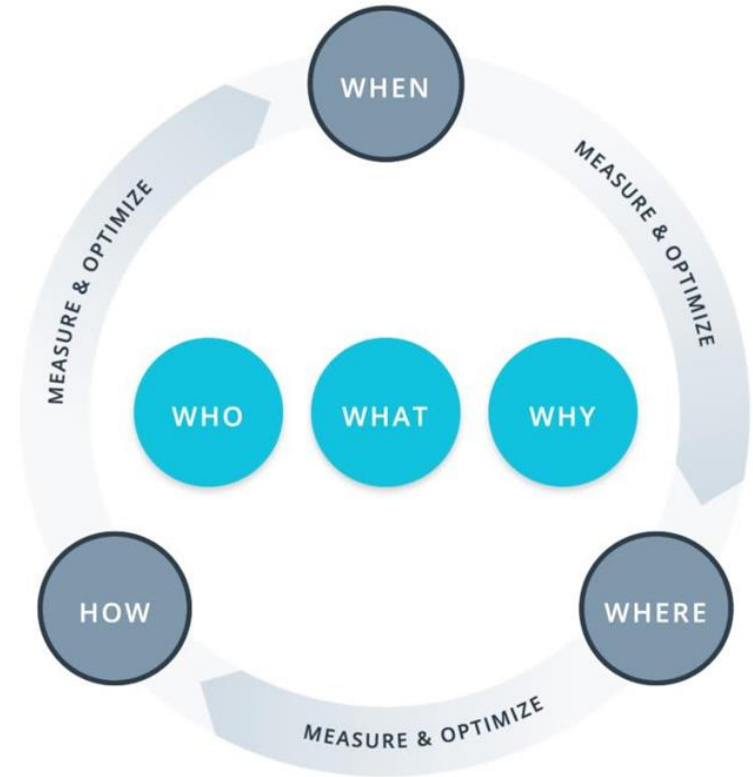
What: your offer

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.

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Marketing Objective: DMND

What is the marketing objective for your marketing efforts?

Create a multi-channel marketing campaign to boost Udacity Digital Marketing Nanodegree Program by increasing new customers in 20% in the next quarter.

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Who Are Our Customers
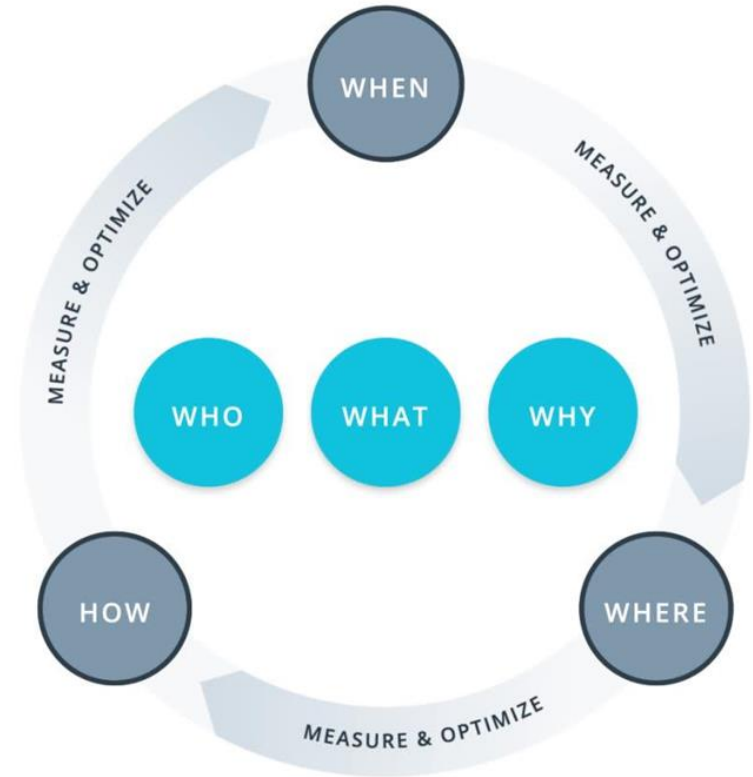
Target Persona

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

Mark Benny

Needs
1. Innovative products/services
2. Flexible Trainings
3. Small investiment on training

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 in tradicional courses
2. Online training poor content
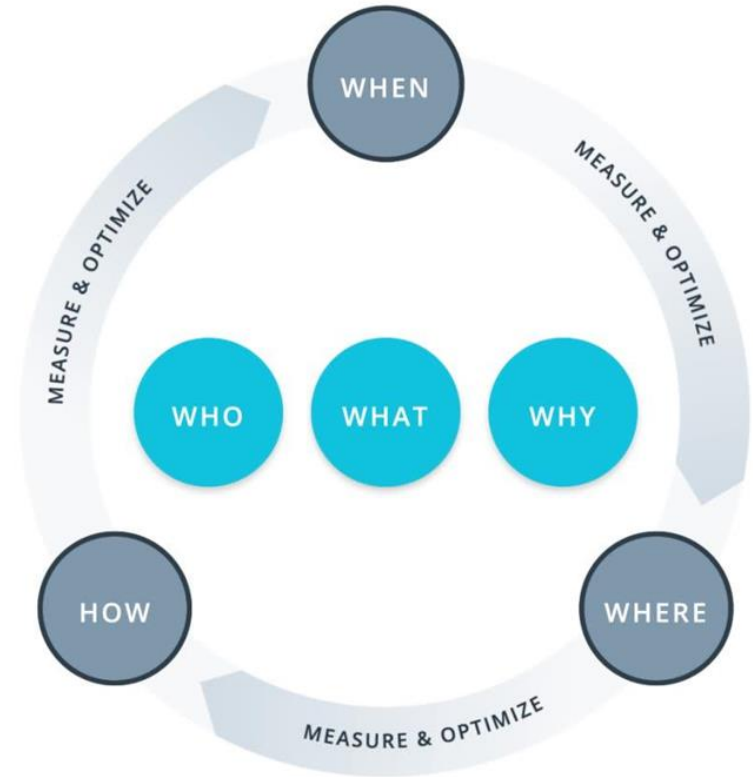3. Low attention studying

