

Project 8

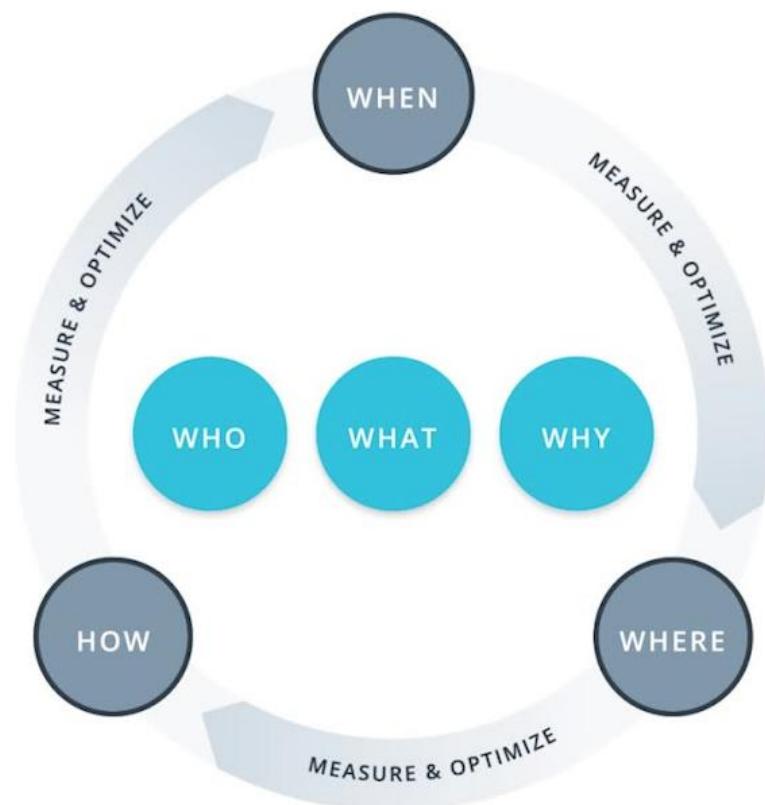
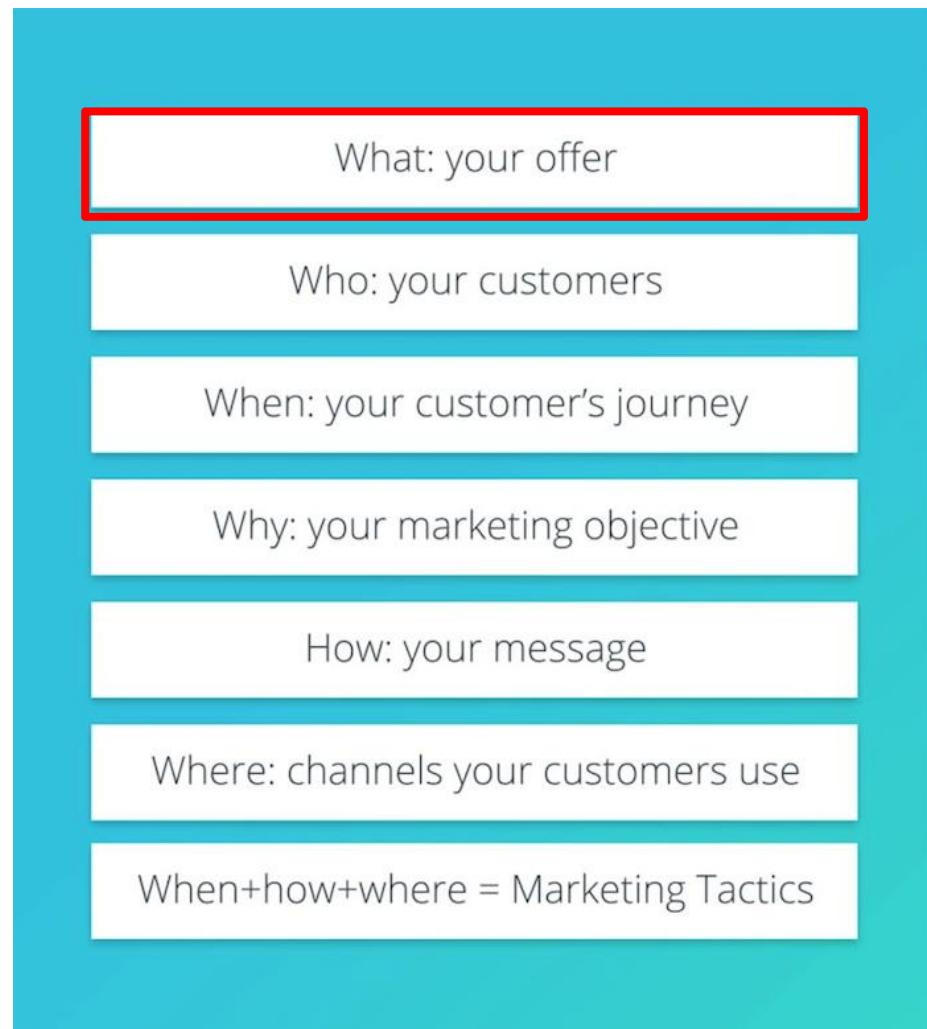
Portfolio



BY PEACE NGOZI AGHEDO



1. Customer Journey Based Marketing Plan



What: Your Offer

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.

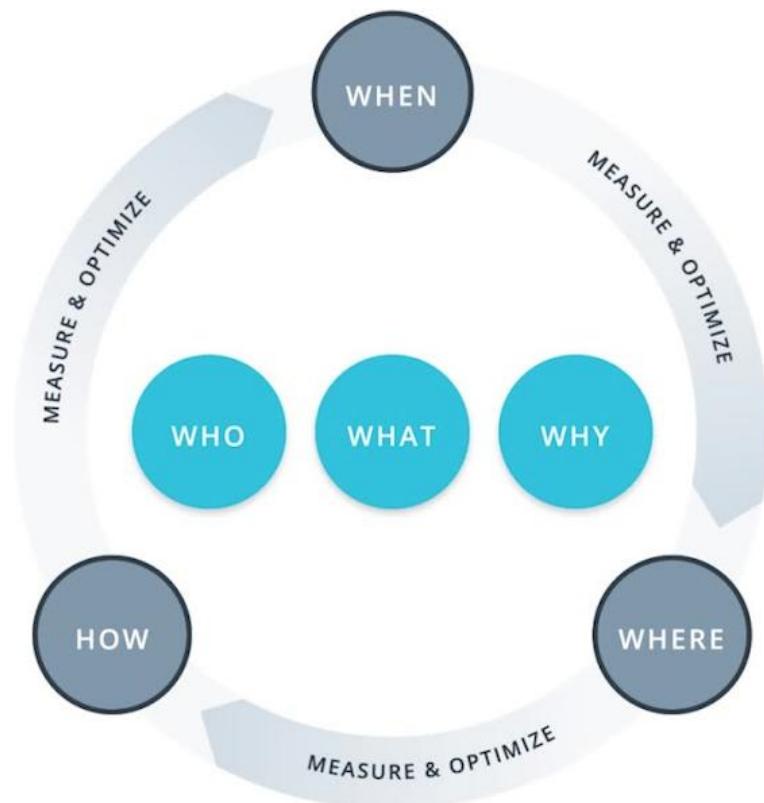
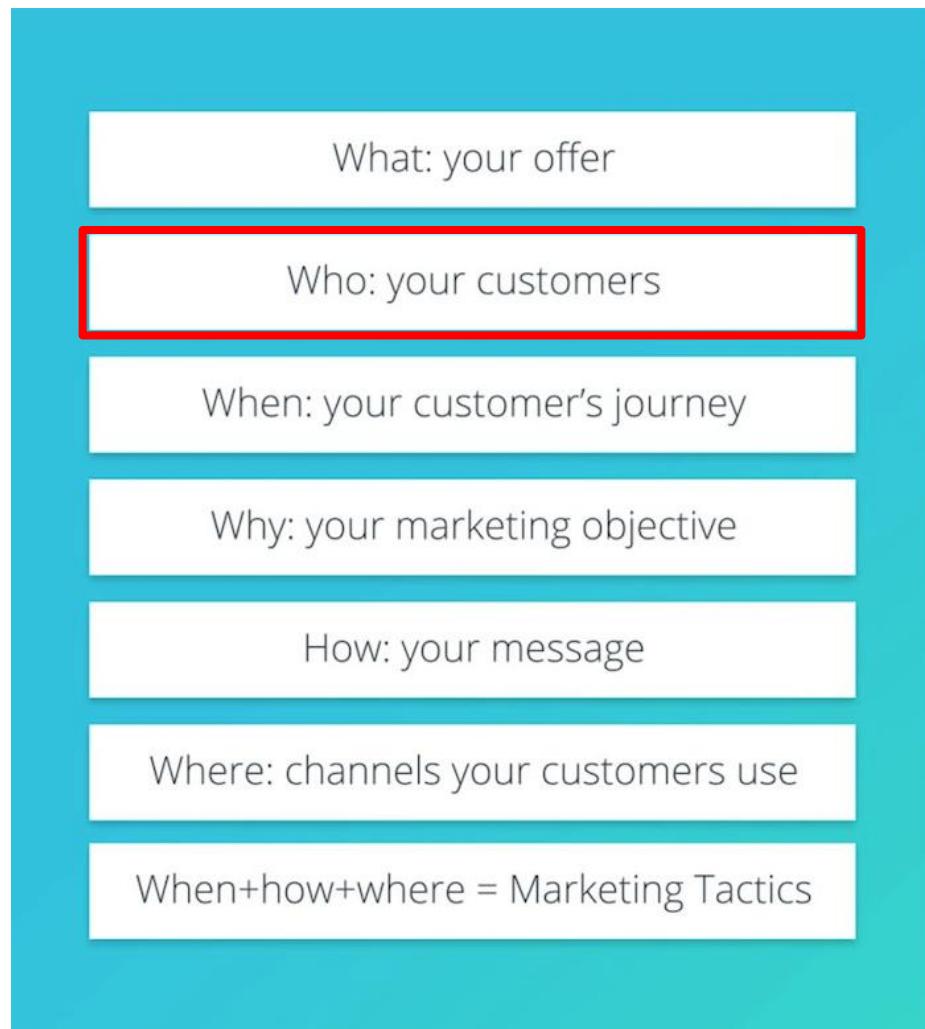
Marketing Objective:

Your Company's Product/Service

To enroll 200 students within 3 months with a total budget of \$50,000.

KPI: The number of students enrolled.

Who Are Our Customers?

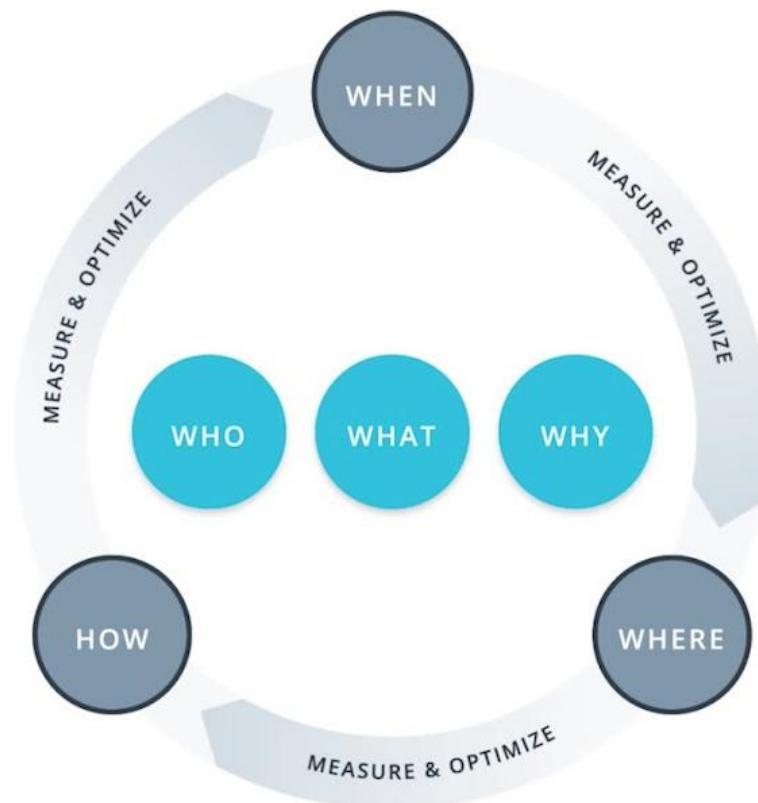


VALUE PROPOSITION

- **FOR** Individuals interested in acquiring Digital Marketing skills.
- **WHO** Need a 360 degree knowledge and certification in Digital Marketing.
- **OUR** Digital Marketing Nanodegree Program.
- **THAT** Offers comprehensive content anchored by industry experts.
- **UNLIKE** Marketing Course in Udemy
- **OUR OFFER** Includes a 360 degree knowledge accompanied with comprehensive industry led practical in Digital Marketing that provides learners the capacity to freelance or get hired by top companies in the world.

