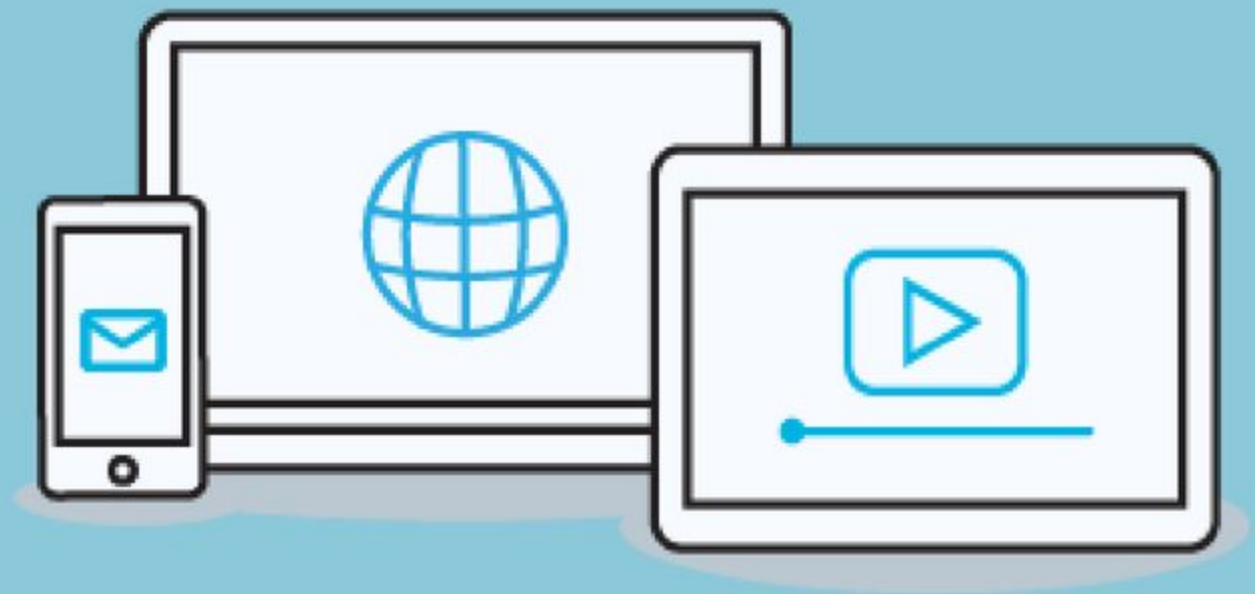# Project 8
Portfolio

1.Customer Journey Based Marketing Plan
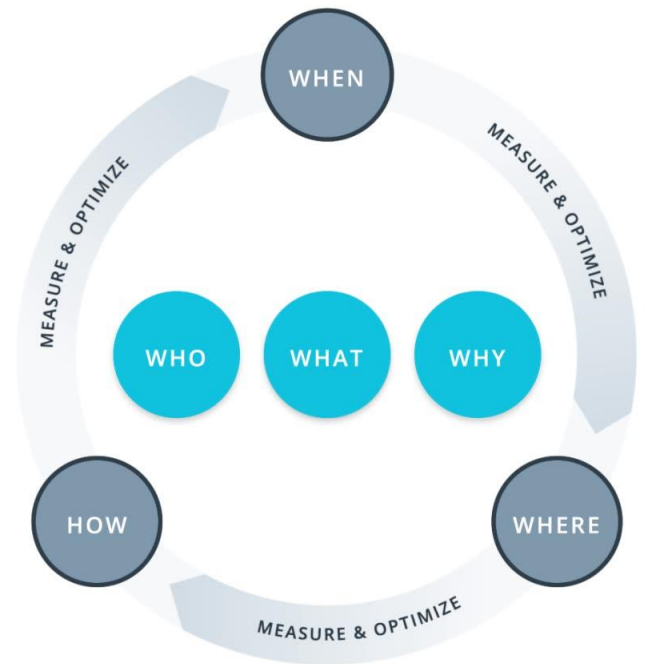
What: your offer

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

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO   WHAT   WHY

HOW

WHERE

MEASURE & OPTIMIZE

What: your offer

Option 1: Digital Marketing Nanodegree Program

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:
Digital Marketing Nanodegree Program

Our Marketing Objective is to get 300 new students sign up to the DMND program in one quarter without losing our money.

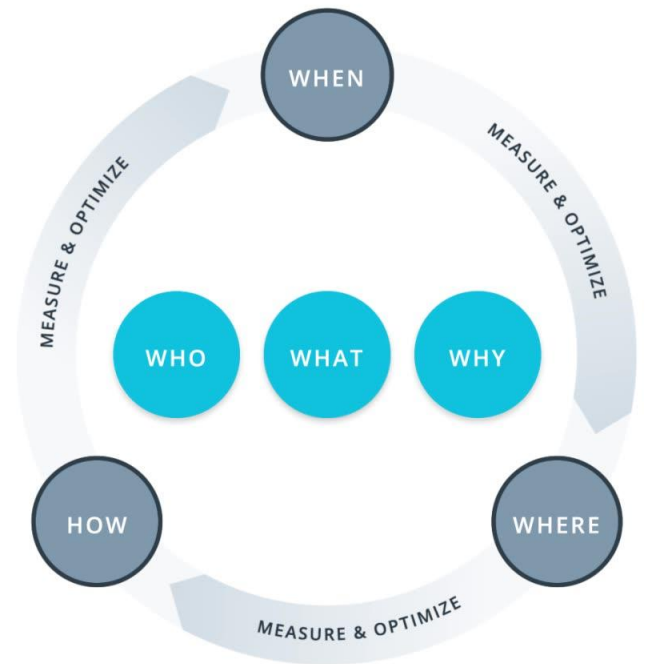# Who Are Our Customers

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. Male, 25 years old
2. Single
3. Bachelor's Degree in Software Engineering
4. Lives in Malaysia
5. Income is under $20,000

Lim Man Choo

Needs

1. Learn Digital Marketing skills online.
2. Get practical experience
3. Get a certification for the skill

Hobbies

1. Play video games
2. Backpacking
3. Surfing the internet.

Goals

1. Start an ecommerce store
2. Market the product on digital platform to increase sales.
3. Get certified in digital marketing

Barriers

1. Not enough time to learn
2. Too many websites with no proper certification.
3.
4. Unsure where to start.
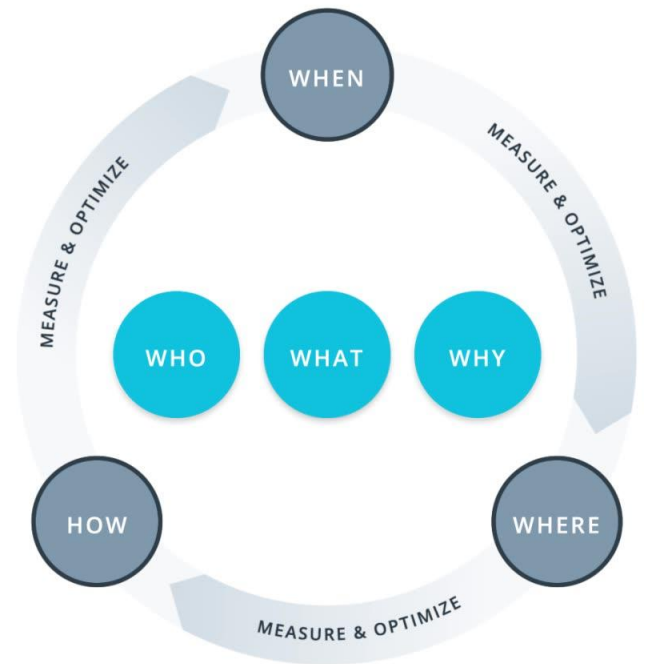
What: your offer

