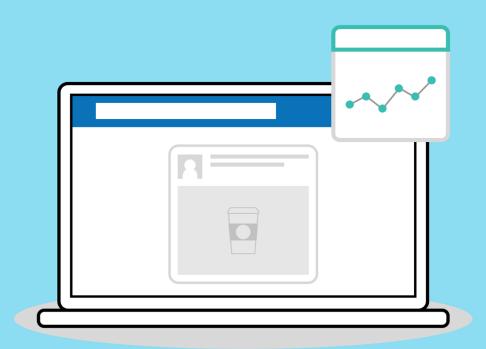# Project 3:
Evaluate a Facebook Campaign

Campaign Summary

Marketing Challenge #1:
Digital Marketing Nanodegree Program

Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might be interested in taking this course. In order to do this, we have created a [landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of $0 for the eBook and a conversion value (revenue) of $25 per collected email address.

Landing Page

Marketing Objective & KPIs

Marketing Objective: To collect the email addresses of 50 potential students for the Digital Marketing Nanodegree Program, with a campaign running for one week and having a lifetime budget of $1000

KPI: Number of eBook downloads

Target Persona

Background and Demographics	Target Persona Name	Needs
- Age 27 - Female - Graduated from university - Employed - Lives in a mid-size US city	Jessica	- Flexible study schedule "Bite-size" chunks of learning
Hobbies	**Goals**	**Barriers**
- Hiking - Photography - Walking her dog	- Transition into a new career in digital marketing - Get a job with higher earning potential/path to advancement - Meet other marketers	- Limited time for studying/learning new skills - Unsure how to break into a new industry

Ad Set

The following three ads are the Ad Set we have designed to target that persona on the previous slide.

Ad One

Ad Two

Ad Three

Campaign Evaluation

Campaign Evaluation

1. Evaluate the success of the campaign, given its marketing objective. Feel free to use bullet points, and add as many slides as you need.

   a. Briefly describe the targeting of the ad set (demographics, location, interest, behavior etc.)

   b. Provide the correct formulas for the following KPIs:

      i. CPM (Cost per 1,000 Impressions)

      ii. Link Click-Through Rate

      iii. CPLC (cost per link click)

      iv. Click To Lead Rate

      v. Cost per Results

   c. Based on the "Key Results" table, identify which ad performed best, and explain why you think this was the case.

   d. How would you optimize the campaign, and explain why do you think so?

   e. Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective.

Campaign Evaluation

    a. Briefly describe the targeting of the ad set (demographics, location, interest, behavior etc.)

- Her name is Jessica 27 years old , Lives in a mid-size US city and she is a employer

- Her hobbies is hiking, photography and walking with her dog

- She wants to translation into a new career in a digital marketing and get job to earning advancement in a digital marketing

- She afraid from time because she don't have a lot to learn new things and she unsure how she break into a new industry

Campaign Evaluation

b. Provide the correct formulas for the following KPIs:

   i. CPM (Cost per 1,000 Impressions)

   CPM=total spend / imperssion *1000

   i. Link Click-Through Rate

   CTR= clicks/ imperessions

   i. CPLC (cost per link click)

   CPLC=total spend/ the number of link clicks.

   i. Click To Lead Rate

   =leads/click*100

   i. Cost per Results

   =total spent/number of results

Campaign Evaluation

c. Based on the "Key Results" table, identify which ad performed best, and explain why you think this was the case.

Ad two have a best performed, because the leads on this ad is 43 and the amound spent is $566.09 so it made a high leads with low spend otherwise the ad one high spent with low leads, it have the highest reach among other ads it make 7,717 people and the number of link clicks is high its 146 clicks for $3.86 and 43 of them actually turn to conversion stage so the Cplc is low depend on the actually lead unlike the ad one it cost in cplc $4.85 with only 53 click and lead just 13 customer so the cost is very high, the cost per result is also low it just spent $13.25 unlike other ads, so the ad 2 make a good and high results with low spends.

Campaign Evaluation

d. How would you optimize the campaign, and explain why do you think so?