Target Persona

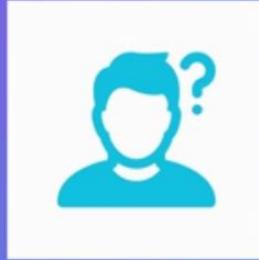
| Background and Demographics | Target Persona Name | Needs |
|--|--|---|
| <ul style="list-style-type: none">• AGE: 40• GENDER: Male• MARITAL STATUS: Married• NUMBER OF CHILDREN: 3• COUNTRY: Nigeria<ul style="list-style-type: none">• STATE OF RESIDENCE: Edo• EMPLOYED: Yes• ANNUAL INCOME: 1 million naira<ul style="list-style-type: none">• HIGHEST CERTIFICATION: Masters Degree | MATTHEW | <ul style="list-style-type: none">• Sufficient internet network.• Projects to practice Digital Marketing.• Better work and better cash inflow.• Tutorial videos |
| Hobbies | Goals | Barriers |
| <ul style="list-style-type: none">• Play FIFA PES<ul style="list-style-type: none">• Travel• Singing• Dancing• Chess | <ul style="list-style-type: none">• A better job• Does not see self in this same industry in the next 3 years.• Sees self as a high profiled Digital Marketer in the next 3 years. | <ul style="list-style-type: none">• High cost of data• poor Internet• Financial constraints<ul style="list-style-type: none">• Too many responsibilities at work. |



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 | <ul style="list-style-type: none"> Describe growth in demand for digital marketers as the world is going digital. Gain new marketing skills at your own pace Describe how much of a lucrative career digital marketing is. | <ul style="list-style-type: none"> Claim your free eBook now. Explain how one can get a 360 degree knowledge of digital marketing from the Udacity nanodegree. | <ul style="list-style-type: none"> Call to action: Enroll now and start running live campaigns on top marketing platforms. Using online webinar, explain the benefits of the digital marketing program | <ul style="list-style-type: none"> Take students to landing page to sign up Thank you! | <ul style="list-style-type: none"> Career support services updates Notifications to subscribe to email for further offers and promotional contents Classroom updates News about digital marketing |
| Channel | <ul style="list-style-type: none"> Use display ads and video ads Social media platforms my target persona visits | <ul style="list-style-type: none"> Search Google ads Social media advertising | <ul style="list-style-type: none"> Use of email marketing Use of search | <ul style="list-style-type: none"> Email marketing Social media advertising | <ul style="list-style-type: none"> Email Social media |

2. Budget Allocation

DMND

Budget Allocation

Awareness: Budget Allocation for Media

| Channels | Planned Spend | Cost Per Click | Number of Site Visits | Average Conversion Rate | Total Sales |
|--------------------|-----------------|-------------------------|-----------------------|-------------------------------|-------------|
| Facebook | \$5,000 | \$1.25 | 400 | 0.05% | 2 |
| AdWords Search | \$3,000 | \$1.40 | 2143 | 0.05% | 1 |
| Display | \$2,000 | \$5.00 | 400 | 0.05% | 0 |
| Video | \$2,500 | \$3.50 | 714 | 0.05% | 0 |
| Total Spend | \$12,500 | Total # Visitors | 7257 | Number of new Students | 3 |

Interest: Budget Allocation for Media

| Channels | Planned Spend | Cost Per Click | Number of Site Visits | Average Conversion Rate | Total Sales |
|--------------------|-----------------|-------------------------|-----------------------|-------------------------------|-------------|
| Facebook | \$5,000 | \$0.50 | 10000 | 0.1% | 10 |
| AdWords Search | \$3,000 | \$1.50 | 2000 | 0.1% | 2 |
| Display | \$2,000 | \$3.00 | 667 | 0.1% | 1 |
| Video | \$2,500 | \$2.75 | 909 | 0.1% | 1 |
| Total Spend | \$12,500 | Total # Visitors | 13576 | Number of new Students | 14 |

Desire: Budget Allocation for Media

| Channels | Planned Spend | Cost Per Click | Number of Site Visits | Average Conversion Rate | Total Sales |
|--------------------|-----------------|-------------------------|-----------------------|-------------------------------|-------------|
| Facebook | \$18,000 | \$0.30 | 60,000 | 0.3% | 180 |
| AdWords Search | \$4,000 | \$1.50 | 2,667 | 0.3% | 8 |
| Display | \$1,500 | \$3.00 | 500 | 0.3% | 2 |
| Video | \$1,500 | \$2.75 | 545 | 0.3% | 2 |
| Total Spend | \$25,000 | Total # Visitors | 63,712 | Number of new Students | 192 |

ROI: Budget Allocation for Media

| Phase | Total Spend | Total Number of Site Visits | Total Number of Sales | Profit Per Sale | Total Profit | ROI |
|--------------|-----------------|-----------------------------|-----------------------|-----------------|-----------------|------------------|
| Awareness | \$12,500 | 7257 | 3 | \$299 | \$897 | -\$11,603 |
| Interest | \$12,500 | 13576 | 14 | \$299 | \$4,186 | -\$8,314 |
| Desire | \$25,000 | 63712 | 192 | \$299 | \$57,408 | +\$32,408 |
| Total | \$50,000 | 84545 | 209 | | \$62,491 | +\$12,491 |

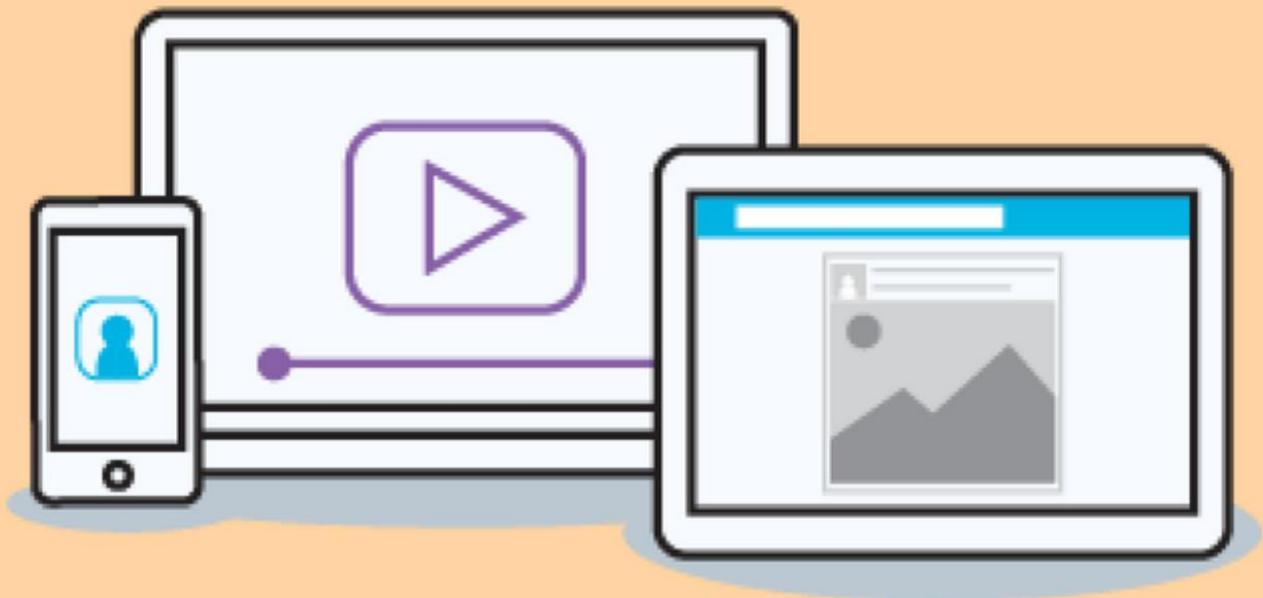
Additional Channels or Recommendations:

1. Using an SEO driven content plan, organic reach can be grown through search and social media. It will also include blogposts (testimonials) written by graduates of the program and expert's guide/advice on career change.
2. I'll add "free eBook" and "free online courses" to the landing page to captivate the interest of visitors to signup for future email marketing campaigns.
3. Using LinkedIn and Facebook we can calculate which channel performed better based on the ROI. I will use my target persona and others like entrepreneurs, front end developers and copywriters. Emails collected from both Channel can later be used for remarketing to get better results.

3. Showcase Work

Project 2

Market your Content



BY PEACE AGHEDO



Marketing Objective

To get 60 new readers for my blog post() withing 4 months (of publishing the artice) without spending 1 naira for ads.

KPI

- *The primary KPI to measure the marketing success would be the number of new readers I get for my blog().*

Target Persona

| Background and Demographics | Target Persona Name | Needs |
|--|--|---|
| <ul style="list-style-type: none"> • AGE: 40 • GENDER: Male • MARITAL STATUS: Married • NUMBER OF CHILDREN: 3 • COUNTRY: Nigeria <ul style="list-style-type: none"> • STATE OF RESIDENCE: Edo • EMPLOYED: Yes • ANNUAL INCOME: 1 million naira • HIGHEST CERTIFICATION: Masters Degree | MATTHEW  | <ul style="list-style-type: none"> • Sufficient internet network. • Projects to practice Digital Marketing. • Better work and better cash inflow. • Tutorial videos |
| Hobbies | Goals | Barriers |
| <ul style="list-style-type: none"> • Play FIFA PES <ul style="list-style-type: none"> • Travel • Singing • Dancing • Chess | <ul style="list-style-type: none"> • A better job • Does not see self in this same industry in the next 3 years. • Sees self as a high profiled Digital Marketer in the next 3 years. | <ul style="list-style-type: none"> • High cost of data <ul style="list-style-type: none"> • poor Internet • Financial constraints <ul style="list-style-type: none"> • Too many responsibilities at work. |

What is the theme and framework of your blog post?

Provide a brief summary of your blog post including the following:

1. Select a theme for your blog post:

- I Choose “Why have you decided to take the Digital Marketing Nanodegree Program?

2. What is the framework of your blog post?

- I will use: SCQA also called the Pyramid Principle

BLOG POST



source:<https://www.forbes.com/sites/cathyhackl/2020/06/24/how-technology-will-create-these-7-jobs-in-the-future/?sh=5855b5297437>

The world is in a digital age, and millions of people spend so much of their time poking around digital platforms. The IT Industry is a major component of any fast growing and successful economy.

Every Business or Organization requires the skill of IT professionals and masterminds to be truly effective and rise above competition in their various field. Businesses/Organizations are becoming increasingly aware of this fact and therefore leveraging on the popularity of these platforms to promote their goods and services.
Read on: <https://medium.com/@peaceaghedongozi/major-reason-why-i-signed-up-for-udacity-digital-marketing-nanodegree-b96bdafb44bd>

SUMMARY

Choose three social media platforms you will use to promote your blog. Write a short explanation about why you chose those platforms.

i will promote my blog on the following 3 social media platforms because these are the main social media networks the target persona hangs out primarily.