Who: your customers

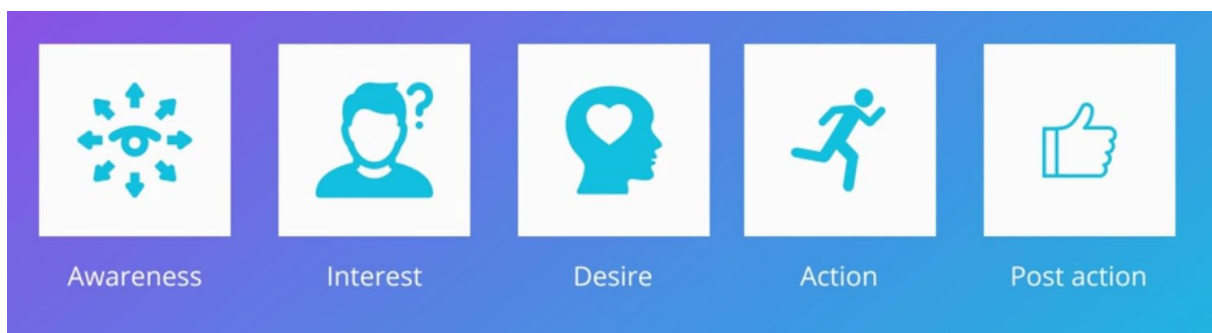When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO WHAT WHY

HOW

WHERE

MEASURE & OPTIMIZE

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Phases of the Customer Journey

| Awareness | Interest | Desire | Action | Post action |

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	-Describe about our DMND product. -Describe what it can do to for our target persona. (This program offers you the opportunity to master platform-specific digital marketing skills valued by top employers.)	-Emphasise on key product benefits. -Key product differentiators.	-Key product benefits. -Limited time price drops.	-Implicit smooth path to purchase -Analyse and optimise purchase complete process with google analytics. -Thank You. -Reinforcement of product benefits	-Informations on new product. -Updates/news on purchased product.
Channel	- content marketing (e.g. blog) - Informative landing page - Social media display and video ads	-Search Engine Advertising -Social Media Displays & Video Ads -Organic social media -Re-targeted advertising(white paper or ebook downloads.)	-Re-targeted ads(display,social,video) -Email Marketing -Search engine marketing -Search -Organic social Media	-Email(Thank you notes & ask them to follow other social media channels for more engagement.) -Organic Social Media	-Email -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	$5000	$1.25	4000	0.05%	2
AdWords Search	$2000	$1.40	1429	0.05%	1
Display	$1750	$5.00	350	0.05%	0
Video	$1500	$3.50	429	0.05%	0
Total Spend	$10,250	**Total # Visitors**	6208	**Number of new Students**	3

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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	$5000	$0.50	10000	0.1%	10
AdWords Search	$3000	$1.50	2000	0.1%	2
Display	$3000	$3.00	1000	0.1%	1
Video	$3000	$2.75	1091	0.1%	1
Total Spend	$14,000	**Total # Visitors**	14091	**Number of new Students**	14

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Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$12,875	$0.30	42917	0.3%	129
AdWords Search	$12,875	$1.50	8583	0.3%	26
Display	0	$3.00	0	0.3%	0
Video	0	$2.75	0	0.3%	0
Total Spend	$25,750	**Total # Visitors**	51500	**Number of new Students**	155

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ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Aware-ness	$10,250	6208	3	$299	$897	-$9353
Interest	$14,000	14,091	18	$299	$5382	-$8618
Desire	$25,750	43,999	155	$299	$46,345	$20,595
Total	$50,000	64,298	176		$52,624	**$2624**

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Additional Channels/Recommendations:

For the desire stage, email marketing can be used . With the emails we might have collected from the users that visited our page. Next, reddit could be a place for us to advertise as there are specific community of people in there who might be interested in digital marketing or education in general.

Lastly , Linkedin.
linkedIn is a place for professionals. We could target people who wish to change a career path or looking to advance their skill set.

3. Showcase Work

Showcasing your Work

- **Social:** include your blog and social posts
- **Facebook Ads:** Facebook Ad Images and Results
- **SEO Audit:** Audit and Recommendations
- **SEM:** Ads, Keywords, Recommendations
- **Display:** Campaign Results, Recommendations
- **Email:** Email Plan, Test Message, Recommendations

Market your Content

Market your Content

Blog: **Life changing journey with DMND.**

Once there was a guy who had dreams of travelling around the world going on adventures and living his life in the moment. But he was stuck behind a desk at an Oil & Gas company looking at excel sheets and doing repetitive job everyday. He got bored with this and started questioning his life ? Has he made a wrong decision? When he is old and trying to look back on his memories, will he have a smile on his face?

Until one day, he realized that if he doesn't start to design his own life plan, he will just be stuck in someone else's plan. Because of that , he quit his job in order to figure out what truly matters to him . He was always fascinated by how interesting marketing is as he worked on a startup on social media contents while he was still a university student. So he decided to get online certifications which would get him the necessary skills to walk a different path.

He started searching for online courses that could land him a digital career . There were tons of options for him to choose but a lot of them didn't provide proper certification. His friends were suggesting him to just watch YouTube videos but he knew it wouldn't be enough. Until one day , he came across a video titled [Udacity DMND](). He was totally convinced he will get what he pays for as it prepares him for real-world experience by running live campaigns on major marketing platforms and learning from top experts in the field.

Ever since he started moving forward with this course, he has been more confidence with how he is going to achieve his goals by walking down a different career path where he will not be looking back at his past life and regret that he didn't make the right choice when he had the chance. I think its time for me to tell you that 'he' is me.
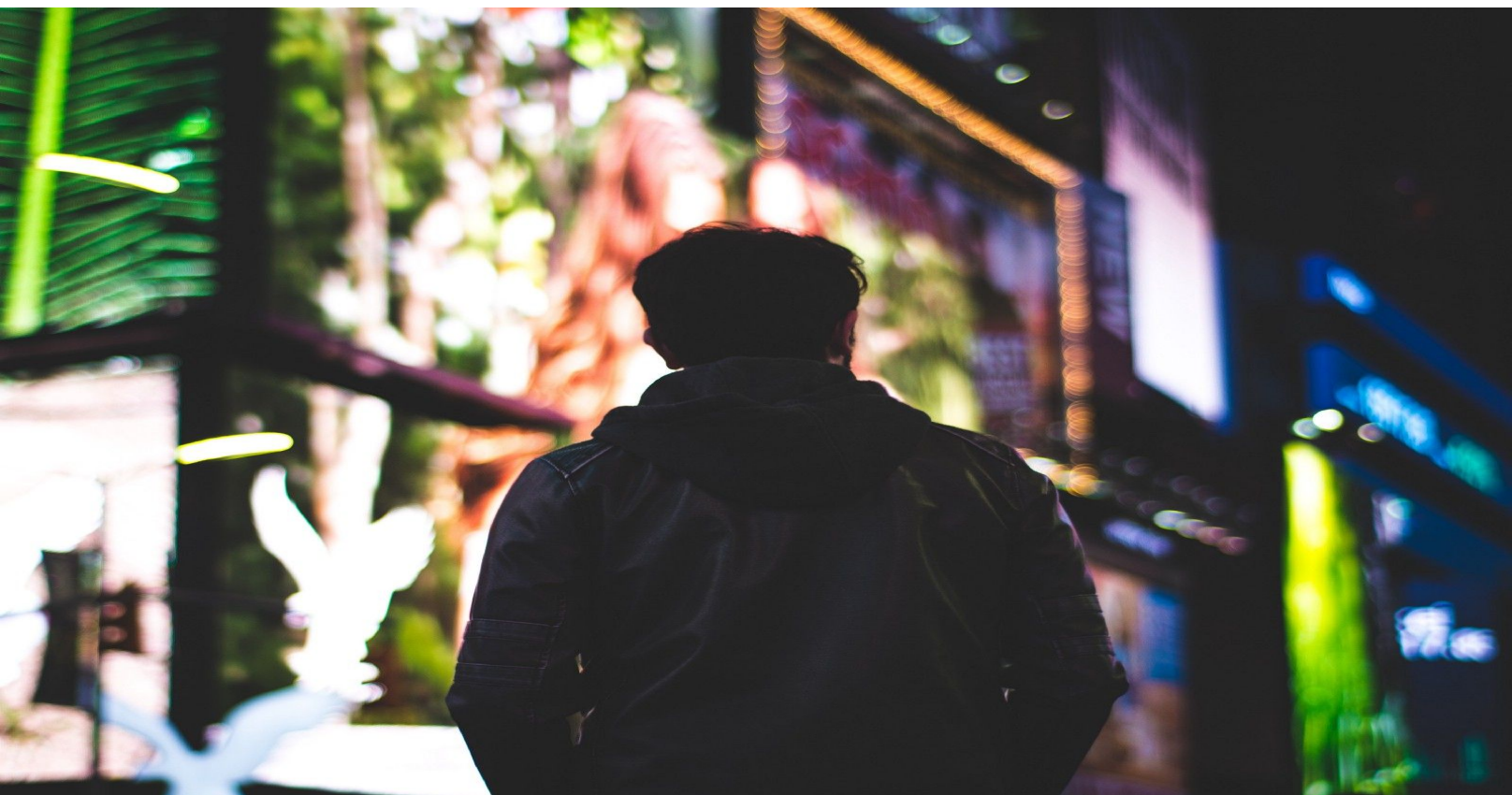
Summary