- First, in landing page change CTA colour button to red one because the red attract the eyes and encourge the customer to take action

- Second, in target persona need to target male and female to be more inclusive. For geographic change it to all united states for the ads we can set one of the ads to all US and the second one mid-size US and do A/B test. For hobbies add graphic design, reading ,travel and learning new things. For barriers add waste her time in unless things (because she don't have more time so she will afraid to waste time and cant break up in this career. For needs we can add need trust place to learning online with trust certificate.

- Third, in ad set I think we need to change the image in first and third ads to be more related and attractive. For ad copy change to need to learn more about digital marketing! Download the e book to learn how to advertise on several platform in professional way. I think it will be more attractive because it focus on need for the target persona and provide solution.

Campaign Evaluation

e. Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective.

The campaign make well performed because if we sum the results (leads) for ad set it will be 66 leads and the marketing objective is collect 50 leads so the campaign makes well with 16 addition leads

If we collect the ROI it will be :

Profits: 66*25=1650

1650-1000=650

650/1000*100= 65%

Campaign Recommendations

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective and KPIs. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- Would you focus on certain ad groups or ads? If so, which ones and why?
- Would you change any of the existing ad copy or add any new ones? What would you add or change and why?
- What iteration would you make to the A/B test?

Yes, I will make A/B test for ad 2 with another one with change ad copy

Another one with change image for ad 2 because it make good link click but the results not fine

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

I will change the CTA button colors to red because it will attract the eyes

- How would you optimize the campaign, and explain why do you think so?

Campaign Recommendations

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective and KPIs. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- ○ Would you focus on certain ad groups or ads? If so, which ones and why?
I will focus on ads 2 because it have a high leads 43 with $566.09 spend so the spend is consistent with leads and achieve almost our objective target.

- ○ Would you change any of the existing ad copy or add any new ones? What would you add or change and why?
I will change the ad copy with need to learn more about digital marketing!
Download the E book to learn how to advertise on several platform in professional way because it will be more attractive , more personalize and it provide problem and solutions

Campaign Recommendations

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective and KPIs. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

○ What iteration would you make to the A/B test?
 I will make A/B test first for ad 2 with another one with change ad copy to need to learn more about digital marketing! Download the E book to learn how to advertise on several platform in professional way
Another one with change image for ad 1 because it make good link click but the results not fine

The A/B test performed in this campaign is the image depend on that the ad 2 make high results when the image was more attractive and related with what the book provide.

Campaign Recommendations

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective and KPIs. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

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

I will change the CTA button colors to red because it will attract the eyes, Color of book change to blue, the icons on the book change it to icon related to digital marketing and advertising. Add rating for page under the book. Add privacy check box to feel the customer their information is safe. I think it will encourage customer to take action.

Campaign Recommendations

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective and KPIs. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- How would you optimize the campaign, and explain why do you think so? First ,in landing page I will change CTA color button to red in addition tick marks to attract the eyes . Color of book change to blue, the icons on the book change it to icon related to digital marketing and advertising. Add rating for page under the book. Add privacy check box to feel the customer their information is safe I think it will lead more and the click on ad 1 and 3 have great click but not lead more so we suppose there is problem in landing page.

Campaign Recommendations

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective and KPIs. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- How would you optimize the campaign, and explain why do you think so? **Second**, the buyer persona in background change the mid US to all US to be more inclusive, target male and female. In hobbies add reading, make research to be update , learning new things and traveling. In needs add trust place to learn marketing with trust and international certificate, online course to save her time.in barriers add afraid to waste her time in unless things. All of that help us more at targeting for ads set.

Campaign Recommendations

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective and KPIs. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- How would you optimize the campaign, and explain why do you think so?

Third, ads set change ad copy to need to learn more about digital marketing!

Download the Ebook to learn how to advertise on several platform in professional way.

to be more attractive , provide problem with solution and related to target persona goals and needs, the customer attract more when he find his problem in which he read and find the solve.

Change image for ad 1 and 3 to be attractive and related to advertising and book like ad 2.