- **LinkedIn:** it is a professional network where personal information and ideas are shared. since my blog post is about jobs, skills and personal experiences, it will be an excellent content for LinkedIn users. I used a very sober, professional tone for my LinkedIn post.
- **Twitter:** This platform is also great for disseminating information. it is used by recruiters and brands across the world. I used a short note for twitter to keep the character limit constraints.
- **Facebook:** this is most used by my target persona. it is a global platform for exchanging news and information, both professional and personal. I used a semi-personal tone for my Facebook.

PLATFORM 1 AND POST

- LINKEDIN POST



Peace Aghedo

Scientific Officer at Edojobs, Creative Designer at Pan Couture, Manager of Pan Casual

1m • Edited •

• • •

The world is in a digital age. Human Workforce is slowly being replaced by technological applications. How can you and I strive to stay relevant in this new age?

Here's a link to my new blog post on how I'm maneuvering this challenge with the help of **Udacity** <https://lnkd.in/djnYkBmS>

#Digitalmarketing #Nanodegree #DMND



Major Reason Why I Signed Up For The Udacity Digital Marketing Nanodegree.

medium.com • 2 min read

Like

Comment

Share

Send

PLATFORM 2 AND POST

- TWITTER POST

Want to know how @udacity is helping the Human workforce remain relevant in the today's digital world? my new blog post will interest you. medium.com/@peaceaghedong...

#DigitalMarketing #DMND
#Nanodegree

medium.com
Major Reason Why I Signed Up For The Udacity Digital Marketing Nanodegree.

11:44 PM · 3/24/22 · Twitter for iPhone

PLATFORM 3 AND POST

- FACEBOOK POST

 **Peace Aghedo**
Just now · 

The IT industry seems to be at another major inflection point. Every other article talks about how jobs are changing, how mid-senior managers are going to be an extinct species soon, what new skills will need to be picked up to be employable and how specialists are being sought after.

In order to not be left behind, I decided to pursue a course in Digital marketing at [Udacity](#) which happens to be one of the most sought after tech skills by companies.

Read on: <https://medium.com/@peaceaghedongozi/major-reason-why-i-signed-up-for-udacity-digital-marketing-nanodegree-b96bdafb44bd>

#digitalmarketing
#DMND
#Nanodegree
#Udacity

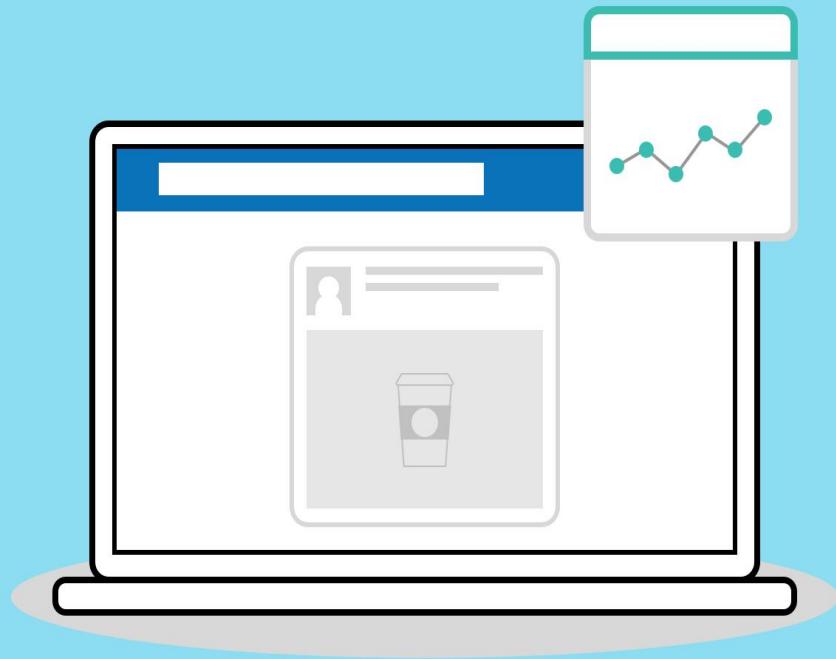


i About this website

MEDIUM.COM
Major Reason Why I Signed Up For The Udacity Digital Marketing Nanodegree.

 Like  Comment  Share

Project 3: Evaluate a Facebook Campaign



BY PEACE AGHEDO

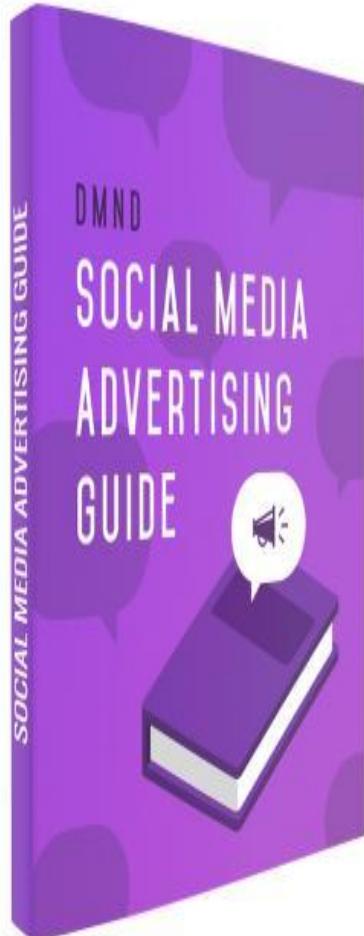


Landing Page



Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program



Get your free copy of the eBook today!

- ✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- ✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- ✓ Everything you need to get started!

First Name

Email

[DOWNLOAD EBOOK](#)

By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time.
Please find our Privacy Policy [here](#).

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 |
|--|--|---|
| <ul style="list-style-type: none">● Age 27● Female● Graduated from university● Employed● Lives in a mid-size US city | Jessica  | <ul style="list-style-type: none">● Flexible study schedule● "Bite-size" chunks of learning |
| Hobbies | Goals | Barriers |
| <ul style="list-style-type: none">● Hiking● Photography● Walking her dog | <ul style="list-style-type: none">● Transition into a new career in digital marketing● Get a job with higher earning potential/path to advancement● Meet other marketers | <ul style="list-style-type: none">● 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

 **Digital Marketing by Udacity**  

Sponsored • 

Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising

digitalmarketing.udacity.com

Download

Ad Two



Digital Marketing by Udacity

Sponsored •



Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising

digitalmarketing.udacity.com

Download

Ad Three



Digital Marketing by Udacity

Sponsored •



Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising

digitalmarketing.udacity.com

Download

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.

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

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**

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 to 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- $13+43+10 = 63$ leads.

Hence, the campaign yielded more than 50 leads.

Project 4

Conduct an SEO Audit



BY PEACE AGHEDO



Marketing Objective & KPI

- Marketing Objective – To increase organic search traffic by 20 percent by September 2022
- KPI – click through rate by September 2022

Target Persona

| Background and Demographics | Target Persona Name | Needs |
|--|--|---|
| <ul style="list-style-type: none"> • AGE: 40 • GENDER: Male • MARITAL STATUS: Married • NUMBER OF CHILDREN: 3 • COUNTRY: Nigeria <ul style="list-style-type: none"> • STATE OF RESIDENCE: Edo • EMPLOYED: Yes • ANNUAL INCOME: 1 million naira • HIGHEST CERTIFICATION: Masters Degree |  <p>MATTHEW</p> | <ul style="list-style-type: none"> • Sufficient internet network. • Projects to practice Digital Marketing. • Better work and better cash inflow. • Tutorial videos |
| Hobbies | Goals | Barriers |
| <ul style="list-style-type: none"> • Play FIFA PES <ul style="list-style-type: none"> • Travel • Singing • Dancing • Chess | <ul style="list-style-type: none"> • A better job • Does not see self in this same industry in the next 3 years. • Sees self as a high profiled Digital Marketer in the next 3 years. | <ul style="list-style-type: none"> • High cost of data <ul style="list-style-type: none"> • poor Internet • Financial constraints <ul style="list-style-type: none"> • Too many responsibilities at work. |

Keywords

1. Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to this page. Be sure to use a mix of branded and non-branded Keywords. List 5 head and 5 tail keywords.

| | Head Keywords | Tail Keywords |
|---|----------------------|-------------------------------|
| 1 | Digital marketing | Digital marketing certificate |
| 2 | Marketing courses | Digital marketing course |
| 3 | nanodegree | Digital marketing courses |
| 4 | Udacity | Digital marketing jobs |
| 5 | Udacity scholarships | Digital marketing salary |

Head screenshot

| <input type="checkbox"/> Keyword   |  Add URL | Rank  | Monthly Volume | Difficulty    | Organic CTR   | My Score    | Priority   |
|--|--|--|----------------|--|---|--|--|
| digital marketing | <input type="checkbox"/> United States - en-US  | no URL | 33,896 | 69 | 34% | <div style="border: 1px solid #ccc; padding: 2px;">3 Neutral </div> | 67 |
| | Analyzed 06/01/2022 | | | | | | |
| marketing courses | <input type="checkbox"/> United States - en-US  | no URL | 1,145 | 58 | 53% | <div style="border: 1px solid #ccc; padding: 2px;">3 Neutral </div> | 57 |
| | Analyzed 06/01/2022 | | | | | | |
| nanodegree | <input type="checkbox"/> United States - en-US  | no URL | 398 | 46 | 84% | <div style="border: 1px solid #ccc; padding: 2px;">3 Neutral </div> | 59 |
| | Analyzed 06/01/2022 | | | | | | |
| udacity | <input type="checkbox"/> United States - en-US  | no URL | 20,250 | 75 | 15% | <div style="border: 1px solid #ccc; padding: 2px;">3 Neutral </div> | 53 |
| | Analyzed 06/01/2022 | | | | | | |
| udacity scholarships | <input type="checkbox"/> United States - en-US  | no URL | 500 | 51 | 94% | <div style="border: 1px solid #ccc; padding: 2px;">3 Neutral </div> | 60 |
| | Analyzed 06/01/2022 | | | | | | |

Tail screenshot

| <input type="checkbox"/> Keyword | Rank | Monthly Volume | Difficulty | Organic CTR | My Score | Priority |
|----------------------------------|--------|----------------|------------|-------------|------------------------------------|----------|
| + Add URL | | | | | | |
| digital marketing certificate | | | | | | |
| United States - en-US | no URL | 2,763 | 56 | 83% | <div>3 Neutral </div> | 67 |
| Analyzed 06/01/2022 | | | | | | |
| digital marketing course | | | | | | |
| United States - en-US | no URL | 2,688 | 61 | 83% | <div>3 Neutral </div> | 66 |
| Analyzed 06/01/2022 | | | | | | |
| digital marketing courses | | | | | | |
| United States - en-US | no URL | 508 | 57 | 53% | <div>3 Neutral </div> | 53 |
| Analyzed 06/01/2022 | | | | | | |
| digital marketing jobs | | | | | | |
| United States - en-US | no URL | 3,855 | 49 | 83% | <div>3 Neutral </div> | 71 |
| Analyzed 06/01/2022 | | | | | | |
| digital marketing salary | | | | | | |
| United States - en-US | no URL | 5,656 | 51 | 93% | <div>3 Neutral </div> | 74 |
| Analyzed 06/01/2022 | | | | | | |

Keyword with the Greatest Potential

Head Keyword with the greatest potential?

From my keyword query, the keyword “Digital marketing” has the greatest potential because it has a monthly search volume of 33,896, difficulty of 69 and high click through rate of 34%

Tail Keyword with the greatest potential?