- Social media platform 1: **'Slack dmnd-project-2',** I have posted it here because there are my fellow course mates who would be interested in reading this blogpost.

- Social media platform 2: **'Linkedin Profile',** Shared my blogpost here because its a professional network social media and there are my school alumni in my network which relates mostly on my target persona. My post will work as a guide if anyone is looking into a career change.

- Social media platform 3: **'Reddit - r/digital_marketing,** This is the subreddit where people who wants to gain more knowledge about digital marketing gathers.

Platform 1 and Post : Slack dmnd-project-2

Platform 2 and Post : Linkedin Profile

Run a Facebook Campaign

Campaign Approach

I am working on Marketing Challenge #1 DMND Program.

The goal of this campaign is to attract potential student to download the free ebook by providing us the email. I am targeting audiences from US in the age range of 19-29 who might be a nomad , freelancer , marketers or business owner who has an interest in social media advertising.

Target Persona

Background & Demographics

1. Male, 25 years old
2. Single
3. Bachelor's Degree in Software Engineering
4. Lives in US
5. Income is under $20,000

Lim Man Choo

Needs

1. Learn Digital Marketing skills online.
2. Get practical experience
3. Get a certification for the skill

Hobbies

1. Play video games
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Goals

1. Start an ecommerce store
2. Market the product on digital platform to increase sales.
3. Get certified in digital marketing

Barriers

1. Not enough time to learn
2. Too many websites with no proper certification.
3.
4. Unsure where to start.

Marketing Objective

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

My marketing objective is to collect at least 18 email address of the potential students who might be interested in Digital Marketing Nanodegree Program in exchange of a free ebook: Social media advertising guide. I am planning to run this campaign from 13th April 2018 (11.00am)to 16th April 2018 (11.00am) with a lifetime budget of $125.00 USD. For the purpose of this project, cost is assumed as $0 for the eBook and a conversion value (revenue) of $15 per collected email address.

KPI

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

Primary KPI: Number of email addresses collected(conversions) from my Facebook/Instagram ads from 13th April 2018 (11am) to 16th April 2018(11am). With collecting 18 email address , my ROI is more than doubled.

Campaign Summary

I targeted men and women in the United states from the age range of 19-29 who might be a digital nomad, freelancer, marketers or business owner who has an interest in social media advertising ,online advertising, social media marketing or even lean startup.

Campaign Screenshots

Ad copy and Ad creative that has 35 downloads.

Ad copy and Ad creative that has 19 downloads.

Digital Marketing by Udacity
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Want to learn how to advertise on Facebook, Instagram, Twitter and other social medias to drive more marketing outcomes?
Get your ebook now!

dmnd.udacity.com
Free Social Media Advertising Guide

LEARN MORE

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Ad copy and Ad creative that has 5 downloads.

Key Results

Campaign	Results	Reach	Cost	Amount Spent
Ad One	5	1122	$2.27	$79.28
Ad Two	35	6890	$1.71	$8.57
Ad Three	19	4272	$1.96	$37.15
Overall	59	11576	$2.12	$125.00

Campaign Evaluation

My campaign was a success since i was marketing approach was to get at least 18 email addresses but my campaign managed to collect a total of 59 leads from the people who have a interest in expanding their knowledge in digital marketing in order to improve their business or skill sets.The most successful ad was with an image that had a clear writing of 'Digital Marketing' on a yellow background. Each email address had an estimated value of $15 per ebook and my campaign resulted with a cost per result of $2.12 per ebook.My return of investment(ROI) was 7.08 (708%) .