What: your offer

Who: your customers

When: your customer's journey

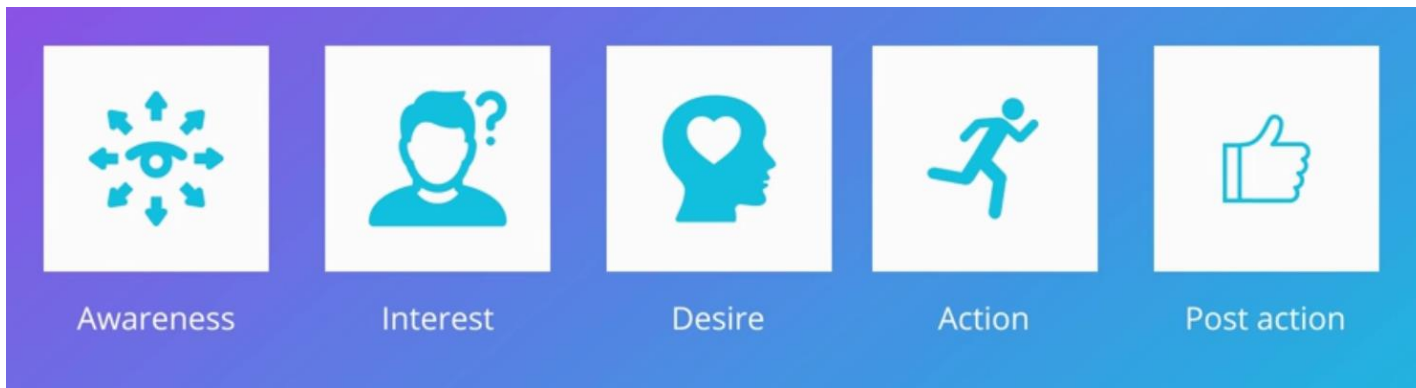Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics

Phases of the Customer Journey

Awareness   Interest   Desire   Action   Post action

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When+How+Where = Marketing Tactics

| Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	● *Describe the nanodegree program* ● *Describe what DMND can do for the target persona*	● *Key product benefits* ● *Key product diferentiators*	● *Key product benefits* ● *Reason to enroll now / promotions*	● *Implicit smooth path to purchase* ● *Thank you* ● *Reinforcement of DMND benefits*	● *News about purchased DMND Course* ● *Info about other courses offered*
Channel	● *Content Marketing (Blog post)* ● *Informative landing page* ● *Social media* ● *Search* ● *Display and video ads*	● *Search* ● *Social media advertising* ● *Organic Social Media* ● *Re-targeted display and video ads(opportunity to generate leads)*	● *Search* ● *Re-targeted ads (display, social and video)* ● *Organic Social Media* ● *Email*	● *Email* ● *Organic Social Media*	● *Email* ● *Organic Social Media*

2. Budget Allocation

Digital Marketing Nanodegree

Budget Allocation for Media

Awareness: Budget Allocation for Media
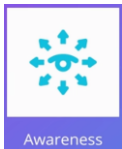
Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook Display	200	$1.25	160	0.05%	0,1
Search AdWords	100	$1.40	71	0.05%	0,0
Display Adwords	50	$5.00	10	0.05%	0,0
Video Adwords	50	$3.50	14	0.05%	0,0
Total Spend	400	**Total # Visitors**	256	**Number of new Students**	0,13

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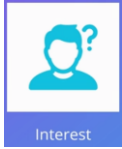
Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook Display	400	$0.50	800	0.1%	0,8
Search AdWords	200	$1.50	133	0.1%	0,1
Display Adwords	100	$3.00	33	0.1%	0,0
Video Adwords	100	$2.75	36	0.1%	0,0
Total Spend	800	**Total # Visitors**	1003	**Number of new Students**	1,0
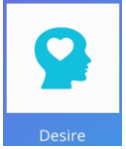
Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook Display	48000	$0.30	160000	0.3%	480,0
Search AdWords	500	$1.50	333	0.3%	1,0
Display Adwords	200	$3.00	67	0.3%	0,2
Video Adwords	100	$2.75	36	0.3%	0,1
Total Spend	48800	**Total # Visitors**	160436	**Number of new Students**	481,3

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	400	256	0,1	$299	38,23	-$361,77
Interest	800	1003	1,0	$299	299,91	-$500,09
Desire	48800	160436	481,3	$299	143911,42	$95111,42
Total	50000	161695	482,44		144249,55	$94249,55

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Additional Channels/Recommendations:

Create an email campaign in Desire phase. It has no spend and could increase the total ROI

Dicrease all the CPC bid in Awareness and Interest phase to revert the negative ROI

3. Showcase Work

Market your Content

Write a Blog Post

Blog Post

As a technology professional i'm not embarrassed to say i'm not prepared for this new world. My kids know much more of social medias than me.

The purpose of this post is to make a roadmap for who are interested in learning about digital marketing and social medias.

Read more … https://goo.gl/CwyRc4

Craft Social Media Posts

Social Media Posts

It's one of the most popular blogging platforms .

Social Media Posts

It's the largest social media platform

Social Media Posts

It's the second fastest growing social media platform

Extra Credit

Extra Credit: Post Online & Share Your Results

Put your social media plan to action and promote your blog on the platforms you chose. Share your results in the table below.

Platform	Traffic	Likes	Shares	Comments	Notes
Tumblr	1	1	1	0	
Facebook	15	6	2	0	
Twitter	21	0	0	0	
Wordpress	7	0	0	0	

Extra Credit: Analysis

What would you do differently based on your results?

Create specific posts to each platform, considering diferente types of images.

What other topics might you feature on your blog and in social?