From my keyword query, the keyword “Digital marketing Salary” has the greatest potential because it has a monthly search volume of 5656, low difficulty of 51 and high click through

Technical Audit: Metadata

url: view-source:<https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Current

| | |
|------------------|--|
| Title Tag | Digital Marketing Course Online |
| Meta-Description | Take Udacity digital marketing course online. You will learn SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility |
| Alt-Tag 1 |  img class="wordmark_logo_2xZEi" src=" /images/svg/udacity-tt-logo.svg " alt="Udacity logo"/> |
| Alt-Tag 2 |  img src=" /images/brand-refresh/mobile-open.svg " alt="" data-bbox="261 618 914 668"/> |
| Alt-Tag 3 |  img class="_consumer-schools_schoollcon_25KX1" src=" /images/brand-refresh/school-icons/ai.svg " alt="" data-bbox="261 708 967 758"/> |
| Alt-Tag 4 |  img class="_consumer-schools_schoollcon_25KX1" src=" /images/brand-refresh/school-icons/autonomous-systems.svg " alt="" data-bbox="261 798 954 848"/> |
| Alt-Tag 5 | /images/brand-refresh/school-icons/cloud-computing.svg " alt="" data-bbox="261 908 934 988"/> |

url: view-source:<https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Revision

| | |
|------------------|--|
| Title Tag | Online Digital Marketing Course |
| Meta-Description | Udacity digital marketing online course will teach you SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility |
| Alt-Tag 1 |  img class="wordmark_logo_2xZEi" src=" /images/svg/udacity-tt-logo.svg " alt="logo" |
| Alt-Tag 2 |  img src=" /images/brand-refresh/mobile-open.svg " alt=" open icon" |
| Alt-Tag 3 |  img class="_consumer-schools_schoollcon_25KX1" src=" /images/brand-refresh/school-icons/ai.svg " alt=" ai" |
| Alt-Tag 4 |  img class="_consumer-schools_schoollcon_25KX1" src=" /images/brand-refresh/school-icons/autonomous-systems.svg " alt=" autonomous icon" |
| Alt-Tag 5 | /images/brand-refresh/school-icons/cloud-computing.svg " alt=" cloud icon" |

Suggested Blog Topics

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary (150 - 300 words max for each post) as to why you chose those Keyword topics and what you might write about.

Note that you don't have to write these blog posts, just a very brief summary (150 - 300 words max for each post) and a motivation about why you think they would work.

Topic 1 - short explanation

Topic 2 - short explanation

Topic 3 - short explanation

Blog One: An Overview of Digital Marketing

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication.

Simply put, digital marketing refers to all marketing efforts that occur on the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. This also includes communication through text or multimedia messages.

Digital marketing is vital for your business and brand awareness. It seems like every other brand has a website. And if they don't, they at least have a social media presence or digital ad strategy. Digital content and marketing is so common that consumers now expect and rely on it as a way to learn about brands.

There are various types of Digital Marketing: -

1. Search Engine Optimization
2. Social Media Marketing
3. Content Marketing
4. Pay-Per-Click Marketing
5. Affiliate Marketing
6. Native Advertising
7. Marketing automation
8. Email Marketing

MOTIVATION.

I chose Digital marketing as a head keyword because when compared to other keywords it showed a higher search volume. A lot of people are into business and are concerned with gaining in-demand tech skills like Digital marketing that can help them boost their businesses at the comfort of their homes and one that is less stressful. Hence the higher search volume. A blogpost like this can help them realize what that skill is and what it entails and encourage them to research more on how to get this skill- digital marketing.

Blog Two: Digital Marketing Salary and Benefits

- According to [payscale](#), In Nigeria, an early career Digital Marketing Manager with 1-4 years of experience earns an average total compensation (includes tips, bonus, and overtime pay) of ₦1,238,513 based on 36 salaries. A mid-career Digital Marketing Manager with 5-9 years of experience earns an average total compensation of ₦2,280,000 based on 13 salaries.
- Digital marketing offers a number of other advantages as well. These are a few of the benefits.
 - **A broad geographic reach**
 - When you post an ad online, people can see it no matter where they are (provided you haven't limited your ad geographically). This makes it easy to grow your business's market reach.
 - **Cost efficiency**
 - Digital marketing not only reaches a broader audience than traditional marketing but also carries a lower cost. Overhead costs for newspaper ads, television spots, and other traditional marketing opportunities can be high. They also give you less control over whether your target audiences will see those messages in the first place.
 - **Quantifiable results**
 - To know whether your marketing strategy works, you have to find out how many customers it attracts and how much revenue it ultimately drives. With digital marketing, results monitoring is simple. Digital marketing software and platforms automatically track the number of desired conversions that you get, whether that means email open rates, visits to your home page, or direct purchases.
 - **Easier personalization**
 - Digital marketing allows you to gather customer data in a way that offline marketing can't. Data collected digitally tends to be much more precise and specific.

MOTIVATION.

I chose Digital marketing salary as a tail keyword because when compared to other keywords it showed a higher search volume. It is a buzzword used by many people when they think of how well paid a digital marketer is. Individuals are majorly discouraged in becoming a digital marketer because they perceive it entails only social media marketing, hence, less pay and less benefit. Hence, blogpost content like this will encourage people to realize that digital marketing job is a high paying job.

Blog Three: Why You Should Pursue a Career in Digital Marketing.

There are numerous reasons why you should pursue a career in digital marketing, amongst which are these few;

- **Digital Marketing Is A Lucrative Career**

As you enter the digital marketing industry, you can garner a starting salary between 25-35k per month. This is on par with starting salaries in any other industry.

You can demand this salary on the basis of your experience and talent, rather than the number of degrees you have under your belt.

- **Digital Marketing Is Here To Stay**

Back in the 90s, ‘the Internet’ may have seemed to some like a passing fad. We know now that this isn’t true at all! [Digital marketing is growing at a rate of 25-30% yearly](#) and shows no signs of slowing. Huge multinational companies like Unilever and P&G now spend a significant proportion of their marketing budgets on digital marketing, and unicorns like Amazon and Zomato spend an even higher proportion.

- **Digital Marketing Offers Accelerated Career Growth**

For all those who feel that digital marketing is a field with little upward mobility, we beg to differ. Since it is a relatively new field, there are fewer rules and structures. Think about it – there are some digital marketing jobs that are yet to be discovered! So the possibilities for growth are really limitless.

- **There’s No ‘One Preferred Role’ In a Digital Marketing Career**

Gone are the days when working in an agency was equivalent to being ‘backend support’. Digital marketing agencies are now as mainstream as ever and work with some of the best brands in the country. Also, the possibilities for what role you can assume within a digital marketing agency are endless. And no one role is better than the other.

MOTIVATION.

I chose Digital marketing because when compared to other keywords it showed a higher search volume. On top of that, a lot of people interested in tech are confused on which path to take. Also, a lot of persons have heard about Digital marketing but don’t have enough motivation to go ahead and pursue a career in it. Hence, a blogpost like this will direct them to start seeing digital marketing as a potential course and one that can result in a worthwhile career.

Technical Audit: Backlink Audit

| | Backlink | Domain Authority (DA) |
|---|--|-----------------------|
| 1 | <u>azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/</u> | 99 |
| 2 | <u>xd.adobe.com/ideas/career-tips/online-ux-design-courses-bootcamps/</u> | 97 |
| 3 | <u>www.cloudflare.com/en-in/case-studies/udacity/</u> | 98 |

Link-Building

Using the SEMRush or SE Ranking tool and research, strategize a link-building campaign.

Identify three websites that you think would be relevant, high traffic sites that you would like to gain backlinks from to help drive traffic to Udacity's or your company's page.

| | |
|------------------------|---|
| Site name | Vanguard |
| url | https://www.vanguardngr.com/ |
| Organic traffic | 6,5m |
| Site name | Linda Ikeji Blog |
| url | https://www.lindaikejisblog.com/ |
| Organic search traffic | 149,7K |
| Site name | netnaija |
| url | https://www.thenetnaija.com/ |
| Organic search traffic | 14,5k |

Site Performance Audit: Performance Tests

For each of the submissions, please take a screenshot of your results and post your screenshot on your submission presentation.

1. Using the [Northcutt](#) or any other tool, research how many of Udacity's website or your company's pages are indexed by Google.
2. Using the [Google Page Speed Insights](#) tool, perform a speed test of udacity.com's or your company's mobile presence.
3. Using the [Think with Google](#) tool, assess the mobile-friendliness of the udacity.com site or your company's website.

Page Index

Using the <https://seomagnifier.com/google-index-pages-checker/> I found out that the pages index for udacity.com is 6,140 pages.

Explain why the number of pages indexed is important.

Number of pages indexed is important because it gives your page more traffic and whenever you post any new content, it will be discovered more quickly.

Google index page screenshot

Google Index Checker

| | |
|----------------|-----------------|
| Domain | Www.udacity.com |
| Google Indexed | 6,140 Pages |

Try New URL

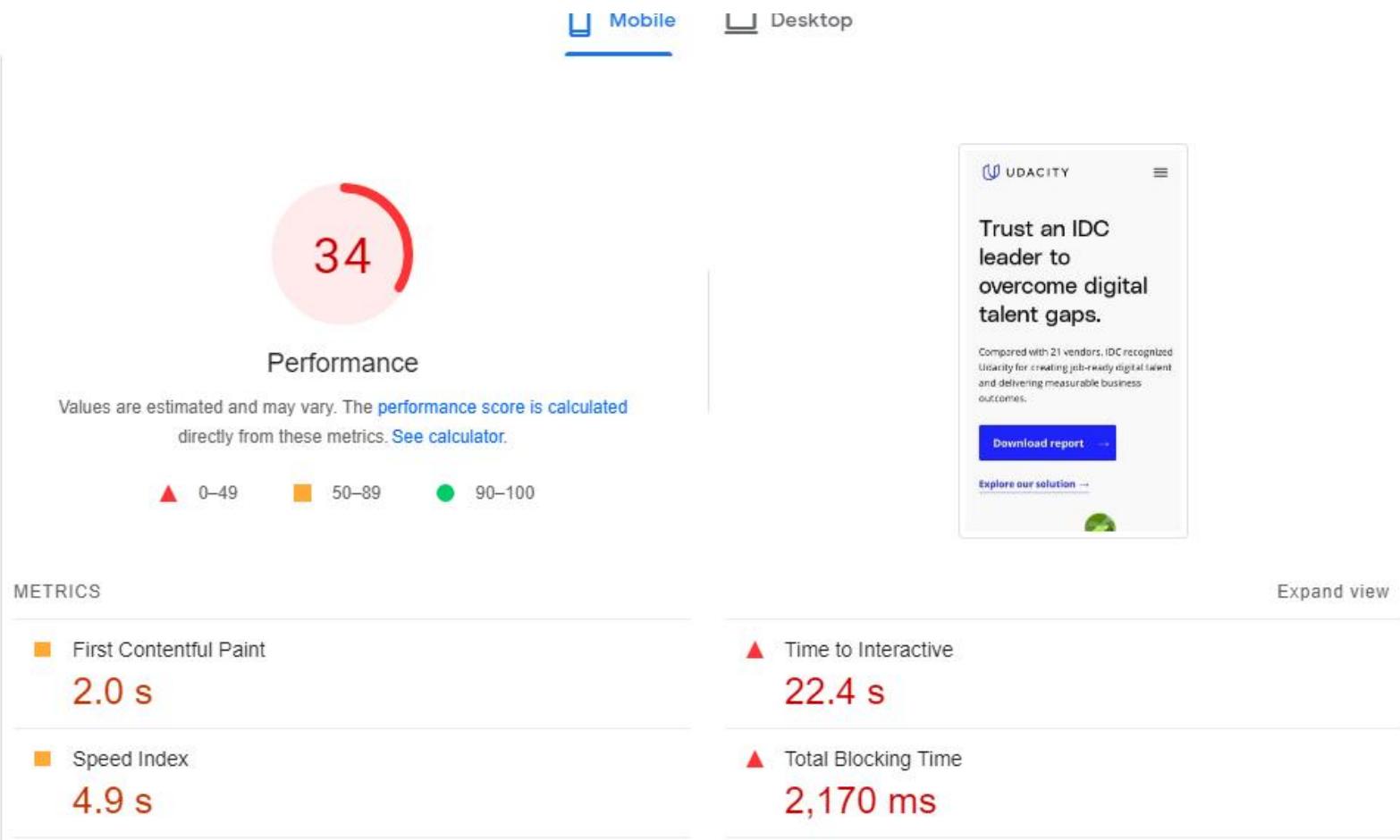
Page Speed

Using the [Google Page Speed](#) I found that the speed for Udacity mobile was 34/100 and for desktop was 90/100

