Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

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 , freelancers , 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
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.

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

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.

Ad copy and Ad creative that has 35 downloads.

Ad copy and Ad creative that has 19 downloads.

Ad copy and Ad creative that has 5 downloads.

Key Results

Present the most important metrics per ad

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

Campaign Evaluation: Recommendations

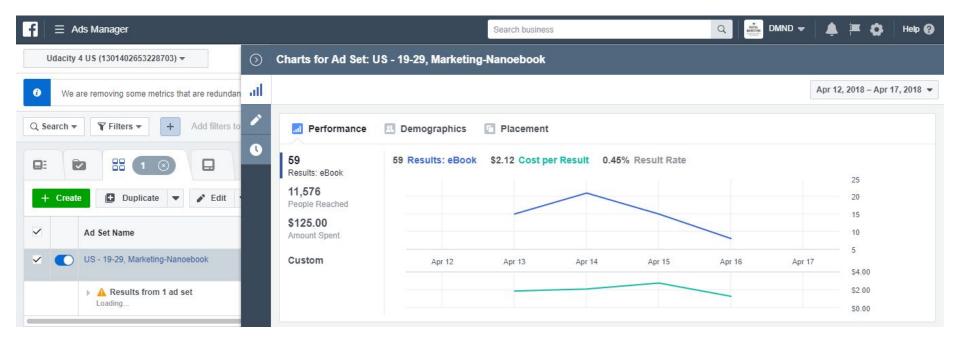If you had additional budget, how would approach your next campaign?

I would do some more A/B testing to determine the best ad copy with different images. Also i would test for other demographics such as the age range. WIll target a specific location.
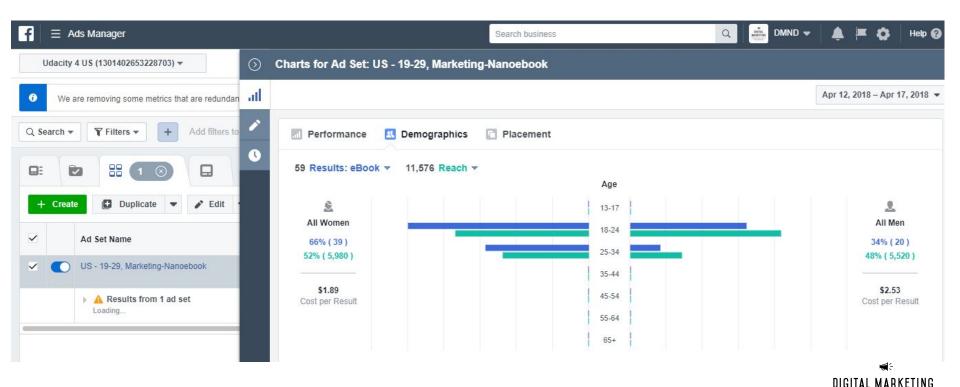
Appendix

Screenshots for Reference

Campaign Results: Performance
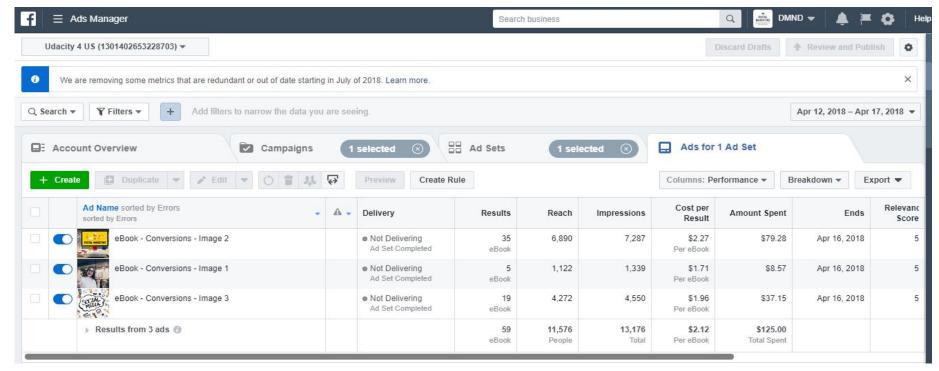
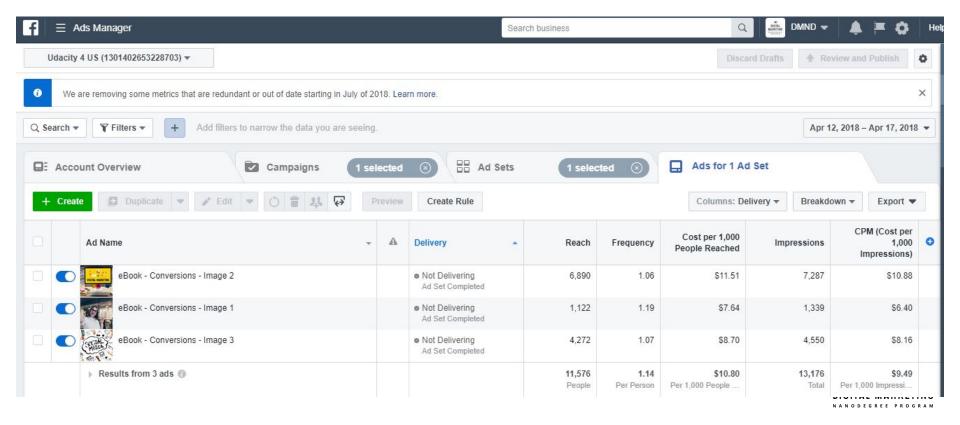# Campaign Results: Demographics

Campaign Results: Placement

Ad Set Data: Performance

Ad Set Data: Delivery

Ad Set Data: Engagement