To make a hootsuite account to easy post and monitor in diferent social media channels.
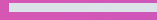
Run a Facebook Campaign

Campaign Screenshots

Campaign & Ad Set

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 & Ad Set

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.

Ad Summary

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

Translations:

HEADLINE: Choose the right training

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

Ad Images: Sample

Campaign Results: Performance
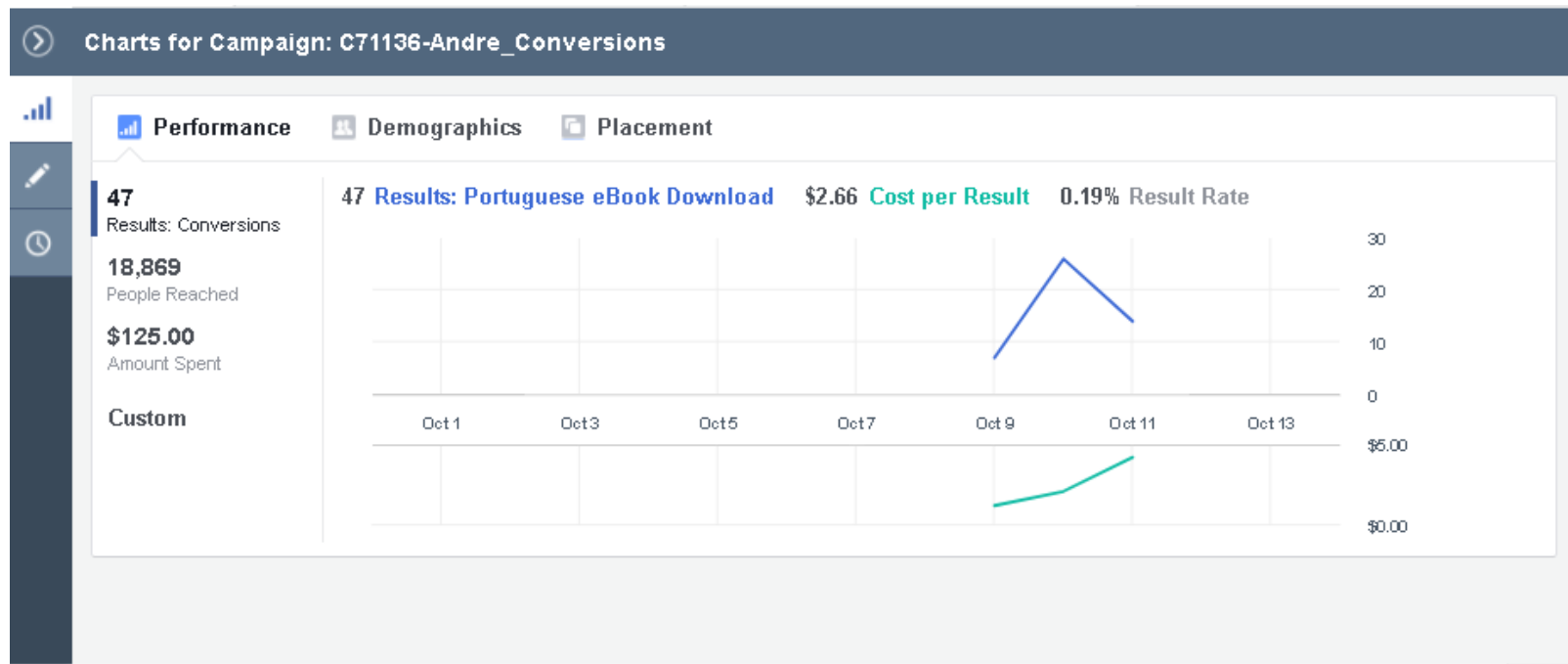
Campaign Results: Demographics

Charts for Campaign: C71136-Andre_Conversions

Performance   **Demographics**   Placement

47 **Results: Portuguese eBook Download** ▾   18,869 **Reach** ▾

Age

All Women

55% (26)
49% (9,153)

$2.17
Cost per Result

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

All Men

45% (21)
51% (9,612)