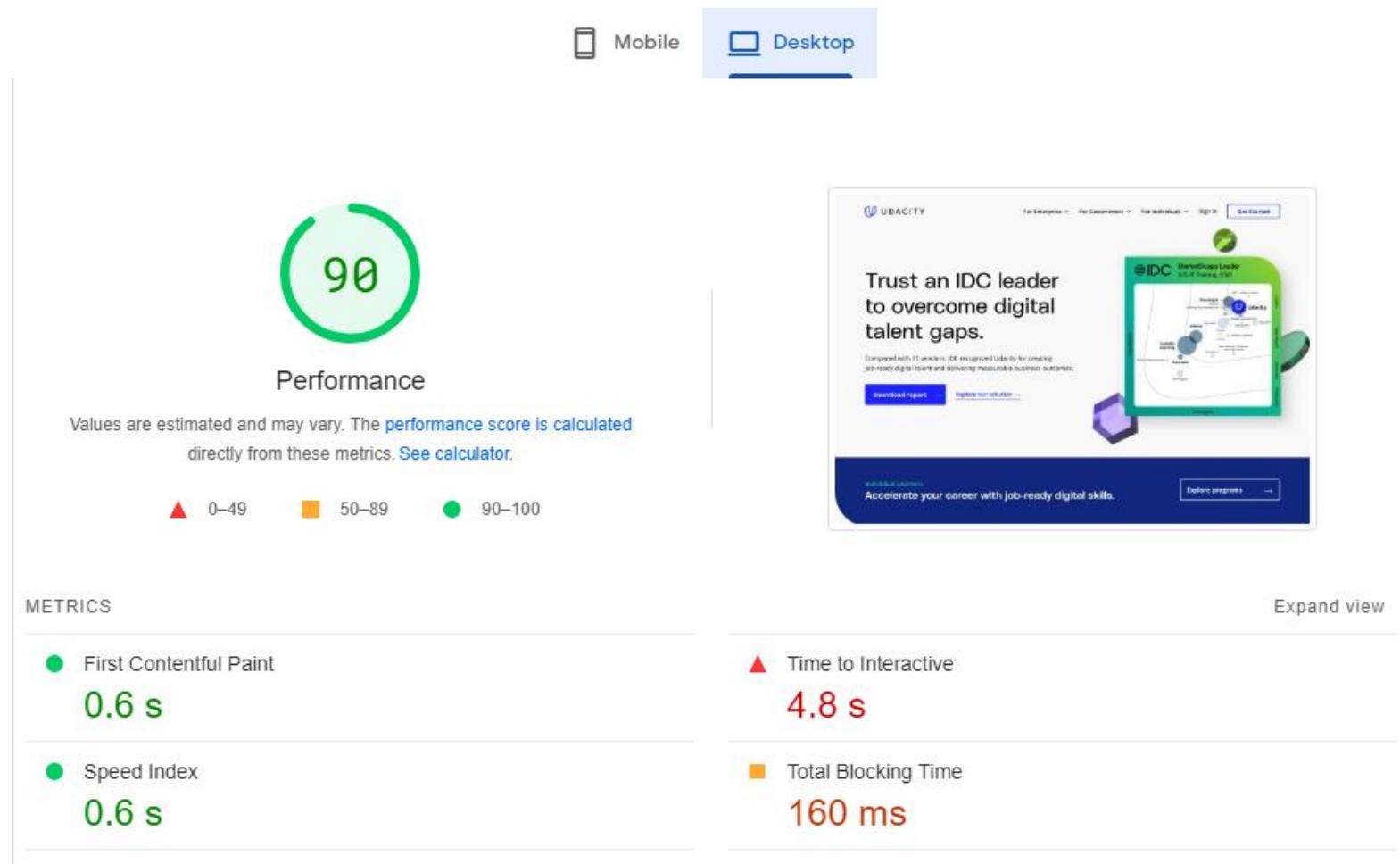
Explain why evaluating the Page Speed is important.

Page speed test is important to users because, well, faster pages are more efficient and it provides a much better on-page user experience

Mobile page speed



desktop page speed



Mobile-Friendly Evaluation

Using the [Think with Google](#) tool I found out that udacity mobile site speed is 2.4 seconds in United States on a 4G connection.

Explain why having a mobile-optimized is important.

Having a mobile optimized is important because it makes sure to properly display on smaller screens. Also, it makes the site much easier to navigate. It reformats content, displays larger navigation buttons and optimizes images according to screen size.

Mobile optimization

Your speed results for udacity.com ⓘ

Your mobile site speed is 2.4 seconds in United States - on a 4G - connection.

RATING

Good

Good sites start to load in under 2.5 seconds.

[Learn more](#)

QUARTERLY TREND

Speeding Up

Your site has gotten 0.3 seconds faster this quarter

[Learn more](#)



Learn how to optimize your mobile site

Recommendations

- I experienced slowness in the speed of the mobile version of the Udacity site (34%), as opposed to the desktop speed (90%). This is bad as a lot of persons use mobile devices more when searching the internet. This kind of slowness can affect user's mobile experience, thereby discouraging the person from waiting till the information he/she needs pops up. Hence, a drastic increase in their bounce back rate. I suggest this be resolved by developers of the Udacity mobile page. The load time should be 0.1 seconds. Also, they should set an explicit width and height on image elements to reduce layout shifts and improve CLS, reduced JavaScript execution time and ensure main thread work is minimized.
- The 3 websites mentioned for Link building have very high organic traffic, hence, a good platform for advert. We could reach out to them to place a Udacity advert on their pages. Also, we could suggest they make a blogpost about Udacity courses, especially the Digital Marketing Nanodegree, as some of their subscribers could be business owners or in need of a tech skill.
- The meta description of the Udacity Digital marketing nanodegree page should be modified to be more descriptive and concise. Blogposts I made can be featured in order to attract more traffic to the site.

Project 5: Evaluate a Google Ads Campaign



BY: PEACE NGOZI AGHEDO



1. Campaign Approach

- Udacity has launched a campaign to advertise for the Digital Marketing Nanodegree Program
- The campaign is divided into two ad groups, one targeting customers in the Awareness stage and one targeting customers in the Interest stage
- Each ad group uses responsive search ads, with multiple options for the ad headline and description
- When users click on an ad, they are taken to the overview page for the Digital Marketing Nanodegree Program, where they can click a button to download the program syllabus. This conversion has an estimated value of \$5.

2. Marketing Objective

- The campaign's marketing objective is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%

Ad Group #1: Ads

| Interest Digital Marketing Ad Group - Ad #1 | 1 | 2 | 3 | 4 | 5 |
|---|--|---|---|--|--|
| Headline | Digital Marketing online course for beginners | Digital Marketing for beginners | Learn to become a Digital Marketer | Digital Marketing online course | Digital Marketing online training |
| Description | Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course. | Online course on foundations of Digital Marketing taught by industry professionals. | Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners. | An easy way to learn Digital Marketing: online basic class for future best marketers | |
| Interest Digital Marketing Ad Group - Ad #2 | 1 | 2 | 3 | 4 | 5 |
| Headline | Digital Marketing Basics | Digital Marketing online training | Digital Marketing for beginners | Udacity Digital Marketing Resources | Become a Digital Marketer with Udacity |
| Description | Digital Marketing Basics Digital Marketing resources from Udacity | See how to become a Digital Marketer | Take Your First Steps towards Becoming a Digital Marketer | Get all the basic knowledge on Digital Marketing that you need | |

Data is also available in [this spreadsheet](#)

Ad Group #2: Ads

| Awareness Digital Marketing Ad Group - Ad #1 | | | | | |
|--|--|--|---|--|---------------------------|
| | 1 | 2 | 3 | 4 | 5 |
| Headline | Digital Marketing Basics, all you need | Digital Marketing class | Digital Marketing for beginners | Udacity Digital Marketing Resources | Become a Digital Marketer |
| Description | Digital Marketing resources from Udacity | See what Digital Marketing is for and how to become a Digital Marketer | Take Your First Steps towards Becoming a Digital Marketer | Get all the basic knowledge on Digital Marketing that you need | |

| Awareness Digital Marketing Ad Group - Ad #2 | | | | | |
|--|--|---|---|--|---------------------------------------|
| | 1 | 2 | 3 | 4 | 5 |
| Headline | Digital Marketing online course | Digital Marketing for beginners | Learn to become a Digital Marketer online | Digital Marketing online training | Digital Marketing course with Udacity |
| Description | Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course. | Online course on foundations of Digital Marketing taught by industry professionals. | Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners. | An easy way to learn Digital Marketing: online basic class for future best marketers | |

Data is also available in [this spreadsheet](#)

Ad Group #1: Keywords

| Search keyword | Status | Match Type | Campaign | Ad group | Keyword max CPC | Currency |
|---|-------------------|------------|--------------|----------------------------|-----------------|----------|
| Best website for learning +marketing | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Coursera digital marketing | Eligible | Phrase | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Marketing course Udacity | Eligible | Phrase | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Digital marketing certificate | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Best website to learn +digital marketing for free | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Digital marketing learn online | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Digital marketing online training | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Digital marketing for +beginners | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| How to +learn +marketing | Low search volume | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Udemy +digital marketing | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Social media marketing +course | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Online marketing +course | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Social media marketing classes | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Free +marketing courses | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Marketing online course | Eligible | Phrase | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Digital marketing course online free | Eligible | Phrase | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Marketing +online +tutorial | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Udacity +Digital Marketing | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Marketing basics course online free | Low search volume | Phrase | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Digital marketing +tutorial basics | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |

Data is also available in [this spreadsheet](#)

Ad Group #2: Keywords

| Search keyword | Status | Match Type | Campaign | Ad group | Keyword max CPC | Currency |
|------------------------------------|----------|------------|--------------|-----------------------------|-----------------|----------|
| +Digital marketing basic | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Social media marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Marketing terms | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Marketing for +beginners | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Online marketing +basics | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| What is digital marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Udacity +marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| How to become a +digital marketer | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| How to do social media marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Digital marketing online class | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +How to do marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| Define +Digital marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| How to be a +social media marketer | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Digital Marketer | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Digital marketing terminology | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| What is marketing used for | Eligible | Phrase | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Online marketing for +students | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Digital marketing for +students | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| Study +digital marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| Study +online marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |

Data is also available in [this spreadsheet](#)

Key Results (Campaign)

Expand the table below to identify and fill in any campaign-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

| Ad Group | Cost | Clicks | Impressions | Conversions | CPC | CTR | C/C | CR |
|-----------------------|------------|--------|-------------|-------------|--------|-------|--------|-------|
| Udacity DMND Campaign | \$1,314.00 | 2391 | 111256 | 221 | \$0.55 | 2.15% | \$5.95 | 9.24% |

Campaign data is also available in [this spreadsheet](#)

To add columns to your table, right-click where you want to add the column and select either "insert column left" or "insert column right"

Key Results (Ad Groups)

Expand the table below to identify and fill in any ad group-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

| Ad Group | Cost | Clicks | Impressions | Conversions | CPC | CTR | C/C | CR |
|---|------------|--------|-------------|-------------|--------|-------|--------|--------|
| Ad Group 1: Interest Digital Marketing | \$819.05 | 1553 | 72497 | 132 | \$0.53 | 2.14% | \$6.20 | 8.50% |
| Ad Group 2: Awareness Digital Marketing | \$494.95 | 838 | 38759 | 89 | \$0.59 | 2.16% | \$5.56 | 10.62% |
| Total | \$1,314.00 | 2391 | 111256 | 221 | \$0.55 | 2.15% | \$5.95 | 9.24% |