ROI for DMND: ($15 * 59) / $125 =7.08

Appendix

Screenshots for Reference

Campaign Results: Performance
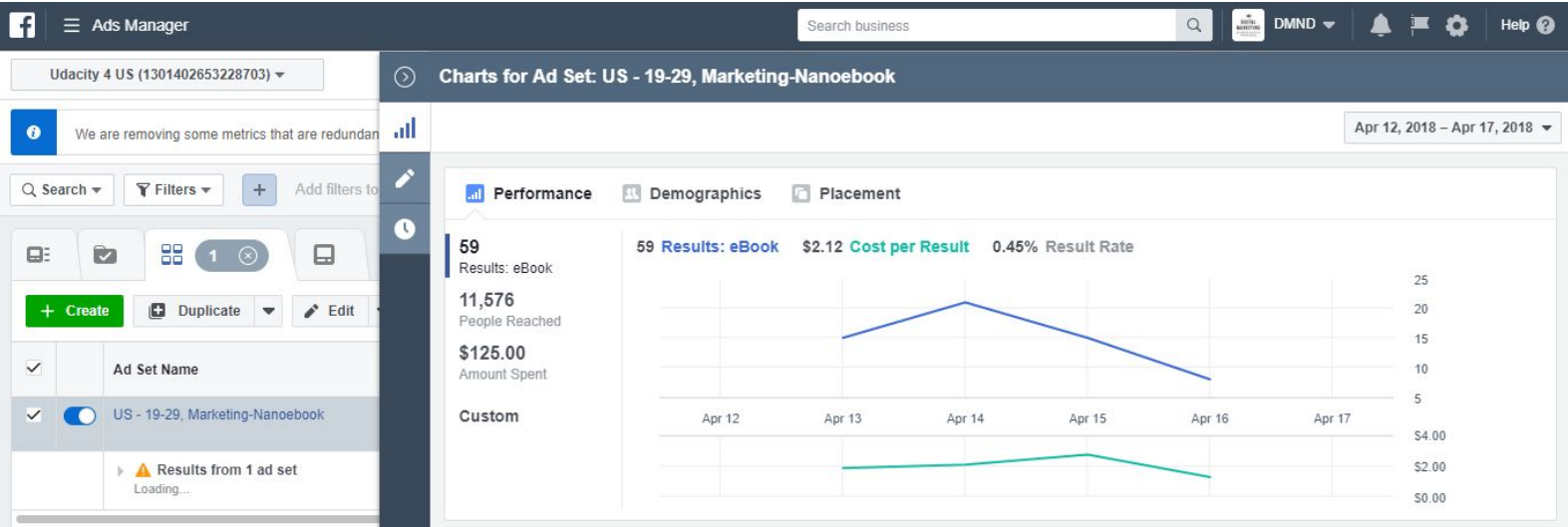
Campaign Results: Demographics
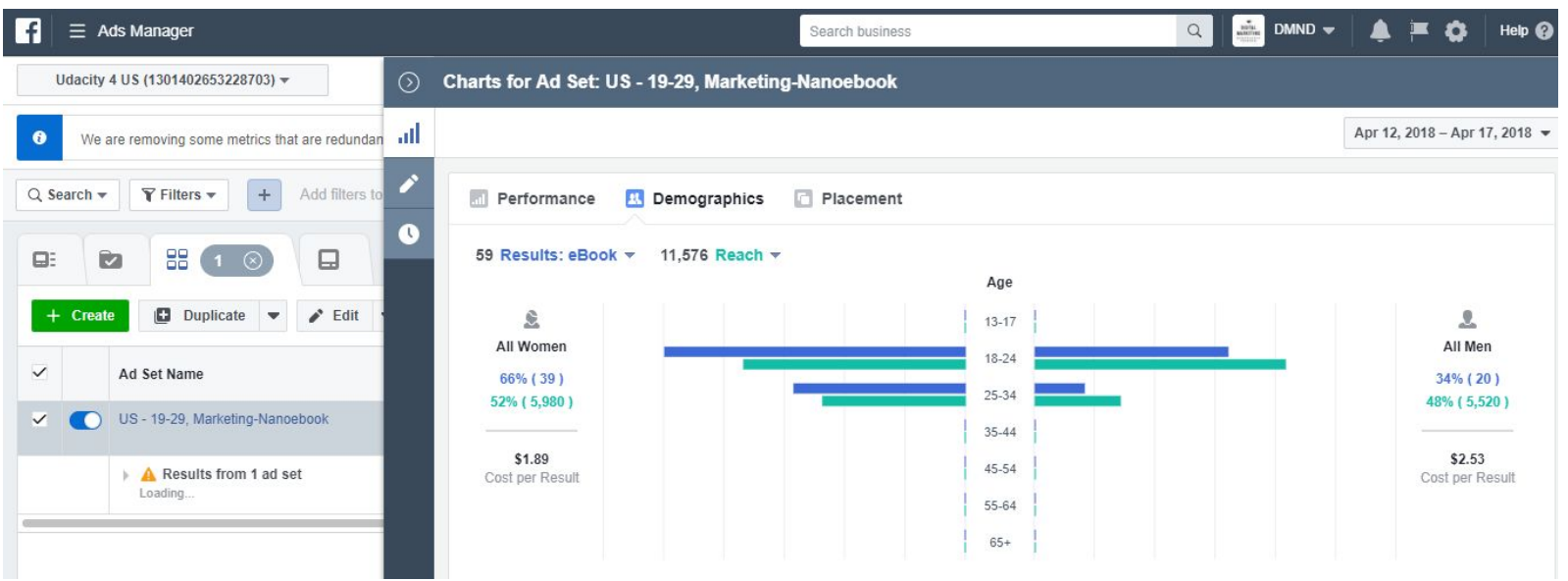
Campaign Results: Placement

Ad Set Data: Performance

Ad Set Data: Delivery

Ad Set Data: Engagement

Search Engine Optimization (SEO) Audit

On-Site SEO

Keywords

	Head Keywords	Tail Keywords
1	Digital Marketing	Udacity digital marketing nanodegree program
2	Social media marketing	Digital Marketing career path
3	Udacity courses	Freelance digital marketing jobs
4	Udacity	Become a digital marketer
5	Udacity digital marketing	Digital marketing courses online

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Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?	Which Tail Keyword has the greatest potential?
Digital Marketing	Digital Marketing career path
• Organic CTR: 53% • Priority Ranking: 75	• Organic CTR:94% • Priority Ranking: 43

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Technical Audit: Metadata

DMND URL: http://dmnd.udacity.com/		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Udacity Digital Marketing Nanodegree Program (remove the 'website')
Meta-Description	Blank	Become a Digital Marketer. Gain real world experience, learn from top experts, and launch your career with a 360 degree understanding of Digital Marketing
Alt-Tag //c.fastcdn.co/t/beb60d38/d41f13af/1496943484-13815763-960x480-medium.jpg	Blank	Two digital marketers discussing about marketing.

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DMND URL: http://dmnd.udacity.com/		
	Current	Revision
Alt-Tag //c.fastcdn.co/t/beb60d38/d41f13af/1496943491-13720038-892x44-logospartners.png"	**Blank**	Partners' Logos - Facebook, Google, Hootsuite ,Hubspot, MailChimp ,Moz
Alt-Tag //c.fastcdn.co/t/beb60d38/d41f13af/1496943483-13814963-862x403-image-digital-market.png	Blank	Laptop displaying Udacity course online classroom
Alt-Tag //c.fastcdn.co/t/beb60d38/d41f13af/1496943501-13815588-415x345-features1.png	Blank	Udacity Digital Marketing course instructor giving a lesson.

	Current	Revision
DMND URL: http://dmnd.udacity.com/		
Alt-Tag //c.fastcdn.co/t/beb60d38/d41f13af/1496943512-13834748-383x305-features-02.png	**Blank**	Laptop displaying Udacity course online classroom
Alt-Tag //c.fastcdn.co/t/beb60d38/d41f13af/1496943509-13815378-203x169x285x204x6x11-70B-box.png	Blank	$70B spent on digital marketing in U.S.

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Suggested Blog Topics

Topic 1 - Digital Marketing career path

I chose this topic because Moz Keyword Tool shows a 94% organic CTR.

The monthly volume is low(11-50) , but the difficulty at 28 and the organic CTR makes

it an interesting keyword choice. The blogpost can be focused on the 'awareness'

part of customer journey where it covers the path and options on digital marketing jobs and how Udacity's

Digital Marketing Nanodegree program can be of help in exploring this career path.

> Target audience:
> - Between 19-29
> - Career change
> - Needs: Learn digital marketing skills online,get hands-on experience.
> - Goals:Get certified.

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Suggested Blog Topics

Topic 2: Freelance digital marketing jobs

I chose this topic because this keyword shows 88% organic CTR and difficulty at 35. Although the monthly volume is low, it fits the range of the target audience. I would focus on how can a person get a freelance digital marketing job if they have an interest on working while travelling or would like to consider a career change. Also how Udacity's Digital Marketing Nanodegree program could help them as the course offers real world hands-on experience to achieve the skills needed for them.

Target audience:
- Between 19-29
- Career change
- Needs: Learn digital marketing skills online,get hands-on experience.
- Interest: Backpacking

Suggested Blog Topics

Topic 3: Udacity Digital Marketing Nanodegree

This topic because Moz Keyword Tool shows 84% organic CTR with a difficulty of 36, and a search volume in the range of 11-50. This is a branded keyword so i would focus on describing more and th Digital Marketing course and how does the nanodegree work, why they are different from other competitors that offers a digital marketing course.