$3.25
Cost per Result
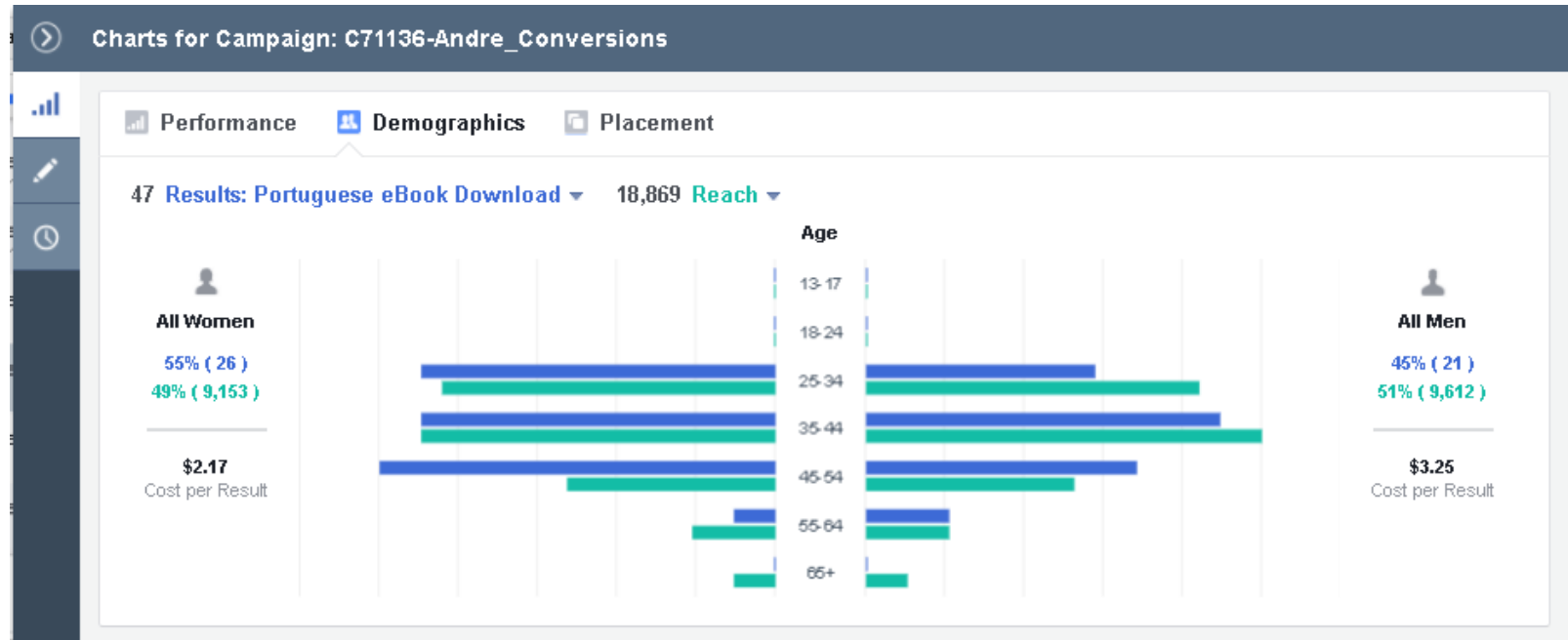
Campaign Results: Placement
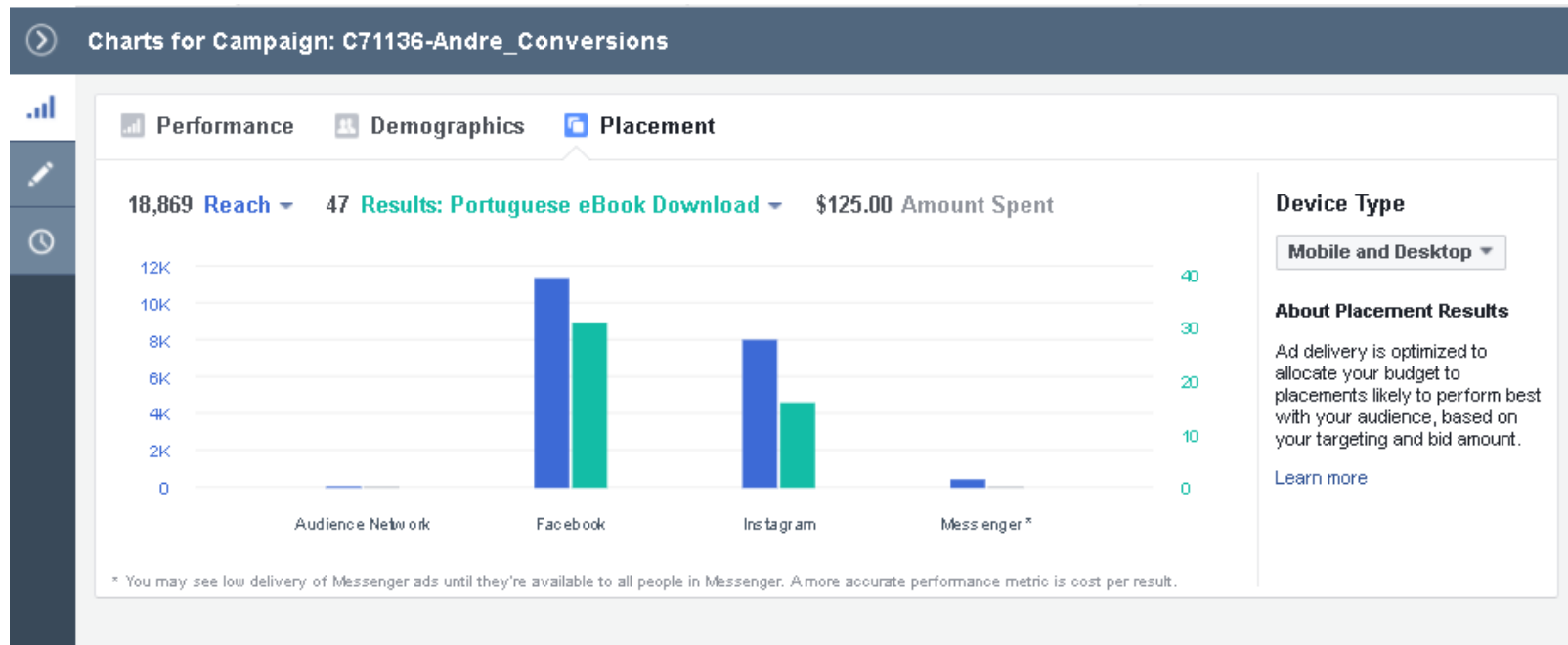
Campaign Results - Ad Set Data: Performance

Campaign Results - Ad Set Data: Delivery

Campaign Results - Ad Set Data: Engagement

| | Ads Manager | | | Search business | | | AC DMND ▾ | | | Help ❓ |

Udacity 1 (1192421680793468) ▾   **Create Ad**

Account: Udacity 1   Search ▾ | Filters ▾ | This month: Oct 1, 2017 – Oct 12, 2017 ▾

| ▦ Account Overview | ☑ Campaigns | 1 selected ⊗ | ▦ Ad Sets | 1 selected ⊗ | 🖥 **Ads for 1 Ad Set** |

+ Create Ad ▾ | Edit | Duplicate Ads... | Preview | Create Rule | More ⬍   Columns: Engagement ▾ | Breakdown ▾ | **Export** ▾

☐		Ad Name	Delivery ❓ ▲	People Taki... ❓	Post Reacti... ❓	Post Comm... ❓	Post Shares ❓	Link Clicks ❓	Page Likes ❓
☐	🔵	Default name - Conversions - Image 2	▪ Not Delivering Ad Set Completed	94	53	—	3	25	17
☐	🔵	Default name - Conversions - Image 1	▪ Not Delivering Ad Set Completed	130	79	—	3	41	18
☐	🔵	Default name - Conversions - Image 3	▪ Not Delivering Ad Set Completed	157	91	—	9	50	21
		▸ Results from 3 ads ❓		**353** People	**223** Total	— Total	**15** Total	**116** Total	**56** Total