Key Results (Ads)

Expand the table below to identify and fill in any ad-level KPIs/metrics you feel will be relevant to your evaluation of the

| Ad | Cost | Clicks | Impressions | Conversions | CPC | CTR | C/C | CR |
|---------------------|----------|--------|-------------|-------------|--------|-------|---------|--------|
| Ad Group 1, Ad 1 | \$458.25 | 991 | 40163 | 97 | \$0.46 | 2.47% | \$4.72 | 9.79% |
| Ad Group 1, Ad 2 | \$360.80 | 562 | 32334 | 36 | \$0.64 | 1.74% | \$10.02 | 6.41% |
| Ad Group 2, Ad 1 | \$335.60 | 619 | 28827 | 72 | \$0.54 | 2.15% | \$4.66 | 11.63% |
| Ad Group 2, Ad 2 | \$159.35 | 219 | 9932 | 16 | \$0.73 | 2.20% | \$9.96 | 7.31% |

Key Results (Keywords)

| Search keyword | Status | Match Type | Campaign | Ad group | Keyword max CPC | Currency | Cost | Clicks | Impressions | Conversions | CPC | CTR | C/C | CR |
|---------------------------------|----------|------------|--------------|----------------------------|-----------------|----------|----------|--------|-------------|-------------|--------|-------|------|----------|
| +Online marketing +course | Eligible | Broad | Udacity DMND | Interest Digital Marketing | \$1.45 | USD | \$317.10 | 534 | 26639 | 65 | \$0.59 | 2.00% | 4.88 | \$12.17% |
| +Social media marketing +course | Eligible | Broad | Udacity DMND | Interest Digital Marketing | \$1.45 | USD | \$36.00 | 66 | 912 | 10 | \$0.55 | 7.24% | 3.60 | \$15.15% |
| +Digital marketing certificate | Eligible | Broad | Udacity DMND | Interest Digital Marketing | \$1.45 | USD | \$23.10 | 48 | 894 | 8 | \$0.48 | 5.37% | 3.08 | \$15.63% |

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Feel free to use “bullet points” for your analysis and add as many slides as you need.
- Include the following information in your answer (you can also review Lesson 6 in the SEM course for some additional guidance):
 - The campaign’s return on investment (ROI), including identification of whether the campaign was ROI-positive or ROI-negative
 - $ROI = (\text{total conversion value} - \text{total cost}) / \text{total cost}$
 - Identify and calculate at least three relevant KPIs at the campaign, ad group, ad, and keyword level
 - Based on your KPI calculations, identify which three keywords performed the best, and explain your reasoning for the ones you selected
 - Based on your KPI calculations, make an inference about which keywords are subject to higher competition in Google Ads. Explain your reasoning and which KPIs you used to make your hypothesis.
 - An overview statement of how well or not well the campaign performed relative to its marketing objective, supported with evidence

Campaign Evaluation

- $\text{ROI} = (\text{Total conversion value} - \text{Total cost}) / \text{Total Cost}$ Total Cost= $(221 * 5 - \$1,1314.00) / \$1,1314 = \$0.16$.

From this calculation, we are able to deduce that the ROI was negative, there was a loss of \$0.16.

| Campaign | Cost | Clicks | Impressions | Conversions | CPC | CTR | C/C | CR |
|------------------|------------|--------|-------------|-------------|--------|-------|--------|-------|
| Udacity_DMN D | \$1,314.00 | 2391 | 111256 | 221 | \$0.55 | 2.15% | \$5.95 | 9.24% |

- Cost Per Click (CPC) = Ad cost / number of clicks = $\$1,314.00 / 2391 = \0.55
- Click Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = $(2391 / 111256) \times 100\% = 2.15\%$
- Cost per Conversion (C/C)= Ad cost / Conversions = $\$1,314.00 / 221 = \5.95
- Conversion Rate (CR)= (Conversions / Clicks) x 100% = $(221 / 2391) \times 100\% = 9.24\%$

Relevant KPI For Ad group

| Campaign | Cost | Clicks | Impressions | Conversions | CPC | CTR | C/C | CR |
|----------|------|--------|-------------|-------------|-----|-----|-----|----|
|----------|------|--------|-------------|-------------|-----|-----|-----|----|

| | | | | | | | | |
|--|------------|------|--------|-----|--------|-------|--------|--------|
| Ad Group 1: Interest Digital Marketing | \$819.05 | 1553 | 72497 | 132 | \$0.53 | 2.14% | \$6.20 | 8.50% |
| Ad Group 2: Awareness Digital Marketing | \$494.95 | 838 | 38759 | 89 | \$0.59 | 2.16% | \$5.56 | 10.62% |
| Total | \$1,314.00 | 2391 | 111256 | 221 | \$0.55 | 2.15% | \$5.95 | 9.24% |

- **Ad group 1**

Cost Per Click (CPC) = Ad cost / number of clicks =
 $\$819.05/1553 = \0.53

Click Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = $(1553/72497) \times 100\% = 2.14\%$

Cost per Conversion (C/C) = Ad cost / Conversions = $\$819.05/132 = \6.20

Conversion Rate (CR)= (Conversions / Clicks) x 100% = $(132/1553) \times 100\% = 8.50\%$

- **Ad group 2**

Cost Per Click (CPC) = Ad cost / number of clicks =
 $\$494.95/838 = \0.59

Click Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = $(838/38759) \times 100\% = 2.16\%$

Cost per Conversion (C/C) = Ad cost / Conversions = $\$494.95/89 = \5.56

Conversion Rate (CR)= (Conversions / Clicks) x 100% = $(89/838) \times 100\% = 10.62\%$

Relevant KPI For Ad Level

| Campaign | Cost | Clicks | Impressions | Conversions | CPC | CTR | C/C | CR |
|---------------------|----------|--------|-------------|-------------|--------|-------|---------|--------|
| Ad group 1, Ad 1 | \$458.25 | 991 | 40163 | 97 | \$0.46 | 2.47% | \$4.72 | 9.79% |
| Ad group 1, Ad 2 | \$360.80 | 562 | 32334 | 36 | \$0.64 | 1.74% | \$10.02 | 6.41% |
| Ad group 2, Ad 1 | \$335.60 | 619 | 28827 | 72 | \$0.54 | 2.15% | \$4.66 | 11.63% |
| Ad group 2, Ad 2 | \$159.35 | 219 | 9932 | 16 | \$0.73 | 2.20% | \$9.96 | 7.31% |

- **Ad group 1, Ad 1**

Cost Per Click (CPC) = Ad cost / number of clicks =
 $\$458.02/991 = \0.46

Click Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (991/40163) x 100% = **2.47%**

Cost per Conversion (C/C) = Ad cost / Conversions = $\$458.25/97 = \4.72

Conversion Rate (CR)= (Conversions / Clicks) x 100% = (97/991) x 100% = **9.79%**

- **Ad group 2, Ad 1**

Cost Per Click (CPC) = Ad cost / number of clicks =
 $\$335.60/619 = \0.54

Click Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (619/28827) x 100% = **2.15%**

Cost per Conversion (C/C) = Ad cost / Conversions = $\$335.60/72 = \4.66

Conversion Rate (CR)= (Conversions / Clicks) x 100% = (72/619) x 100% = **11.63%**

- **Ad group 1, Ad 2**

Cost Per Click (CPC) = Ad cost / number of clicks =
 $\$360.80/562 = \0.64

Click Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (562/32334) x 100% = **1.74%**

Cost per Conversion (C/C)= Ad cost / Conversions = $\$360.80/36 = \10.02

Conversion Rate (CR)= (Conversions / Clicks) x 100% = (36/562) x 100% = **6.41%**

- **Ad group 2, Ad 2**

Cost Per Click (CPC) = Ad cost / number of clicks =
 $\$159.35/219 = \0.73

Click Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (219/9932) x 100% = **2.20%**

Cost per Conversion (C/C) = Ad cost / Conversions = $\$159.35/16 = \9.96

Conversion Rate (CR)= (Conversions / Clicks) x 100% = (16/219) x 100% = **7.31%**

Relevant KPI For Best Performing Keywords

| Keyword | Cost | Clicks | Impressions | Conversions | Keyword max CPC | CPC | CTR | C/C | CR |
|--------------------------------|----------|--------|-------------|-------------|-----------------|------|-------|---------|--------|
| +Online marketing course | \$317.10 | 534 | 26639 | 65 | \$ 1.45 | 0.59 | 2.00% | \$ 4.88 | 12.17% |
| +Social media marketing course | \$36.00 | 66 | 912 | 10 | \$ 1.45 | 0.55 | 7.24% | \$ 3.60 | 15.15% |
| +Digital marketing certificate | \$23.10 | 48 | 894 | 8 | \$ 1.45 | 0.48 | 5.37% | \$ 3.08 | 15.63% |

- **Keyword one = +Online marketing +course**

- Cost Per Click (CPC) = Ad cost / number of clicks = $\$317.10/534 = \$0.59 < \text{keyword max CPC}$
- Click Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = $(534/26639) \times 100\% = 2.0\%$ High CTR
- Cost per Conversion (C/C)= Ad cost / Conversions = $\$317.10/65 = \$4.88 < \text{estimated conversion value of \$5}$
- Conversion Rate (CR)= (Conversions / Clicks) x 100% = $(65/534) \times 100\% = 12.17\% > \text{Expected conversion rate of 10\%}$

Relevant KPI For Best Performing Keywords

- **Keyword Two: +Social media marketing +course**
 - Cost Per Click (CPC) = Ad cost / number of clicks = $\$36.00/66 = \$0.55 < \text{than keyword max CPC}$
 - Click Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = $(66/912) \times 100\% = 7.2\%$ **High CTR**
 - Cost per Conversion (C/C)= Ad cost / Conversions = $\$36.00/10 = \$3.60 < \text{estimated conversion value of \$5}$
 - Conversion Rate (CR)= (Conversions / Clicks) x 100% = $(10/66) \times 100\% = 15.15\% > \text{Expected conversion rate of 10\%}$
- **Keyword Three: +Digital marketing certificate**
 - Cost Per Click (CPC) = Ad cost / number of clicks = $\$23.10/48 = \$0.48 < \text{than keyword max CPC}$
 - Click Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = $(48/894) \times 100\% = 5\%$ **High CTR**
 - Cost per Conversion (C/C)= Ad cost / Conversions = $\$23.10/8 = \$3.08 < \text{estimated conversion value of \$5}$
 - Conversion Rate (CR)= (Conversions / Clicks) x 100% = $(8/48) \times 100\% = 15.63\% > \text{Expected conversion rate of 10\%}$

Relevant KPI For Best Performing Keywords

Hypothesis why they are best performing keywords.

- **Keyword one = +Online marketing +course**

Conversion Rate is **12.17%** which is greater than the expected conversion rate of 10%.

Conversion (syllabus download) for this keyword was **66**. this is high and plays a huge role in meeting the objective of this campaign to gather at least 200 Conversions (syllabus download).

Cost per Conversion is **\$4.88** which is lesser than the estimated conversion value of \$5

- **Keyword Two: +Social media marketing +course**

Conversion Rate is **15.15%** which is greater than the expected conversion rate of 10%

Conversion (syllabus download) for this keyword was **10**. this is okay and plays a role in meeting the objective of this campaign to gather at least 200 Conversions (syllabus download).

Cost per Conversion is **\$3.60** which is lesser than the estimated conversion value of \$5

- **Keyword Three: +Digital marketing certificate**

Conversion Rate is **15.63%** which is greater than the expected conversion rate of 10%

Conversion (syllabus download) for this keyword was **8**. this is okay and plays a role in meeting the objective of this campaign to gather at least 200 Conversions (syllabus download).

Cost per Conversion is **\$3.08** which is lesser than the estimated conversion value of \$5

These 3 best performing keywords also have high competitions judging from their high Cost per click (CPC).