Target audience:
- Between 19-29
- Career change
- Needs: Learn digital marketing skills online,get hands-on experience.
- Interest: Backpacking
- Goals: Get certified

Off-Site SEO

Technical Audit: Backlink Audit

[Moz OpenSite Explorer](#) tool - Udacity.com

	Backlink	Domain Authority (DA)
1	http://creativecommons.org/2012/11/01/keeping-moocs-open/	100
2	http://europa.eu/youth/es/article/54/12573_ro?language=en	100
3	http://engineering.linkedin.com/blog.rss.html	100

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Link-Building

	Site Name	Site URL	Organic Search Traffic
1	Upwork Blog	https://www.upwork.com/blog/	7.02m
2	Multichannelmerchant	http://multichannelmerchant.com/	70.5k
3	Selfstatr	https://selfstartr.com/blog/	117.3k

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Performance Testing

Page Index

[Pingler](#) tool - http://dmnd.udacity.com/

Pingler tool shows N/A for number of Google Indexed Page, this is because it is a new site and not indexed by Google.

An indexed site means it has the opportunity to rank for the target keywords and easily found by target user.

Link Tools

Keyword Tools

Search Engine Tools

Header/Tag Tools

IP Tools

Miscellaneous Tools

Source Code Tools

SEO Tools »
Google Indexed Pages Checker

Google Indexed Pages Checker

Check how many pages Google has indexed for one website.

How do I use this tool? [+]

Enter Your URL

http://dmnd.udacity.com/

Continue >>

Google Indexed Pages Checker

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

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Page Speed

[Google Page Speed](#) Insights tool.

Page speed is important because users will likely abandon that page if it takes too long to load. It is also picked up by Google to determine the ranking, so in order to improve search engine Search engine optimization. It also improve User Experience(Conversion Rate)

PageSpeed Insights

http://dmnd.udacity.com/   ANALYZE

| 📱 Mobile | 💻 Desktop |

Speed	**Optimization**
Unavailable	Medium
	79 / 100

Data about the real-world performance of this page was unavailable. PageSpeed Insights was still able to analyze this page to find potential optimizations. Applying these optimizations may improve the speed of this page. Please investigate the recommendations below. Learn more.

Page Stats

PSI estimates this page requires 5 render-blocking round trips and ~107 resources (2.9MB) to load. The median page requires 4 render-blocking round trips and ~75 resources (1MB) to load. Fewer round trips and bytes results in faster pages.

Optimization Suggestions

Eliminate render-blocking JavaScript and CSS in above-the-fold content
▸ Show how to fix

Enable compression
▸ Show how to fix

Leverage browser caching
▸ Show how to fix

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.

Having mobile-optimized is important as there are increased number of people of using mobile devices to access websites. Google reinforces the fact that people are five time more likely to leave a mobile site that isn't mobile friendly. It also tells us that half of all visitors will leave a mobile site if the pages don't load within 3 seconds.

https://testmysite.thinkwithgoogle.com/

http://dmnd.udacity.com/

4s

Loading time on 3G: **Good**

10%

Est. Visitor loss
(Due to loading time)

Find out how to speed up your site to keep more visitors.

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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)

As from the findings, we can see that the page's meta-description and alt tags for images are missing currently. Therefore my first suggestion is to add the description for the meta-description part with targeted keyword in order to for the user and crawler know what is the page is actually about. Besides that, all the images on the page are missing with alt-tag description, so it would help the seo process if alt-tag descriptions are added for every images on the page.

My second recommendation is to focus more on the targeted keywords which includes head and tail , branded and non-branded keywords. More relevant keywords can be chosen and more blog posts can be written for users that are on different customer journey, this will help to drive traffic to the site beside just getting ranking for the keywords. Besides that, this page needs to be indexed by Google. AS only indexed page can be retrieved or ranked on Search Engine Results Page (SERP). This can be done by submitting the URL to Google's Search Console.

Third recommendation would be on improving the mobile speed and mobile friendliness of the site. As it shows above, the site is ranked ' medium' for mobile friendliness and 4s loading time. So , changes that is suggested by google's tool could be made to fix this. This includes, optimizing images, enable script compression, leveraging browser caching and so on.

Run an Adwords Campaign

Ad Groups

Ads and Keywords

Ad Group #1: Ads & Keyword Lists

Learn How To Build Apps | Free Online Course ⓘ
[Ad] www.udacity.com

Learn the basics of android programming and start a new career as a developer.

Android App Development | Free Online Course ⓘ
[Ad] www.udacity.com

Learn the basics of android programming and start a new career as a developer.
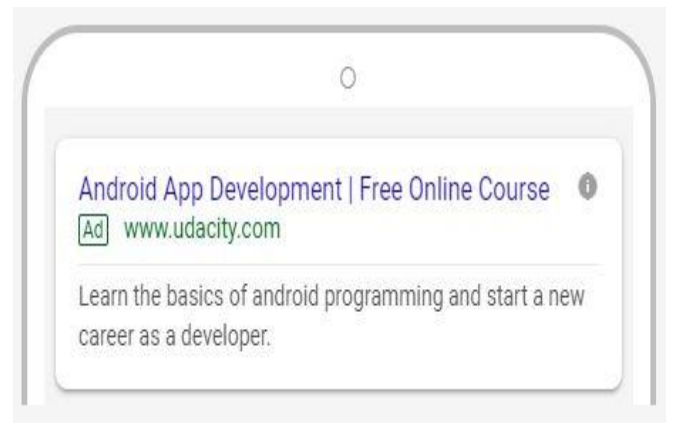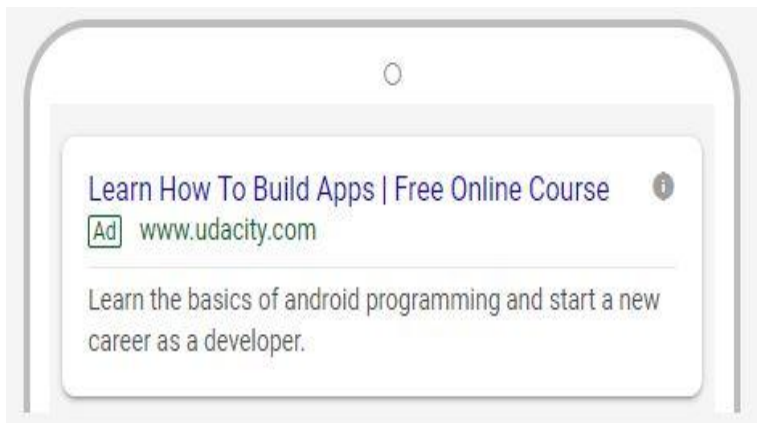
Keyword List:

android	What is android	How to code	What is a phone app	Online android tutorial
Learn to code	How to make apps	Become a software developer	How to create an android app	Phone application tutorials
Android apps	Mobile app development	Android app development online	What is app development course	Programming languages available
Android tutorial	Android for beginners	Programming courses online	Smartphone application	Where to learn online courses

Ad Group #2: Ads & Keyword List

Android Development Course | Free by Udacity
Ad www.udacity.com

Start your android app development education for free and build apps today.