Search Engine Optimization (SEO) Audit

On-Site SEO

Keywords Audit

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	**digital marketing**	**Make a digital marketing training without leaving home**
2	**digital marketing training**	**Learn digital marketing with our trainings and become a recognized professional**
3	**digital marketing online training**	**Become a digital marketing professional with the training we've prepared for you**
4	**digital marketing nanodegree specialist**	**Know more about our nanodegree training and become a digital marketing professional**
5	**udacity digital marketing**	**Enroll in a Udacity online digital marketing training**

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential? **Marketing Digital**

Which Tail Keyword has the greatest potential? **Curso Marketing Digital Online**

translation:

Digital Marketing Online Training

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: http://dmnd.udacity.com/		
	Current	Revision
Title Tag	**Udacity Digital Marketing Nanodegree Program Website**	**Digital Marketing Training**
Meta-Description	**© 2017 Udacity, Inc.**	**Learn Online Digital Marketing Training and become a recognized professional**
Alt-Tag	**blank**	**Digital Marketing Training**

Suggested Blog Topics

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary as to why you chose those Keyword topics and what you might write about.

Note that you don't have to write these blog posts, just a very brief summary and a motivation about why you think they would work. (150 - 300 word max)

Topic 1 - short explanation **If you intend to learn digital marketing , Udacity has a digital marketing training 100% online and transcripted to portuguese language. Don't loose this chance to become a recognized professional.**

Topic 2 - short explanation **If you don't like the traditional learning method like me and are looking for a 100% online training, Udacity prepared a training that promises their student to become a digital marketing specialist.**

Topic 3 - short explanation **Udacity has joined the industry giants to prepare this hands-on digital marketing online training.**

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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.nytimes.com/2012/04/18/technology/coursera-plans-to-announce-university-partners-for-online-classes.html	100
2	http://search.yahoo.com/mobile/s?p=Online+College+Courses&pz=10&ei=UTF-8&fr2=sd&nocache=1&b=21&pz=10&xargs=0	100
3	http://www.nytimes.com/2013/04/21/opinion/sunday/grading-the-mooc-university.html	100

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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	Mundo do Marketing	mundodomarketing.com.br	**23.6K**
2	Marketing de Conteúdo	Marketingdeconteudo.com	**683K**
3	Resultados Digitais	resultadosdigitais.com.br	**315K**

translation:
1. Marketing World
2. Content Marketing
3. Digital Results

Performance Testing

Performance Test: Page Index

Using the Pingler tool, research how many of DMND's website pages are indexed by Google.

Explain why the number of pages indexed is important.

Having more links and pages on DMND's domain is a good way to increase visibility and rankings on Google Search.

Google Indexed Pages Checker

URL	Google Indexed Pages
dmnd.udacity.com	n/a

Performance Test: 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.

If mobile site is extremely slow, you can not get decent rankings with average page speeds.
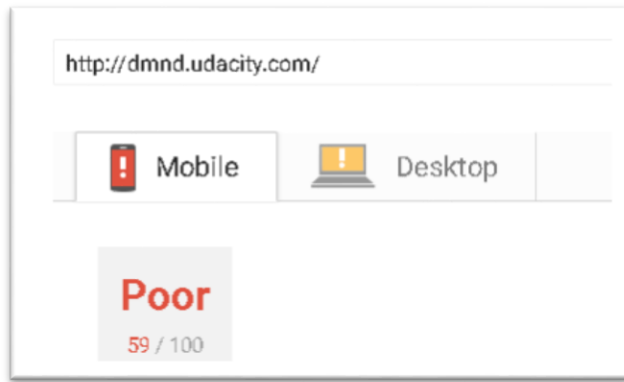
Performance Test: Mobile-Friendly Evaluation

Using the Think with Google tool, assess the mobile-friendliness of the dmnd.udacity.com website.

Explain why having a mobile-optimized is important.

if a website is not mobile responsive website the user will either 'bounce' to another site meaning a *High Bounce Rate* or they will quickly click back to the search results meaning a *Low Click Back Time* .
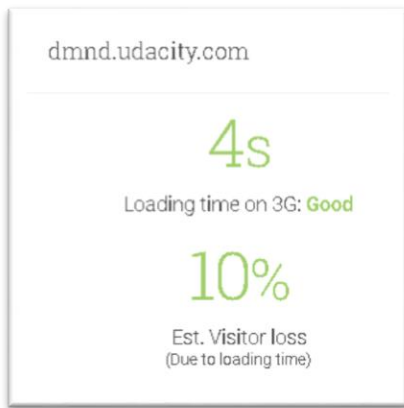
Recommendations

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)

Improve the website metadata as in the proposal revision , specifically the title, meta-description and alt tags in order to stay aligned with the Website Keywords and Tail Words.

Add value to the website using some backlinks suggested, sending texts or articles to renomated blogs related to the company's objective. As time goes on, pages that do not have other sites pinging links back to them may be dropped, as this is one indicator to Google the site do not have valuable content.

Speed up the website making a few fixes as improving javascript renderizations, optimizing images, compressing resources, and accelerating mobile pages. This suggested fixes can reduce page loading time by ~3s and help keeping 10% more visitors.