Keyword with Higher Competitions

| Search keyword | Ad group | Keyword max CPC | Currency | Cost | Clicks | Impressions | Conversions | CPC | CTR | C/C | CR |
|--------------------------------------|-----------------------------|-----------------|----------|----------|--------|-------------|-------------|--------|-------|--------|--------|
| +Online marketing +course | Interest Digital Marketing | \$1.45 | USD | \$317.10 | 534 | 26639 | 65 | \$0.59 | 2.00% | \$4.88 | 12.17% |
| +Social media marketing +course | Interest Digital Marketing | \$1.45 | USD | \$36.00 | 66 | 912 | 10 | \$0.55 | 7.24% | \$3.60 | 15.15% |
| +Digital marketing certificate | Interest Digital Marketing | \$1.45 | USD | \$23.10 | 48 | 894 | 8 | \$0.48 | 5.37% | \$3.08 | 15.63% |
| Best website for learning +marketing | Interest Digital Marketing | \$1.45 | USD | \$9.90 | 24 | 1188 | 3 | \$0.41 | 2.02% | \$3.30 | 12.50% |
| +Digital Market er | Awareness Digital Marketing | \$1.45 | USD | \$14.70 | 26 | 2927 | 3 | \$0.57 | 0.89% | \$4.90 | 11.54% |
| +Digital marketing for +students | Awareness Digital Marketing | \$1.45 | USD | \$6.00 | 13 | 1912 | 2 | \$0.46 | 0.68% | \$3.00 | 15.38% |

- Keywords being bid on by a lot of advertisers are those with higher competition in google ads, hence, they have very high Cost Per Click.

Overview Statement of the Performance of the Campaign

The objective of this Campaign Marketing is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%.

The campaign had an estimated conversion value of \$5.

Result shows that the campaign had a conversion of 221, incurred a cost per conversation value of \$5.95 (expected conversion value of \$5), and a conversion rate of 9.24% (<expected conversion rate of 10%). Comparing the campaign results with the campaign objectives, the campaign did not perform well. Hence, I can say, the objectives of this campaign were not fulfilled.

Recommendations

- Ad group 2 (Awareness Digital Marketing) performed far better than ad group one; it had a higher CTR of 2.16% and CR of 10.62%, hence I would allocate more budget to it, as it stands in the position of bringing more traffic to the Udacity website.
- Since Ad group 1 (Interest Digital Marketing) did not yield much result, I would optimize Ad group 1 in order to achieve the campaign objectives. To optimize this campaign, I will create another Ad Variation to match against Ad group 1, by modifying the picture attached or the heading to “Complete Guide to Digital Marketing”.
- In order to ascertain the major reason why Ad group 2 was more productive, maybe as a result of the Ad description. I will set up an A/B test on Ad group 2. results from this test will be effected into improving Ad group 1.

Project 6

Evaluate a Display Campaign



BY: PEACE NGOZI AGHEDO



Assumptions

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

Cost: The cost of the degree is \$999

Profit: For the purpose of this assignment, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

Campaign: We want to aggressively grow the program, but, we want to do it without losing money.

Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page *0.002 = # of Student Sign Ups

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA

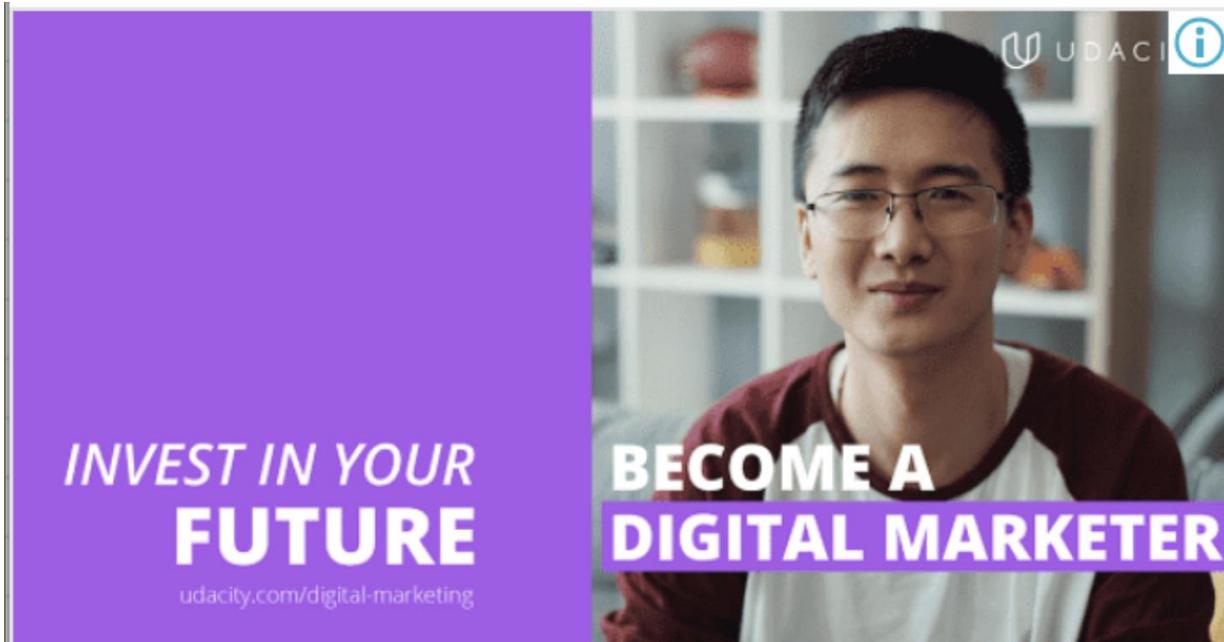
Note: Please round to the nearest cent

ROI: [(299 Profit) - CPA] * # of Student Sign Ups = ROI

Display Image Campaign: Overall Results

Find below the overall results of the Display

| Status | Default max. CPC | Ad rotation | Clicks | Impr. | CTR | Avg. CPC |
|----------------|-------------------|-------------|--------|---------|-------|----------|
| Campaign ended | \$3.00 (enhanced) | - | 1,243 | 200,957 | 0.62% | \$0.36 |



Launch Your New Career



This course is designed for students like you, who have a passion for digital marketing



Results:

Calculate the ROI

1. What was the overall ROI of the campaign? Was it Positive or Negative?

The overall ROI of the campaign was +\$149.04 hence the campaign was positive.

| Creative | Clicks | Impressions | CTR | Avg CPC |
|------------------|-----------------|----------------|----------|---------|
| Campaign Results | 1,243 | 200,957 | 0.62% | \$0.36 |
| Cost | Conversion Rate | # New Students | CPA | ROI +/- |
| \$448.95 | 0.2% | 2 | \$224.48 | +149.04 |



How would you optimize this campaign?

Suggestion 1: I'll suggest A/B testing be conducted to ascertain if a change in the display picture added to the campaign will positively affect the campaign's performance by attracting the interest of more audience, thereby increasing the traffic to the site.

Suggestion 2: I'll suggest a change in the Ad target audience. The target audience used initially should be expanded to reach more persons of different age groups, races and background.

Suggestion 3: I'll also suggest a change of the Ad Headline. The headline should be structured in respect of the target audiences so they can easily relate to the topic when they see it. The headline can be rephrased to "Acquire in-Demand Business tech Skills". This will interest Business professionals who are social media enthusiasts.

Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

| us | Default max. CPC | Ad rotation | Clicks | Impr. | CTR | Avg. CPC | Cost | Ad group type |
|-------------|----------------------|-------------|--------|--------|-----|----------|----------|---------------|
| paign ed | \$5.00 (enhanced) | -- | 407 | 67,833 | .6% | \$0.57 | \$231.99 | Display |



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Udacity



Results: Calculate the ROI

- What was the overall ROI of the campaign?
Was it Positive or Negative?

The overall ROI of the campaign was +\$67.01. hence the campaign was positive.

| Creative | Clicks | Impressions | CTR | Avg CPC |
|------------------|-----------------|----------------|----------|----------|
| Campaign Results | 407 | 67,833 | 0.6% | \$0.57 |
| Cost | Conversion Rate | # New Students | CPA | ROI +/- |
| \$231.99 | 0.2% | 1 | \$231.99 | +\$67.01 |

How would you optimize this campaign?

Suggestion 1: I'll suggest a change in the Ad target audience. The target audience used initially should be expanded to reach more persons of different age groups, races and background.

Suggestion 2: I'll suggest A/B testing be conducted to ascertain if a change in the display picture added to the campaign will positively affect the campaign's performance by attracting the interest of more audience, thereby increasing the traffic to the site. I suggest the picture of both a younger and older person be added to show that it is not for only the old but for all age group.

Suggestion 3: I'll also suggest a change of the Ad Headline. The headline should be structured in respect of the target audiences so they can easily relate to the topic when they see it. The headline can be rephrased to "Launch a New Career in Digital Marketing". This will interest Business professionals who are social media enthusiasts.

Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

| | | Ad group | ↑ | Status | Default max. CPC | Ad rotation | Clicks | Impr. | CTR | Avg. CPC | Cost | Ad group type |
|--------------------------|-------------------------------------|-------------|---|----------------|-------------------|-------------|--------|---------|------|----------|----------|---------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Remarketing | | Campaign ended | \$3.00 (enhanced) | - | 670 | 109,994 | .61% | \$0.35 | \$234.50 | Display |

The image shows a digital marketing campaign advertisement for Udacity. The ad features a woman with braided hair and the text "INVEST IN YOUR FUTURE" and "BECOME A DIGITAL MARKETER". It includes a call to action "Launch Your New Career" and a blue button with a right-pointing arrow. The ad is designed to target visitors to the Digital Marketing Nanodegree Program landing page.

INVEST IN YOUR
FUTURE
udacity.com/digital-marketing

BECOME A
DIGITAL MARKETER

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

DIGITAL MARKETING
NANODEGREE PROGRAM

Results: Calculate the ROI

- What was the overall ROI of the campaign?
Was it Positive or Negative?

The overall ROI of the campaign was +\$64.5. hence the campaign was positive.

| Creative | Clicks | Impressions | CTR | Avg CPC |
|------------------|-----------------|----------------|----------|---------|
| Campaign Results | 670 | 109,994 | 0.61% | \$0.35 |
| Cost | Conversion Rate | # New Students | CPA | ROI +/- |
| \$234.50 | 0.2% | 1 | \$234.50 | +\$64.5 |

How would you optimize this campaign?

Suggestion 1: I'll also suggest a change of the Ad Headline. The headline should be structured in respect of the target audiences so they can easily relate to the topic when they see it. The headline can be rephrased to "Gain a Degree in Digital Marketing". This will interest Business professionals who are social media enthusiasts.

Suggestion 2: I'll suggest a change in the Ad target audience. The target audience used initially should be expanded to reach more persons of different age groups, races and background.

Suggestion 3: I'll suggest A/B testing be conducted to ascertain if a change in the display picture added to the campaign will positively affect the campaign's performance by attracting the interest of more audience, thereby increasing the traffic to the site.

Which campaign performed the best? Why?

Amongst all three campaign, the best performing campaign was Campaign 1 -Affinity Audience). This is based on the fact that It had the highest number of landing site clicks of 1247 compared to campaigns two and three that had 407 and 670 respectively.

Also, Campaign 1 yields more profit to Udacity since it had the highest number of signup students- 2 ($2 \times 299 = \$598$) compared to the other two campaigns that had just 1 signup student each, hence a lower profit (\$299).