Build Your First App | Free Online Course
Ad www.udacity.com

Start your android app development education for free and build apps today.
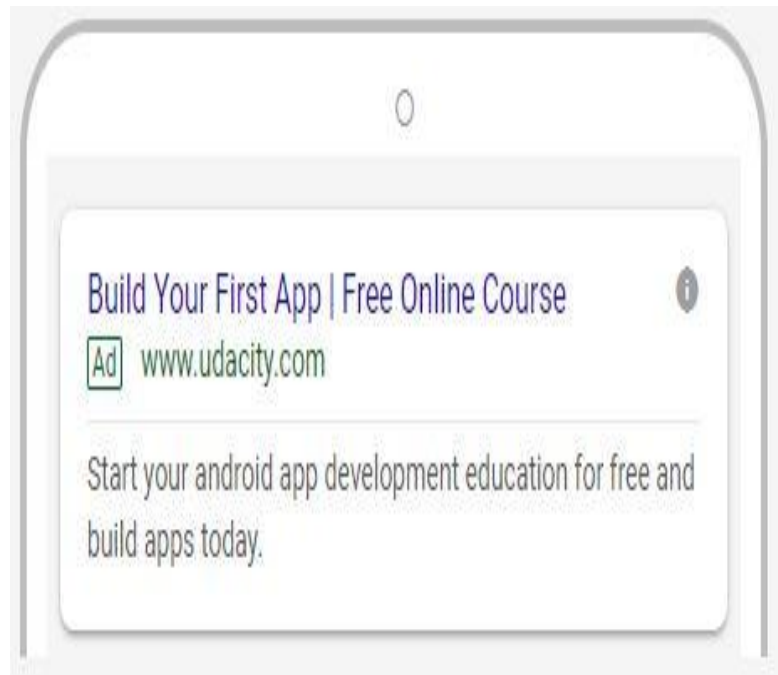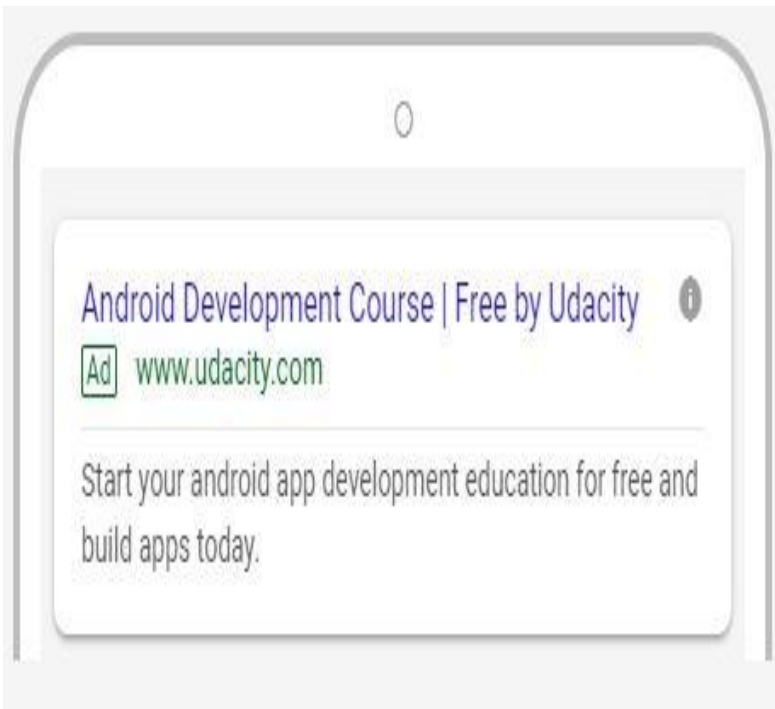
Keyword List:

Online programming course for free	Create app using android studio	Mobile development basics	Android coding tutorial	App development career
What is app development process	Become an android developer	How to build a phone application	Basic programming language for android	Android studio basic app
Udacity app development course	Android application development language	Creating apps for beginners	Udacity nanodegree program	Android studio tutorials for free
Start a new career in mobile development	Basic apps for android phone	Change career path	Udacity android course	Smart phone app tutorial

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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
1:Awareness, Android,UK	US$3.00	2926	72	2.46%	US$0.81	0	0%	US$0	$ 58.35
2:Interest, Andorid, UK	US$3.00	277	10	3.61%	US$1.64	3.00	30%	US$5.46	$ 16.39
Total		**3203**	**82**	**2.56%**	**US$0.91**	**3**	**3.66%**	**US$24.91**	**$ 74.74**

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Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
Ad Group 1, Ad:Android App Development Free Online Course	70	2.58%	US$0.78	0	0%	US$0.00
Ad Group 1, Ad: Learn how to build apps Udacity	2	0.96%	US$1.93	0	0%	US$0.00
Ad Group 2, Ad:Build your first app Free online course	10	3.79%	US$1.64	3.00	30%	US$5.46
Ad Group 2, Ad:Android Development Course Free by Udacity	**0**	**0%**	---	0	0%	US$0.00

Key Campaign Results (Keywords)

The marketing objective I aim to achieve with my campaign is a 5% Click Through Rate (CTR) in 5 days for each Ad group (Awareness & Interest).

.

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
Android apps	48	7.07%	US$0.58	0	0%	US$0.00
How to build a phone application	3	4.69%	US$2.13	1.00	33.33%	US$6.39
How to create android app	1	14.29%	US$0.86	0.00	0%	US$0.00

Recommendations for future campaigns.

- I would focus more on Ad group 2 (Interest stage) as people that are actually interested in the course would be better to be targeted at.
- I would pause all the keywords that did not receive any clicks.
- For my keyword selection, i would search for and add keywords suggestion based on my better performing keywords.
- The lowest performing ad in the lowest performing ad group would be paused.
- An A/B test will be run for the top performing Ad of my Interest ad group against an ad copy that targets on people interest on getting certified with a course related to android development. I would continue the A/B test until i have better CTR.

Appendix

Screenshots for Reference

Ad Groups

		Ad group	Status	Default max. CPC	Cost	Clicks	Avg. CPC	Conversions	Cost / conv.	Conv. rate
☐	●									
☐	●	Ad group 1: Awareness , Android ,UK	Campaign ended	US$3.00 (enhanced	US$58.35	72	US$0.81	0.00	US$0.00	0.00%
☐	●	Ad group 2 Interest , Android , UK	Campaign ended	US$3.00 (enhanced	US$16.39	10	US$1.64	3.00	US$5.46	30.00%
		Total: All but re...			US$74.74	82	US$0.91	3.00	US$24.91	3.66%
		Total: Experimen...			US$0.00	0	—	0.00	US$0.00	0.00%
		Total: Campaign			US$74.74	82	US$0.91	3.00	US$24.91	3.66%

Ads

		Ad	Ad group	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Conversions	Conv. rate	Cost / conv.
☐	●	Android App Development Free Online Course www.udacity.com Learn the basics of android programming and start a new career...	Ad group 1: Awareness , Android ,UK	Campaig ended	Expanded text ad	70	2,718	2.58%	US$0.78	US$54.49	0.00	0.00%	US$0.00
☐	●	Build Your First App Free Online Course www.udacity.com Start your android app development education for free and build apps...	Ad group 2 Interest , Android , UK	Campaig ended	Expanded text ad	10	264	3.79%	US$1.64	US$16.39	3.00	30.00%	US$5.46
☐	●	Learn How To Build Apps Udacity www.udacity.com Learn the basics of android programming and start a new career...	Ad group 1: Awareness , Android ,UK	Campaig ended	Expanded text ad	2	208	0.96%	US$1.93	US$3.86	0.00	0.00%	US$0.00
☐	●	Android Development Course Free by Udacity www.udacity.com Start your android app development education for free and build apps...	Ad group 2 Interest , Android , UK	Campaig ended	Expanded text ad	0	13	0.00%	—	US$0.00	0.00	0.00%	US$0.00
		Total: All but removed ads				82	3,203	2.56%	US$0.91	US$74.74	3.00	3.66%	US$24.91
		Total: Experiments				0	0	—	—	US$0.00	0.00	0.00%	US$0.00
		Total: Campaign				82	3,203	2.56%	US$0.91	US$74.74	3.00	3.66%	US$24.91