Run an Adwords Campaign

Ad Groups

Ads and Keywords

Ad Group #1: Ads & Keyword Lists

Ad Group 1: Awareness (learn iOS)

Keyword List

best online ios learning
learn to create iphone apps
udacity ios learning
online nanodegree ios learning
free ios learning
best way to learn ios development
iphone app development for beginners
online programming learning sites
iphone free course
learning ios ui development
best way to learn ios programming from scratch

learn ios 8
learn coding on iphone
best ios learning resources
free online learning courses with certificates
free learning courses for adults
best free online learning sites
learn design for ios development
build ios app
best resources to learn ios development
learning ios game programming
best free online learning

Mobile

New: iOS Programming Course - Free Online Course by Udacity
Ad udacity.com/course/ios_programming

Udacity Brings The Best Course To You. Request Information Today

Mobile

New: iOS Developer Course - Free courses by Udacity
Ad udacity.com/course/ios_developer

Udacity Brings The Best Course To You. We'll Make You Learn Today

Ad Group #2: Ads & Keyword List

Ad Group 2: Interest (iOS Course)

Keyword List

ios 10 training	ios developer key
learn iphone programming	ios 10 developer
best courses to study in the world	prerequisites for ios app development
online ios web learning	ios developer requirements
free ios online training programs	ios developer technical skills
online app building classes	professional ios programming with swift
iphone application development course	beginning ios app development nanodegree
learn iphone development	iphone app developer needed
ios developer getting started	
ios developer skill set	
best ios development	

Mobile

Free: iOS Programming Course - Best Courses by Udacity
Ad   udacity.com/course/ios_programming

Apply For Udacity Free Online Courses. Request Information Today

Mobile

Free: iOS Developer course - Online Courses by Udacity
Ad   udacity.com/course/ios_developer

Choose an Udacity Free Online Course. We'll Make You Learn Today

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Appendix

Screenshots for Reference

Campaign Description

s > C71136-Andre

Campaign status: ● Paused   Type: Search   Budget: $15.00/day   More details ⌄

Settings

Campaign name	C71136-Andre	⌄
Campaign status	● Paused	⌄
Goal	Leads	⌄
Networks	Google Search Network, Search partners	⌄
Locations	Australia (country)	⌄
Languages	English	⌄
Bidding	CPC (enhanced)	⌄
Daily budget	$15.00/day	⌄
Start and end dates	Start date: October 21, 2017 End date: October 26, 2017	⌄
Dynamic Search Ads	Get automated search targeting and customized ad headlines based on your website	⌄

⌄ Additional settings

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Campaign Summary

Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results (Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion	Cost
Interest(iOS course)	$3.25	97	4	4.12%	$1.95	0	0.00%	$0.00	$7.78
Awareness(learn iOS)	$3.25	1,128	30	2.66%	$2.23	0	0.00%	$0.00	$66.90
Total		**1,225**	**34**	**2.79%**	**$2.20**	**0**	**0.00%**	**$0.00**	**$74.68**

Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
Free: iOS Developer Course Online Courses by Udacity	1	4.35%	$2.78	0	0.00%	0
Free: iOS Programming Course Best Courses by Udacity	0	0.00%	$0.00	0	0.00%	0
New: iOS Developer Course Free Courses by Udacity	1	0.91%	$2.07	0	0.00%	0
New: iOS Programming Course Free Online Course by Udacity	7	3.76%	$2.05	0	0.00%	0
Total	**9**	**3.76%**	**$2.05**	**0**	**0.00%**	**0**

The ad copy itself might have led to a higher number of clicks. For instance, the word programming fits more to iOS than developer. If i have had a new opportunity i would replace the word for "development" and perform an A/B test.

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Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	Conv. Rate	Cost per Conversion
learn coding on iphone	1	33.33%	$1.96	$1.96	0.00	0.00%
learn to create iphone apps	2	22.22%	$2.73	$5.45	0.00	0.00%
iphone free course	1	16.67%	$2.14	$2.14	0.00	0.00%
online free learning courses with certificate	1	11.11%	$2.94	$2.94	0.00	0.00%
ios 10 developer	4	7.02%	$1.95	$7.78	0.00	0.00%
best free online learning sites	1	6.67%	$1.67	$1.67	0.00	0.00%
free online learning	4	6.56%	$1.43	$5.70	0.00	0.00%
online programming learning sites	2	4.76%	$2.57	$5.13	0.00	0.00%
free learning courses for adults	1	4.55%	$3.23	$3.23	0.00	0.00%

If i would have used negative keywords, it might help lower the CPC because it prevents the ads from showing up on irrelevant terms that can lower the CTR.

Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.
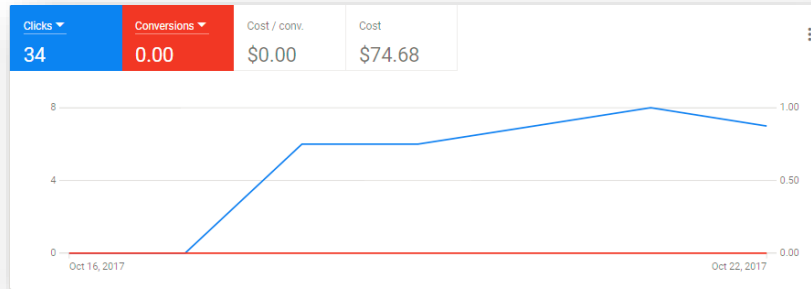
- According to the graph, the number of leads was not reached. The conversion rate was lower then expected. We planned to reach 50 leads, but the campaign reached 34 people and no one convertion.

- As a result, the ROI was -$74,68 (# 0 of convertions * $60 of profit – $ 74.68 of amount spent).

- The average cost per click (Avg. CPC) was $2.20, lower than the Max. CPC bid of $3.25.

Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- Ad group #2 led to the highest click through rate (CTR) of 4.12%. Ad #2 of ad group #2 performed best, showing a CTR of 4.35%, higher than the group average. This may occur because users might be interested in the searchs covered by the ad group #2 keyword list.

- The keyword *build ios app* from ad group #1 had 10 clicks (29.4% of total clicks), but keyword *ios 10 developer* from ad group #2 had 4 click and led to a CTR of 7.02%, showing us this is probably due to users exact search parameters.

- Generally, if the keyword has the high competition then advertiser has to bid higher and higher to win the high ad position. And hence the keyword CPC will be higher, as shown in ad group #1.

- The keywords that performed best are that shown as with elevated CTR.

