



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.

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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.

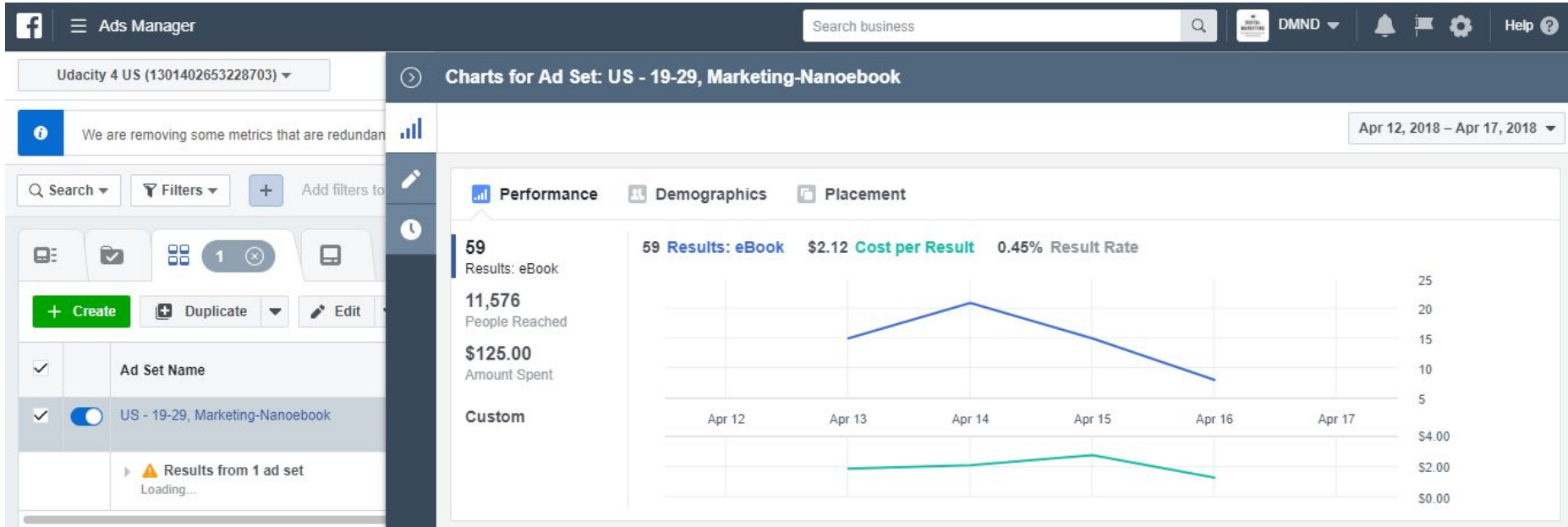




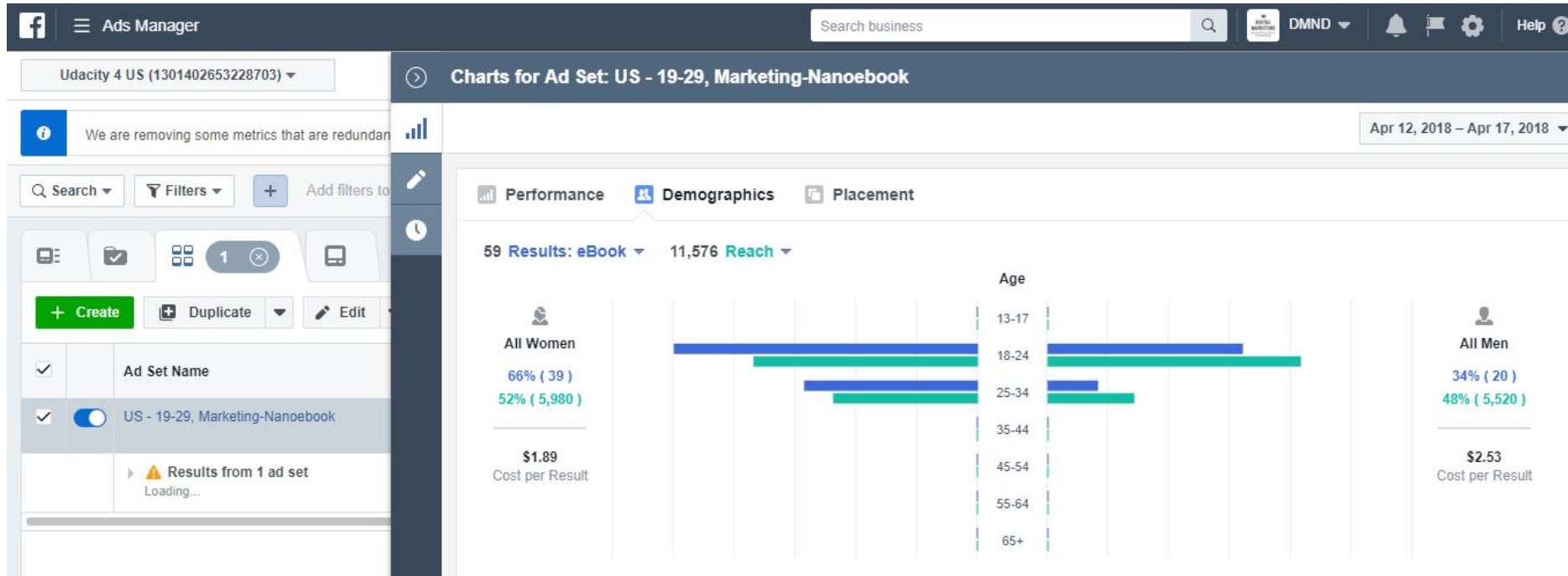
Appendix

Screenshots for Reference

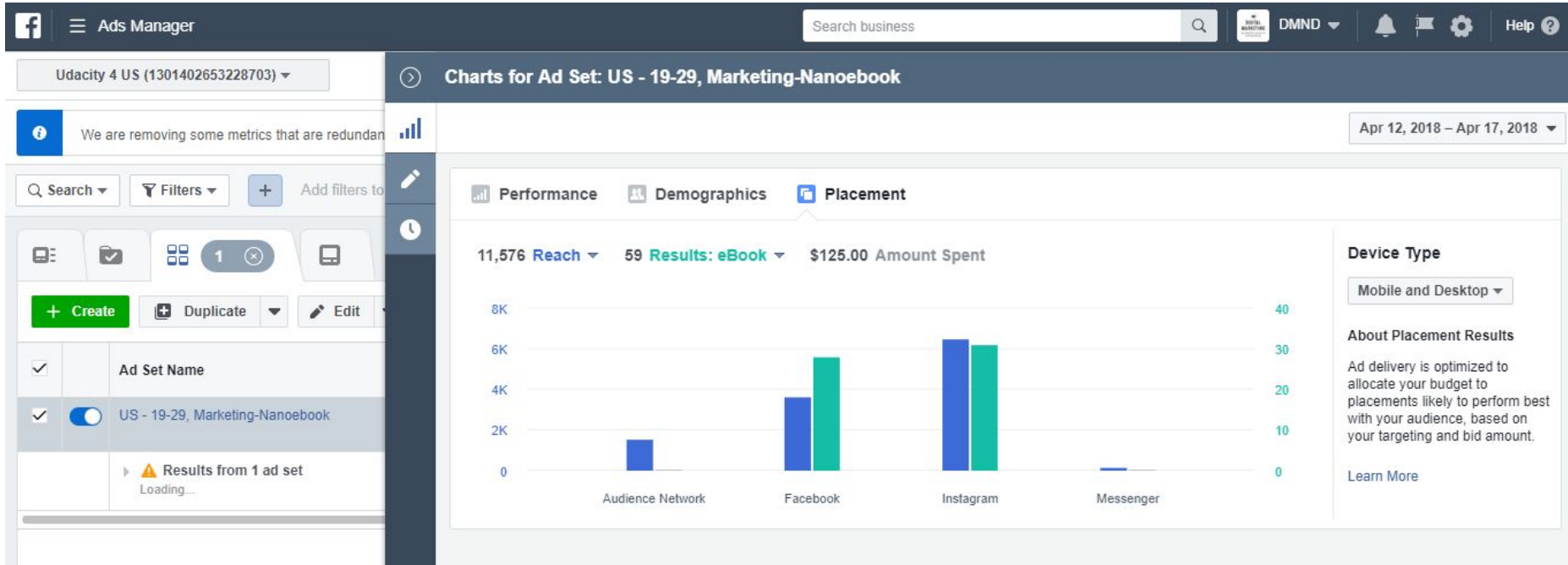
Campaign Results: Performance




Campaign Results: Demographics



Campaign Results: Placement





Ad Set Data: Performance


 **Ads Manager**

Search business

DMND








Help

Udacity 4 US (1301402653228703)

Discard Drafts

Review and Publish

 We are removing some metrics that are redundant or out of date starting in July of 2018. [Learn more.](#)

Search

Filters

+

Add filters to narrow the data you are seeing.


Apr 12, 2018 – Apr 17, 2018

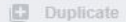
Account Overview


Campaigns 1 selected


Ad Sets 1 selected


Ads for 1 Ad Set


 Create


 Duplicate

 Edit














Preview

Create Rule

Columns: Performance

Breakdown

Export

<input type="checkbox"/>	Ad Name sorted by Errors sorted by Errors		Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Relevanc Score