Keywords

		Keyword	Ad group	Status	Max. CPC	Policy details	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●													
		Total: All but removed keywords					82	3,203	2.56%	US$0.91	US$74.74	3.00	US$2...	3.66%
☐	●	android apps	Ad group 1: Awareness, Android ,UK	Campaign ended	US$3.00 (enhanced)	Approved	48	679	7.07%	US$0.58	US$27.76	0.00	US$0....	0.00%
☐	●	android	Ad group 1: Awareness, Android ,UK	Campaign ended	US$3.00 (enhanced)	Approved	15	1,327	1.13%	US$1.19	US$17.80	0.00	US$0....	0.00%
☐	●	online programming courses for free	Ad group 2 Interest , Android , UK	Campaign ended	US$3.00 (enhanced)	Approved	7	175	4.00%	US$1.43	US$10.00	2.00	US$5...	28.57%
☐	●	smartphone application	Ad group 1: Awareness, Android ,UK	Campaign ended	US$3.00 (enhanced)	Approved	3	591	0.51%	US$1.22	US$3.66	0.00	US$0....	0.00%
☐	●	how to build a phone application	Ad group 2 Interest , Android , UK	Campaign ended	US$3.00 (enhanced)	Approved	3	64	4.69%	US$2.13	US$6.39	1.00	US$6...	33.33%
☐	●	learn to code	Ad group 1: Awareness, Android ,UK	Campaign ended	US$3.00 (enhanced)	Approved	2	158	1.27%	US$1.08	US$2.17	0.00	US$0....	0.00%
			Ad											

Evaluate a Display Advertising 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: ROI

Key Results returns with a CTR of 0.70% and a low CPC at $0.44. ROI = $324 , this campaign returned a positive ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1973	282,066	0.70%	$0.44
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$872.51	**0.2%**	**4**	**$218.13**	**$324**

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 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 Preview ad	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	$0.42	$186.24

A

B

Creative A Outperformed Creative B

Creative A hid a higher number of clicks (1531) compared to creative B (442) ,also a higher percentage of CTR (0.71%). Both campaign had a positive ROI as we did not spend more than the profit margin we assumed earlier for per acquisition. But creative A's ROI was close to double of the ROI of Creative B as of the higher number of click achieved by Creative A.

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	$210.72
Creative - B	442	65,867	0.67%	$0.42	$186.24	.2%	1	$186.24	$112.76

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Display Image Campaign: Keywords

	Keyword report (All Time)											
2	Targeting Status	Keyword	Excluded	Campaign	Ad group	Status	Clicks	Impressions	CTR	Avg. CPC	Cost
3	targeted	marketing careers	FALSE	DMND Display US	Keyword Targeted	campaign paused	14	2998	0.47%	1.68	23.5
4	targeted	adwords course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	8	0.00%	0	0
5	targeted	digital media online course	FALSE	DMND Display US	Keyword Targeted	campaign paused	1	25	4.00%	1.64	1.64
6	targeted	facebook marketing course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	4	0.00%	0	0
7	targeted	digital marketing training	FALSE	DMND Display US	Keyword Targeted	campaign paused	57	8224	0.69%	0.54	30.75
8	targeted	online marketing course	FALSE	DMND Display US	Keyword Targeted	campaign paused	226	38259	0.59%	0.28	63
9	targeted	search marketing online course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	0	0.00%	0	0
10	targeted	marketing online	FALSE	DMND Display US	Keyword Targeted	campaign paused	236	20750	1.14%	0.5	118.64
11	targeted	marketing courses	FALSE	DMND Display US	Keyword Targeted	campaign paused	19	1999	0.95%	0.27	5.14
12	targeted	digital analytics course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	0	0.00%	0	0
13	targeted	marketing program	FALSE	DMND Display US	Keyword Targeted	campaign paused	5	1166	0.43%	1.6	8.01
14	targeted	social media marketing online course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	14	0.00%	0	0
15	targeted	digital analytics training	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	0	0.00%	0	0
16	Total - all experiments	--	--	--	--	--	0	0	0.00%	0	0

Full keyword list in separate file here

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	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	Marketing online	236	20750	1.14 %	0.5	118.64
2	Marketing courses	19	1999	0.95 %	0.27	5.14
3	Digital media online course	1	25	4.00 %	1.64 %	1.64
4	Digital marketing training	57	8224	0.69 %	0.54	30.75
5	Online marketing course	226	38259	0.59 %	0.28	63

Suggestions to optimize this campaign

Suggestion 1: I would recommend A/B testing to optimize Ad copy using Creative A as it garnered more clicks than the later.

Suggestion 2: Change the ad creative on Creative B as it is very general , would test with an image that closely relates or rings a bell about digital marketing when seen.

Suggestion 3: The keywords that didn't receive any impression can be paused .

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 ?
☐	●	↓												
☐	‖		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
☐	‖		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:

Key results returned a CTR of 1.20% and a low CPC at $0.44. The campaign returned a positive ROI at $370.40.

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1892	157,517	1.20%	$0.44

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$825.61	0.2%	4	$206.40	$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 [?]
☐	●	**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
☐	●	**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

A

B

Campaign A - Short Keyword List

Campaign B - Large Keyword List

Video B Outperformed Video A.

Video B had a significantly higher number of clicks(1439) compared to Video A (453). ALso it returned a better CTR of 1.39% which resulted in more number of students. Video B also returned a great ROI of $361.59 while we almost spent more than we made on video A.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54,312	0.83%	$0.64	$290.21	.2%	1	$290.21	$8.79
Campaign B	1439	103,205	1.39%	$0.37	$535.40	.2%	3	$178.47	$361.59

Display Video Campaign: Keywords

	Keyword	Max. CPV	Campaign	Ad group	Impressions	Views	View rate	Avg. CPV	Cost	Clicks	Avg. CPC	CTR
1												
2	online marketing video	0.1	DMND Trailer campaign	short trailer DM large keyword list	42440	8168	19.25%	0.03	$253.23	495	$0.51	1.17%
3	ad advertisement	0.1	DMND Trailer campaign	short trailer DM large keyword list	24172	3654	15.12%	0.02	$85.58	510	$0.17	2.11%
4	business training course	0.1	DMND Trailer campaign	short trailer DM education keywords	17437	3491	20.02%	0.03	$103.43	163	$0.63	0.93%
5	digital learning courses	0.1	DMND Trailer campaign	short trailer DM large keyword list	14198	2665	18.77%	0.02	$64.99	207	$0.31	1.46%
6	Digital Marketing	0.1	DMND Trailer campaign	short trailer DM education keywords	13634	2633	19.31%	0.02	$63.42	63	$1.01	0.46%
7	seo	0.1	DMND Trailer campaign	short trailer DM large keyword list	9197	1946	21.16%	0.03	$48.81	102	$0.48	1.11%
8	course digital marketing	0.1	DMND Trailer campaign	short trailer DM education keywords	8726	1765	20.23%	0.03	$45.50	106	$0.43	1.21%
9	social media marketing	0.1	DMND Trailer campaign	short trailer DM education keywords	5579	850	15.24%	0.03	$24.00	30	$0.00	0.54%
10	digital business course	0.1	DMND Trailer campaign	short trailer DM large keyword list	3586	677	18.88%	0.03	$19.33	42	$0.46	1.17%
11	Learn facebook advertising	0.1	DMND Trailer campaign	short trailer DM education keywords	2078	332	15.98%	0.03	$8.58	30	$0.29	1.44%
12	search engine marketing	0.1	DMND Trailer campaign	short trailer DM education keywords	1965	486	24.73%	0.02	$11.01	9	$1.22	0.46%
13	social media training	0.1	DMND Trailer campaign	short trailer DM education keywords	1653	368	22.26%	0.03	$11.55	6	$1.93	0.36%
14	Adwords course	0.1	DMND Trailer campaign	short trailer DM education keywords	1434	333	23.22%	0.03	$11.54	23	$0.50	1.60%
15	google seo	0.1	DMND Trailer campaign	short trailer DM large keyword list	1064	250	23.50%	0.03	$7.21	6	$1.20	0.56%
16	internet marketing	0.1	DMND Trailer campaign	short trailer DM large keyword list	946	223	23.57%	0.03	$5.82	5	$1.16	0.53%
17	online marketing	0.1	DMND Trailer campaign	short trailer DM large keyword list	851	172	20.21%	0.03	$5.14	10	$0.51	1.18%
18	google analytics	0.1	DMND Trailer campaign	short trailer DM large keyword list	709	186	26.23%	0.02	$4.39	3	$1.46	0.42%
19	advertisement google	0.1	DMND Trailer campaign	short trailer DM large keyword list	678	175	25.81%	0.03	$5.38	7	$0.77	1.03%
20	online marketing training	0.1	DMND Trailer campaign	short trailer DM education keywords	387	75	19.38%	0.03	$1.99	4	$0.50	1.03%