Recommendations for future campaigns

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

- I would add new keywords, remove redundant ones and pause poorly performing keywords to reduce wasted spend, use stronger CTAs.

- I would create new ads trying to improve CTR or new ad groups from existing keywords, and perform A/B test on multiple ads.

- I would add ad sitelinks, ad snippets or ad callouts to improve CTR

- I would enhanced CPC using Adwords estimated first bid and negative keywords to refine the traffic.

- Lastly, I would review more regularly the campaign performance.

Campaign Screenshots

Example: Ad Groups

		Ad group	Status	Default max. CPC	Cost	Clicks	Avg. CPC	Conversions	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost	All conv.
☐	●	Interest(iOS course)	Campaign ended	$3.25 (enhanced)	$7.78	4	$1.95	0.00	$0.00	0.00%	0.00	0.00	0.00
☐	●	Awareness(learn iOS)	Campaign ended	$3.25 (enhanced)	$66.90	30	$2.23	0.00	$0.00	0.00%	0.00	0.00	0.00
		Total: Ad groups			$74.68	34	$2.20	0.00	$0.00	0.00%	0.00	0.00	0.00
		Total: Campaign			$74.68	34	$2.20	0.00	$0.00	0.00%	0.00	0.00	0.00

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Example: Ads

		Ad	Status	Ad group	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●	Free: iOS Developer course Online Courses by Udacity udacity.com/course/ios_developer Choose a Udacity Free Online Course. We'll Make You Learn Today	Campaign ended	Interest(iOS course)	Expanded text ad	1	23	4.35%	$2.78	$2.78	0.00	$0.00	0.00%
☐	●	Free: iOS Programming Course Best Courses by Udacity udacity.com/course/ios_programming Apply For Udacity Free Online Courses. Request Information Today	Campaign ended	Interest(iOS course)	Expanded text ad	0	4	0.00%	$0.00	$0.00	0.00	$0.00	0.00%
☐	● ▾	New: iOS Developer Course Free courses by Udacity udacity.com/course/ios_developer Udacity Brings The Best Course To You. We'll Make You Learn Today	▾ Campaign ended	Awareness(learn iOS)	Expanded text ad	1	110	0.91%	$2.07	$2.07	0.00	$0.00	0.00%
☐	●	New: iOS Programming Course Free Online Course by Udacity udacity.com/course/ios_programming Udacity Brings The Best Course To You. Request Information Today	Campaign ended	Awareness(learn iOS)	Expanded text ad	7	186	3.76%	$2.05	$14.33	0.00	$0.00	0.00%
		Total: All but removed ads				9	323	2.79%	$2.13	$19.18	0.00	$0.00	0.00%
		Total: Campaign				34	1,225	2.78%	$2.20	$74.68	0.00	$0.00	0.00%

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Example: Keywords

		Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●									**Cost**			
		Total: All but removed keywords				34	1,225	2.78%	$2.20	$74.68	0.00	$0.00	0.00%
☐	●	build ios app	Awareness(learn iOS)	Campaign ended	$3.25 (enhanced)	10	332	3.01%	$2.10	$20.97	0.00	$0.00	0.00%
☐	●	free online learning courses with certificates	Awareness(learn iOS)	Campaign ended	$3.25 (enhanced)	5	422	1.18%	$2.53	$12.64	0.00	$0.00	0.00%
☐	●	ios 10 developer	Interest(iOS course)	Campaign ended	$3.25 (enhanced)	4	57	7.02%	$1.95	$7.78	0.00	$0.00	0.00%
☐	●	free online learning	Awareness(learn iOS)	Campaign ended	$3.25 (enhanced)	4	61	6.56%	$1.43	$5.70	0.00	$0.00	0.00%
☐	● ▾	learn to create iphone apps	Awareness(learn iOS)	Campaign ended	$3.25 (enhanced)	2	9	22.22%	$2.73	$5.45	0.00	$0.00	0.00%

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Evaluate a Display 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 ?
☐	❚❚	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

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Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.

2. Highlight Key Results

3. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	**1,973**	**282,066**	**0.70%**	**$0.44**
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$ 872.51	**0.2%**	**4**	**$ 218.13**	**+ R$ 323.50**

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 ?
☐	‖	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 **A** Preview ad	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	$0.45	$686.27
☐	‖	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 **B** 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? Yes. ROI of Creative A is better than B.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1,531	216,199	0.71%	$ 0.45	$ 686.27	**0.2%**	3	$ 228.76	+$210.72
Creative - B	442	65,867	0.67%	$ 0.42	$ 186.24	**0.2%**	1	$ 186.24	+$112.76

Display Image Campaign: Keywords

Review the Keyword results for the Display Image Campaign

	●	Keyword	Ad group	Status ?	Max. CPC	Clicks ?	Impr. ?	CTR ?	Avg. CPC ? ↑	Cost ?
☐	●	facebook marketing course	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	4	0.00%	$0.00	$0.00
☐	●	digital analytics training	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	0	0.00%	$0.00	$0.00
☐	●	digital analytics course	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	0	0.00%	$0.00	$0.00
☐	●	social media marketing online course	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	14	0.00%	$0.00	$0.00
☐	●	adwords course	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	8	0.00%	$0.00	$0.00

Full keyword list in separate file here

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	marketing online	236	20750	1,14%	0,5	118,64
2	online marketing course	226	38259	0,59%	0,28	63
3	digital marketing training	57	8224	0,69%	0,54	30,75
4	marketing courses	19	1999	0,95%	0,27	5,14
5	marketing careers	14	2998	0,47%	1,68	23,5

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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: **Pause keywords #5, 6, and 7, due to the high CPC**

Suggestion 2: **Make a different creative in order to increase clicks in keywords with #0 clicks**

Suggestion 3: **Create other Ad Group with two more creatives to best monitor performance**

