Project 3:
Evaluate a Facebook Campaign
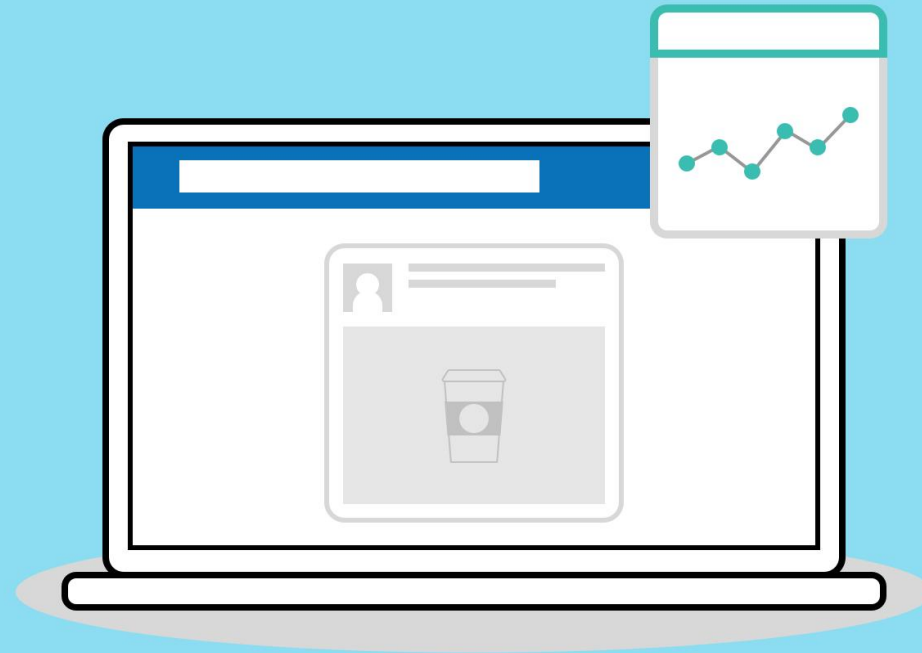
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Landing Page

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.

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AD SET TARGETING

❖ **DEMOGRAPHICS:-**

   AGE: 18 to 50 years

   GENDER: All gender

   OCCUPATION: EMPLOYED

   EDUCATION: B.Sc graduates

   LANGUAGE: English language

❖ **LOCATION:-** Mid-size US

❖ **INTEREST:-** Hiking, Walking Dogs, Meeting fellow marketers.

❖ **BEHAVIOR:-** A job with a higher income

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KPI FORMULAS

i. **CPM (Cost Per 1000 Impression)**= Total Cost x 1000/ impression

ii. **Link Click-Through Rate**= No of clicks/ impression x 100

iii. **CPLC (Cost Per Link Click)=** Total cost/ no of clicks

iv. **Click To Lead Rate**= lead / clicks x 100

v. **Cost Per Results**= Total lead cost / total result

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THE BEST AD

Ad Two (media guide book) is the best Ad of all 3.

The facebook platform shows that it has the highest number of impressions amongst them all.

Indeed, the amount spent to run the ad was higher than all others, hence it yielded a better result.

Ad two has the largest leads.

Click to lead rate is the highest.

Cost per result was the lowest, $13.25. Recall the formula- *Cost Per Results= Total lead cost / total result.* The amount spent to run Ad two was higher - $566.09 and it had a higher number of total result(lead)- 43. Hence the total Cost per result is lower than that of others.

CAMPAIGN OPTIMIZATION

Judging from the campaign result, Ad 3 had a lower Click Through Rate (CTR)- 19% as compared to Ad 1- 24% and Ad 2- 29%. Hence the need the optimize Ad 3 in order to achieve the campaign objectives.

To optimize this campaign, i will create another Ad Variation to match against Ad 2. This other Ad copy will have same image as Ad 2. The copy's call to action will be tagged "sign up for free ebook".

The aim of this test is to ascertain how the image used affects the objectives of the campaign.

Initially, different pictures were used in the 3 Ads. It is assumed that, Ad 2 had more Click Through Rate (CTR) because an image of a book was used which gives them a glimpse of the real book (pdf) they will get once they sign up.

CAMPAIGN RECOMMENDATION

1. I would rather use a Ad copy that says, " Get a free ebook that will assist you in your social media advertisement journey".

2. My focus will be on unemployed people and new university graduates.

3. I will change the "submit" button to "Download ebook".

CAMPAIGN OVERVIEW

Marketing objectives were achieved and exceeded.
The campaign's goal of collecting email addresses of 50 potential students within 1 week and with the budget of $1000 was achieved.
Ad one yielded 13 leads.
Ad two yielded 43 leads.
Ad three yielded 10 leads.
Total leads from all 3 Ads- 13+43+10 = 63leads.
Hence, the cmpaign yielded more than 50 leads.