This is an excerpt of the keyword list, the full list is here

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Key Campaign Results (Keywords)

1. **Five** keywords that I consider most successful based on the results of the campaign is:

   - **Ad advertisement (CPC$0.17,CTR 2.11%, 510 clicks)**
   - **Online marketing video (CPC$0.51,CTR 1.17%,495 clicks)**
   - **Course digital marketing(CPC $0.43, CTR 1.21%, 106 clicks)**
   - **Business training course(CPC $0.63, CTR 0.93% , 163 clicks)**
   - **Social media marketing (CPC$0.00, CTR 0.54%, 30 clicks, received clicks at a 0 average cost)**

2. Best performing keyword from the results. *Why* was this the best performing keyword?

   The best performing keyword was ad advertisement, it returned with the highest click of all the other keywords (510 clicks) and it also had a significantly lower CPC($0.17), also the CTR was better than the other keywords at (2.11%).

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 video	495	42440	1.17%	$0.51	$253.23	.2%	$253.23	1	$45.77
Social media marketing	30	5579	0.54%	$0.00	$24.00	.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?

Suggestion 1: I would recommend pausing the broader and shorter keyword list that did not garnered any clicks or less than 5 clicks. Also , the long keywords list is highly recommended.

Suggestion 2: Keywords with high CPC can be paused as the initial cost per click the we are expecting is low.

Suggestion 3: Adding new keywords relating to the well performing keywords that are already existing on the list.

Suggestion 4: A/B testing different video which focuses on the first few second in getting the message out clearly.

Recommendations for future campaigns

- I would choose and use the well performing Ad groups ,ads and keywords based on the result from the campaign, where i would increase the daily budget on creative A for display image campaign and Video B on display video campaign. While for the keywords, i would pause the keywords that never returned any click or had a low click through rate with high cost per click.
- I would set up an A/B test with different videos that emotes different tones but targeted with the same keyword lists.

Market with Email

Email Part 1

Plan Your Email

Content

Target Persona: Marketing Challenge (DMND)

Target Persona

Background & Demographics

1. Male, 25 years old
2. Single
3. Bachelor's Degree in Software Engineering
4. Lives in Malaysia
5. Income is under $20,000

Lim Man Choo

Needs

1. Learn Digital Marketing skills online.
2. Get practical experience
3. Get a certification for the skill

Hobbies

1. Play video games
2. Backpacking
3. Surfing the internet.

Goals

1. Start an ecommerce store
2. Market the product on digital platform to increase sales.
3. Get certified in digital marketing

Barriers

1. Not enough time to learn
2. Too many websites with no proper certification.
3.
4. Unsure where to start.

Email Content:

Email Content Plan			
	Email Topic	**Marketing Objective**	**KPI**
Email #1	*How to start a new career in Digital Marketing*	Engagement	*Number of Opens*
Email #2	Discover new skills in Digital Marketing and save!	Engagement	Number of Opens
Email #3	Enroll now and excel in digital marketing.	Conversion	Number of Conversion

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Email #1

Email Content Plan				
Subject Line	**Body Summary**	**Visual**	**CTA**	**Link**
Looking to start a new career?	• *Gain real world experience* • *Discover the world of opportunity with digital marketing skill.* • *Learn from top experts.*	*Woman and Man coversing*	*Learn More*	*http://dmnd. udacity.com/*

Email #2

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Engagement	Discover new skills in Digital Marketing and save!	*Learn More*

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Email #3

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Conversion	Enroll now and excel in digital marketing.	*Enroll Today*

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

KEY PHASES

Planning	Tests	Send	Analyze

Email Part 2

Craft Your Email

Email Copy: Email #1

Subject Line: |NAME| , looking to start a new career?

Body: You can become a Digital Marketer with Udacity's Nanodegree Program.

With Udacity's course you will :

- *Gain real world experience*
- *Discover the world of opportunity with digital marketing skill.*
- *Learn from top experts.*

CTA: LEARN MORE

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

Email Screenshot: Email #1

[Test] Looking to start a new career? ☐ Inbox x 🖨 ▢

Botflow via mail125.sea41.rsgsv.net 2:23 AM (7 minutes ago) ☆ ↰ ▾

to me ▾

NANODEGREE PROGRAM

DIGTIAL MARKETING

You can become a Digital Marketer with Udacity's Nanodegree Program.

Why take this Nanodegree Program?

You will gain real world Experiences by running live campaigns while you learn form the top experts in the field. You will be introduced to the understanding of the whole digital marketing ecosystem. Real world projects will be done by you

L MARKETING
EGREE PROGRAM

Why take this Nanodegree Program?

You will gain real world experiences by running live campaigns while you learn form the top experts in the field. You will be introduced to the understanding of the whole digital marketing ecosystem. Real world projects will be done by you on major marketing platforms, with this you learn to apply new techniques, analyze results,produce actionable insights and build a dynamic portfolio of work.

- Gain real world experience.
- Discover the world of opportunity with digital marketing skill.
- Learn from top experts.

Learn More

Thanks for signing up to hear about our launch!

Our mailing address is:
Udacity
2465 Latham Street
MountainView, CA 94040

Add us to your address book

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

MailChimp

Click here to Reply or Forward

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A/B Testing Email

A/B Testing Email

A/B testing is important because its a way for anyone to optimize Open Rates , Click Through Rate(CTR), and Conversion Rates. By optimizing , we will be able to deliver our message and get positive ROI on our campaign.

I would start with a random sample which is statistically significant from the email list. It would be divided into two groups where one group will receive my Email#1 original subject line while the later would receive Email #1 with a different subject line. It will be sent out , and after two days i will analyze the results. Then I would the best performing subject line would be chosen but repeating the same test with two different CTA.

A/B Testing		
	Subject Line	**CTA**
Email #1	*Digital Marketing as a Career?*	*Get Started*

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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.

e

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

Results and Analysis				
Clicked	**CTR**	**Take Action**	**Conversion**	**Unsubscribed**
180	**8%**	75	**3%**	30

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Final Recommendations

I would choose a subject line that is clear and concise with the message that needs to be delivered or garner the interest of people at the first look. I would do more A/B test changing only images, CTA, subject line at a time. The better performing ones will be chosen. Since our marketing objective is conversion, i would choose a different landing page from Udacity which clearly has a way to enroll students with a CTA of "Enroll Today".