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 ?	Max. CPV ?	Ad group type ?	Impr. ?	Views ?	View rate ?	Cost ?	Avg. CPV ?	Clicks ?	CTR ?	Avg. CPC ?
☐	●	↓												
☐	II		short trailer DM education keywords	Campaign paused ☑	$0.10	In-stream	54,312	10,622	19.56%	$290.21	$0.03	453	0.83%	$0.64
☐	II		short trailer DM large keyword list	Campaign paused ☐	$0.10	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 ▼ | 1 - 2 of 2

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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
Campaign Results	**1,892**	**157,517**	**1.2%**	**$0.44**
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$ 825.61	**0.2%**	**4**	**$ 206.4**	**+ R$ 370.40**

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 ?
☐	● A	**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
☐	● B	**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

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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? Why? Video B performed best, because ROI is uppermost.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54,312	0.83%	$ 0.64	$ 290.21	**0.2%**	1	$ 290.21	+$8.90
Campaign B	1,439	103,205	1.39%	$ 0.37	$ 535.40	**0.2%**	3	$ 178.50	+$361.50

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Display Video Campaign: Keywords

Review the Keyword results for the Display Video Campaign

		Keywords ?	Max CPV	Ad group	Status	Impr.	Views ?	View rate ?	Avg. CPV ↑ ?	Cost ?	Clicks ?	CTR ?
☐	●	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

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Key Campaign Results (Keywords)

1. Present the **five** keywords you consider most successful based on the results of the campaign?

1. Highlight the best performing keyword from the results. *Why* was this the best performing keyword? **Because ROI is the best one between the keyword list.**

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
online marketing vídeo	495	42440	1,17%	$0,51	$253,23	.2%	$253,23	1	+$45,77
digital learning courses	207	14198	1,46%	$0,31	$64,99	.2%	0	0	0
business training course	163	17437	0,93%	$0,63	$103,43	.2%	0	0	0
course digital marketing	106	8726	1,21%	$0,43	$45,50	.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: **Remove keywords are not performing well**

Suggestion 2: **Create different ad creatives for both ad groups**

Suggestion 3: **Perform an A/B Testing**

Part 3: Results, Analysis and Recommendations

Recommendations for future campaigns

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

● **Evaluating overall campaign success**

● **Evaluating different Ad Groups, setting up A/B test, changing images or texts if necessary**

● **Fine tuning the keyword list, changing or adding new ones**

● **Evaluate the landing page, trying to make it the most responsive possible, and making faster access, like improving image load, javascript and CSS pre-load**

Market with Email

Email Part 1

Plan Your Email Content

Email Content:

Email Content Plan			
	Email Topic	**Marketing Objective**	**KPI**
Email #1	Giant industry: Best training ever	Engagement	*Number of subscribers*
Email #2	We want to: Thank you	Engagement	*Number of opens*
Email #3	Special Offer: Don't miss	Conversion	*Number of purchases*

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Email #1

Email Content Plan				
Subject Line	**Body Summary**	**Visual**	**CTA**	**Link**
Industry giants: best training ever	• Tomorrow's careers are here • Know the market hottest skills. Design incredible and real projects. Gain a valuable certification. Start your Digital Marketing career and build a brilliant future! • Made by the industry giants. Click to learn more.	• A person's hands in a tablet, learning some online marketing topics • Industry giants logos	Learn more	https://br.udacity.com/course/digital-marketing-nanodegree--nd018/

Email #2

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Engagement	We want to: Thank you	Prepare for the future

Email #3

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Conversion	Special Offer: Don't miss	Yes! I'll take it

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	Planning	Planning	Tests	Send		Analyze									
Email #2						Planning	Tests	Send		Analyze					
Email #3										Planning	Tests	Send		Analyze	Analyze

KEY PHASES

Planning	Tests	Send	Analyze

Email Part 2

Craft Your Email

Email Copy: Email #1

Industry giants**, {FNAME}**: best training ever

- Body: Udacity Logo + Tomorrow's careers are here, **{FNAME}.** know the market hottest skills. Design incredible and real projects. Gain a valuable certification. Start your Digital Marketing career and build a brilliant future! + Main image + Made by the industry giants. This opportunity is for you, **{FNAME}**! Click to learn more + industry giants image + CTA button

CTA: Learn more

Link for CTA: https://br.udacity.com/course/digital-marketing-nanodegree--nd018/

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Email Screenshot: Email #1

Email Screenshot: Email #1

MailChimp

Made by the industry giants. Click to learn more.

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Learn more

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A/B Testing Email

A/B Testing Email

Testing is an important component of any part of digital marketing. By A/B Testing various components of your email you can optimize open rates, and conversion rates on your call to action.

1. A/B Test the Subject Line and Call to Action in Email #1 by writing an alternative for each.

2. Explain why A/B testing is important and how you might A/B test each of these two components of your email in an email campaign. **conducting A/B test is important to understand wich e-mail might have a highest conversion rate. The best practice is limit A/B test to isolate only one variable at a time. First, I would test the subject line, keeping it in the A version and to one half of subscribers list and B version to the other half, making changes in the subject. Next, repeating the test,, changing the call to action button in the B version.**

A/B Testing		
	Subject Line	**CTA**
Email #1	**Best digital marketing training ever**	**Learn how**

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	**22.0 %**	225

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Results Continued Email #1

Results can be monitored within the first 24 hours of an email send, after a couple days or even after a week.

1. Calculate the CTR and the Conversion Rate

Results and Analysis					
Clicked	CTR	Take Action	Conversion	Unsubscribed	Unsubscribe Rate
180	8.00 %	75	3.33 %	30	1,2%

The unsubscribe rate should be kept at a minimum of <1%.
I would consider reducing the frequency of sendinfo e-mails, or analyze how to make the contente more relevant to engage customers.

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Final Recommendations

Based on the work you did throughout this project, what would you do for Emails #2 & 3.

- Create another campaigns and new e-mail copies with sublists along timeframe planned.

- Conduct A/B Tests

- If possible, automate the workflow process.

- Lastly, the final email intention is to engage subscribers to further information about Udacity courses