<input type="checkbox"/>	 eBook - Conversions - Image 2		● Not Delivering Ad Set Completed	35 eBook	6,890	7,287	\$2.27 Per eBook	\$79.28	Apr 16, 2018	5
<input type="checkbox"/>	 eBook - Conversions - Image 1		● Not Delivering Ad Set Completed	5 eBook	1,122	1,339	\$1.71 Per eBook	\$8.57	Apr 16, 2018	5
<input type="checkbox"/>	 eBook - Conversions - Image 3		● Not Delivering Ad Set Completed	19 eBook	4,272	4,550	\$1.96 Per eBook	\$37.15	Apr 16, 2018	5
	▶ Results from 3 ads 			59 eBook	11,576 People	13,176 Total	\$2.12 Per eBook	\$125.00 Total Spent		



DIGITAL MARKETING

NANODEGREE PROGRAM

Facebook Ads Manager

Search business

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Discard Drafts Review and Publish

We are removing some metrics that are redundant or out of date starting in July of 2018. Learn more.

Search Filters Add filters to narrow the data you are seeing. Apr 12, 2018 – Apr 17, 2018

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads for 1 Ad Set

+ Create Duplicate Edit Preview Create Rule Columns: Delivery Breakdown Export

		Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	eBook - Conversions - Image 2	● Not Delivering Ad Set Completed	6,890	1.06	\$11.51	7,287	\$10.88
<input type="checkbox"/>	<input checked="" type="checkbox"/>	eBook - Conversions - Image 1	● Not Delivering Ad Set Completed	1,122	1.19	\$7.64	1,339	\$6.40
<input type="checkbox"/>	<input checked="" type="checkbox"/>	eBook - Conversions - Image 3	● Not Delivering Ad Set Completed	4,272	1.07	\$8.70	4,550	\$8.16
▶ Results from 3 ads				11,576 People	1.14 Per Person	\$10.80 Per 1,000 People ...	13,176 Total	\$9.49 Per 1,000 Impressi...

Ad Set Data: Engagement

Facebook Ads Manager

Search business

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Search Filters Add filters to narrow the data you are seeing. Apr 12, 2018 – Apr 17, 2018

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads for 1 Ad Set

+ Create Duplicate Edit Preview Create Rule Columns: Engagement Breakdown Export

		Ad Name			People Taking Action	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	eBook - Conversions - Image 2	ivering Completed		78	27	—	1	53	2	\$1.50
<input type="checkbox"/>	<input checked="" type="checkbox"/>	eBook - Conversions - Image 1	ivering Completed		8	2	—	—	6	—	\$1.43
<input type="checkbox"/>	<input checked="" type="checkbox"/>	eBook - Conversions - Image 3	ivering Completed		48	12	—	2	35	—	\$1.06
▶ Results from 3 ads					132 People	41 Total	— Total	3 Total	94 Total	2 Total	\$1.33 Per Action