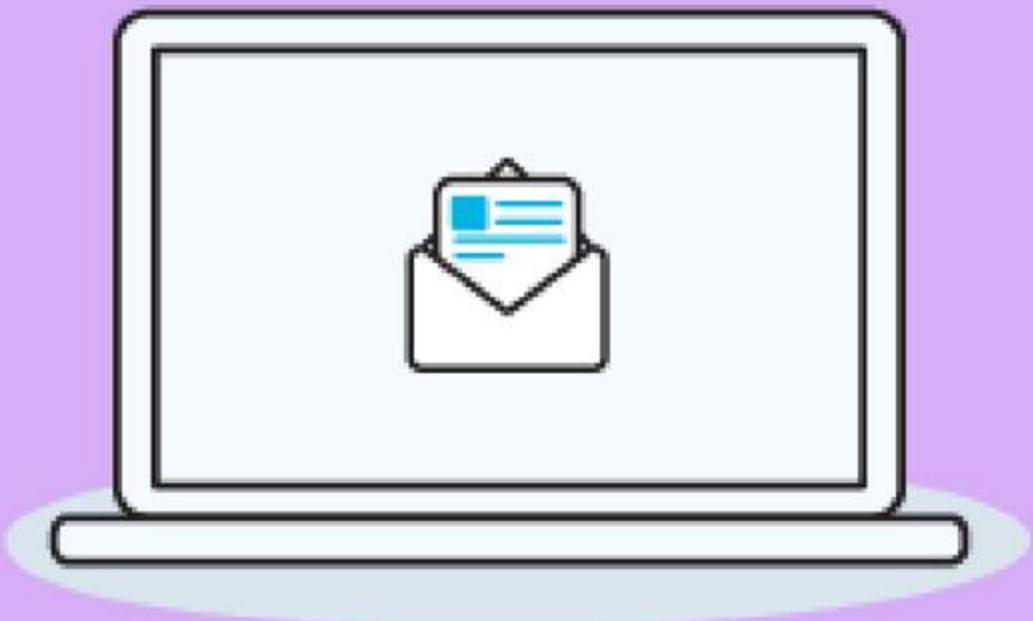
Also, the ROI for campaign 1 was positive and very high (+\$149.05) compared to campaigns two and three that had +\$67.01 and +\$64.5 respectively.

Recommendations for future campaigns

- I'll suggest A/B testing be conducted to ascertain if a change in the display picture added to the campaign will positively affect the campaign's performance by attracting the interest of more audience, thereby increasing the traffic to the site. Instead of using the picture of an old woman, I suggest the pictures of both a younger and older person of different gender be added to show that it is not for only the old and one gender but for all age group and all gender.
- I'll suggest a Call-to-action button named "Register now" be added to the campaign to carry interested people to the landing site.
- I suggest that more focus be put on Ad Campaign One – (Affinity Audience) due to It's high performance. The budget should be increased since it shows more prospect of achieving the campaign's objective.

Project 7

Market with Email



BY PEACE NGOZI AGHEDO



Marketing Objective & KPI

- Marketing Objective - To get 40 new students to enroll for the Udacity DMND course through 3 email campaign between May 23rd and June 10th.
- KPI - Conversion Rate

Target Persona

| Background and Demographics | Target Persona Name | Needs |
|--|--|---|
| <ul style="list-style-type: none"> • AGE: 40 • GENDER: Male • MARITAL STATUS: Married • NUMBER OF CHILDREN: 3 • COUNTRY: Nigeria <ul style="list-style-type: none"> • STATE OF RESIDENCE: Edo • EMPLOYED: Yes • ANNUAL INCOME: 1 million naira <ul style="list-style-type: none"> • HIGHEST CERTIFICATION: Masters Degree | <p>MATTHEW</p>  | <ul style="list-style-type: none"> • Sufficient internet network. • Projects to practice Digital Marketing. • Better work and better cash inflow. • Tutorial videos |
| Hobbies | Goals | Barriers |
| <ul style="list-style-type: none"> • Play FIFA PES <ul style="list-style-type: none"> • Travel • Singing • Dancing • Chess | <ul style="list-style-type: none"> • A better job • Does not see self in this same industry in the next 3 years. • Sees self as a high profiled Digital Marketer in the next 3 years. | <ul style="list-style-type: none"> • High cost of data • poor Internet • Financial constraints <ul style="list-style-type: none"> • Too many responsibilities at work. |

Email Series

Email 1: Launch your new Digital Marketing Career with Udacity.

Email 2: Susan's Career Switch Story

Email 3: Enrol now!

Registration into the Udacity digital marketing nanodegree closes June 10th.

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

| | |
|---|---|
| General | This email is intended to create awareness on the Udacity digital marketing program by providing relevant information. The objective is to encourage subscribers who have been nurturing the thought of acquiring digital marketing skill to engage the mail by signing up for the program. |
| Subject Line 1 | Master required skills for a successful Digital Marketing Career |
| Subject Line 2 (for A/B testing) | Begin your Digital Marketing Journey from the comfort of your home |
| Preview Text | Join our Digital Marketing Nanodegree Program |
| Body | <p>Udacity Digital Marketing Nanodegree Program</p> <p>This program is built in partnership with industry pioneers like HubSpot, google, Moz, amongst others. It entails relevant knowledge you need to explore the full range of digital marketing specialties and a broad foundation for digital marketing expertise.</p> <p>In the course of this program, you stand to benefit;</p> <ul style="list-style-type: none">- mastering the use of social media to scale up your business- develop and run real-world campaigns- get a 360-degree understanding of digital marketing, etc. <p>With Udacity, learning is interactive and at your pace and convenience. Also, you are guaranteed an effective digital marketing skill that will be beneficial to you and your brand. Globally, over 6000 professionals have enrolled and benefitted from the course. Join this community and supercharge your career.</p> |
| Outro CTA 1 | Learn more |
| Outro CTA 2 (for A/B testing) | Read more |

Content Plan: Email 2

Overarching Theme: 3-5 Sentences

| | |
|---|---|
| General | This email is intended to build the interest of subscribers in the Udacity digital marketing program to subscribers. The objective is to make subscribers engage the mail and to consider the program |
| Subject Line 1 | From Store Keeper to Digital marketer |
| Subject Line 2 (for A/B testing) | Freelancer: Susan's success story |
| Preview Text | Success with Udacity |
| Body | <p>Hi there, allow me introduce you to Susan.</p> <p>Susan is a 25years old young lady. She is a graduate of the South California business school where she finished the top of the class.</p> <p>After graduation she got job as a store keeper in a shopping mall, but her salary could rarely help pay for her upkeep. One day she stumbles upon the Udacity Digital Marketing Nanodegree ad campaign on her mailbox and enrolled. Despite her tight schedule she finished the classes and did all her projects and graduated.</p> <p>Today, Susan is not just a certified Digital Marketer, an employee of Google, where she is the Team Lead of the Marketing department.</p> <p>Susan's story can be your story. You too can become digital marketer and get employed by a multi-million company. Sign up today for the Udacity Digital Marketing Nanodegree and join the train to success.</p> |
| Outro CTA 1 | Read more |
| Outro CTA 2 (for A/B testing) | Learn more |

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

| | |
|---|---|
| General | The objective is conversion. This email is targeted at subscriber's, reminding them of the registration deadline and convincing them to sign up before June 10 th . |
| Subject Line 1 | Become a certified Digital Marketer (Last Day). Enroll now! |
| Subject Line 2 (for A/B testing) | Wait no more! Enroll now for the Udacity Digital Marketing Nanodegree |
| Preview Text | Final call! Deadline of Udacity Digital Marketing Nanodegree registration. |
| Body | <p>Hey there,</p> <p>I see you are yet to register for the Udacity Digital Marketing Nanodegree Program. Are you having second doubts about the program? Opportunities like this don't come around every day. Don't miss his golden opportunity to be part of something great. Enroll now and don't miss your chance to become a world class Digital Marketer.</p> <p>Registration closes 11:59pm June 10th and classes begins June 30th. See you soon!</p> |
| Outro CTA 1 | Enroll now |
| Outro CTA 2 (for A/B testing) | Sign up now |

A/B Test Overview

2 components of my email were created (email #1 and email #2), alongside 2 Subject line (subject line 1&2) and 2 CTA (Outro CTA 1 and Outro CTA 2. I divided my mail list into 2 groups of equal halves- group A and group B.

The steps I will follow:

1. First, I will test for the subject line
2. To group A, I will send email #1 with subject line 1 “Master required skills for a successful Digital Marketing Career” and Outro CTA 1 “Learn more”.
3. To group B, I will send email #2 with subject line 2 “Begin your Digital Marketing Journey from the comfort of your home” and Outro CTA 2 “Read more”.
4. I will analyze the click rate and CTA to see which performed better and stick to the higher performing subject line. This will be the mail I will send to my full mail list.

A/B testing is important because it helps one understand which email version performs better. It helps understand what keywords can increase the click rate of the email. Also, it helps achieve a higher CTA for a campaign.

Calendar & Plan

| Email Name | Planning Phase | Testing Phase | Send Phase | Analyze Phase |
|------------|-----------------|---------------|------------|-----------------|
| Email 1 | May 23rd - 24th | May 25th | May 26th | May 30th - 31st |
| Email 2 | May 25th - 26th | May 27th | May 30th | June 1st - 2nd |
| Email 3 | June 1st - 2nd | June 3rd | June 6th | June 8th - 10th |

| Week One | | | | | Week Two | | | | | Week Three | | | | |
|----------|----|----|----|----|----------|----|---|---|---|------------|---|---|---|----|
| M | T | W | T | F | M | T | W | T | F | M | T | W | T | F |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| Email 1 | | | | | | | | | | | | | | |
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| Email 2 | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| 23 | 24 | 25 | 26 | 27 | 30 | 31 | 1 | 2 | 3 | 6 | 7 | 8 | 9 | 10 |

| Color Key | Planning Phase | Testing | Send Phase | Analyze Phase |
|-----------|----------------|---------|------------|---------------|
| | | | | |

Draft Email

Desktop Mobile Inbox

Master required skills for a successful Digital Marketing

Career



Udacity Digital Marketing Nanodegree Program is built in partnership with industry pioneers like HubSpot, google, Moz, amongst others. It entails relevant knowledge you need to explore the full range of digital marketing specialties and a broad foundation for digital marketing expertise.

In the course of this program, you stand to benefit:

- mastering the use of social media to scale up your business
- develop and run real-world campaigns
- get a 360-degree understanding of digital marketing, etc.

With Udacity, learning is interactive and at your pace and convenience. Also, you are guaranteed an effective digital marketing skill that will be beneficial to you and your brand.

Globally, over 6000 professionals have enrolled and benefited from the course.

Join this community and supercharge your career

[Learn more](#)

Final Email

Master required skills for a successful Digital Marketing

Career



Udacity Digital Marketing Nanodegree Program is built in partnership with industry pioneers like HubSpot, google, Moz, amongst others. It entails relevant knowledge you need to explore the full range of digital marketing specialties and a broad foundation for digital marketing expertise.

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Globally, over 6000 professionals have enrolled and benefitted from the course. Join this community and supercharge your career.

[Learn more](#)

Results Email #1

After you have hit send on the first email of your campaign, you can spend some time analyzing the results.

1. Calculate the Open Rate

| Results and Analysis | | | | |
|----------------------|-----------|--------|-------------|---------|
| Sent | Delivered | Opened | Opened Rate | Bounced |
| 2500 | 2250 | 495 | 22% | 225 |

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.

1. Calculate the CTR and the Conversion Rate

Results and Analysis

| Clicked | CTR | Take Action | Conversion | Unsub |
|---------|------|-------------|------------|-------|
| 180 | 8.0% | 75 | 3.3% | 30 |

Final Recommendations

- If a subscriber unsubscribes from my list, I would make sure to remove the person and other inactive subscribers from my email list. There is no need keeping persons who do not open promotional emails sent. This will help save cost and avoid being blacklisted.
- I'll suggest that experiment be done with different visuals (especially email 2). I will attach a short video of Susan telling her story. The words should be condensed more Read and understand the survey results. Feedback should be treated seriously and urgently.
- I'll suggest the results of previous email campaign be analyzed by; tracking the reach of both email #1 and email #2, track Click and Open rates(to understand how subscribers engage with the campaign, so that I can restructure the message), Track unsubscribe rate (to ensure there is nothing discouraging in it) and finally, track number of bounces(to help scrutinize my email list and remove any inactive or invalid email address).