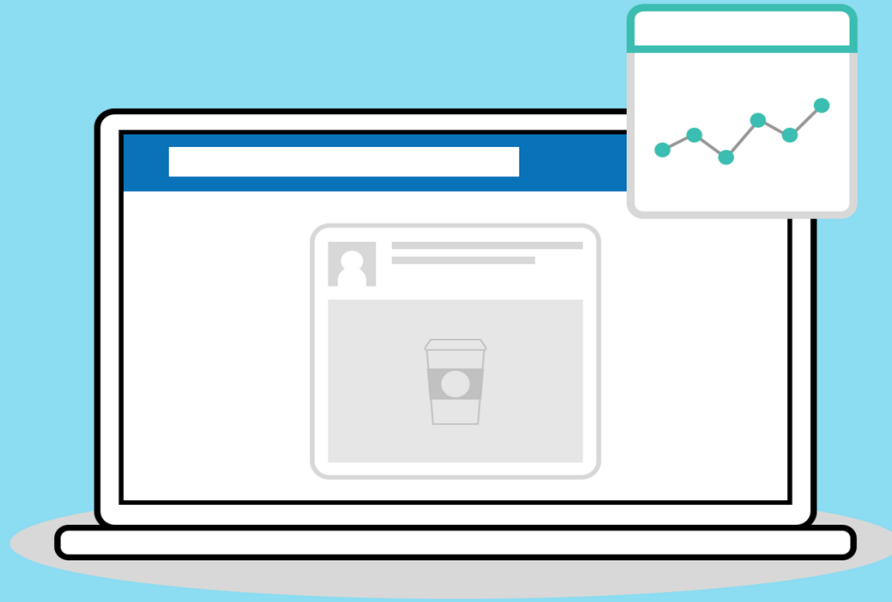


Project 3: Evaluate a Facebook Campaign



Johnbull owenvbugie



Marketing Challenge #1:

Digital Marketing Nanodegree Program

Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might be interested in taking this course. In order to do this, we have created a [landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$25 per collected email address.



The screenshot shows a web browser window displaying the Udacity landing page. The page has a white background with the Udacity logo at the top left. The main heading is "Free Social Media Advertising Guide" with a subtext "An excerpt from the Udacity Digital Marketing Nanodegree Program". Below this, there is a purple eBook cover titled "SOCIAL MEDIA ADVERTISING GUIDE". To the right of the cover, the text "Get your free copy of the eBook today!" is followed by three bullet points: "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", and "Everything you need to get started!". Below the bullet points is an email input field and a blue "DOWNLOAD EBOOK" button. At the bottom, there is a small disclaimer: "By submitting your email, you agree to receive emails from Udacity, Inc. and can unsubscribe at any time. Please find our Privacy Policy here."

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!

SUBMIT




*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	<p>Jessica</p> 	<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

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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

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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**
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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

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 TARGET SETTING

Demographics

- **Age: 18 – 40 years**
- **Location: USA**
- **Gender: All gender**
- **Education: Graduate**
- **Occupation: Currently employed**

Interest : Get a job with higher salary, career advancement , Transition into a new career in digital marketing, meeting other marketers

Behaviour: Hiking, walking her dog, working

KPI FORMULAS

Provide the correct formulas for the following KPIs:

1. CPM (Cost per 1,000 Impressions) = $\text{Total cost spent} \div \text{Impression} \times 1,000$
2. Link Click-Through Rate = $\text{Number of Clicks} / \text{Number of Impression} \times 100$
3. CPLC (cost per link click) = $\text{Total Cost} / \text{Number of Clicks}$
4. Click To Lead Rate = $\text{Number of Leads collected} / \text{Number of Clicks} \times 100\%$
5. Cost per Results = $\text{Total Cost Spent} / \text{Number of Conversions}$

THE BEST AD PERFORMANCE AND THE REASON

Based on the key results table of each of the Ads the best Ad was Ad two (Media guide book) because of the following reasons.

- Ad two had the highest leads/ result
- Ad two cost per result was comparative lower than the other two Ads
- It had the Highest click to lead rate of 29%
- The A/b testing was on how the image impact the marketing objective of the campaign

CAMPAIGN OPTIMIZATION

I would run a new to compete against Ad 2, utilizing the same image of Ad 2; this is because the image of Ad 2 clearly demonstrate and inform the audience of what the product is about. I would optimize the campaign by readjusting the New Ad copy title to be

sign up for a free E-book on social media marketing mastery (from beginner to pro)

CAMPAIGN OVERVIEW

The marketing objective of the campaign was to collect a total of 50 emails on a budget of \$1000. After the campaign the total of 63 emails was collected from the thee Ads conducted. Based on these results the Campaign achieved the objective of the study, therefore the campaign was successful and effective.

Campaign Recommendations

- I would focus on certain group of people such as fresh graduates, techies and employees. This is because these are set of people are interested in gaining new skills that will either help them gain a new job or transit into a better job, hence there interest to learn a new skill would be high and the more I am able to reach out to them, the higher the possibility of getting more leads.
- I recommend changing the Ad copy of Ad 2 to sign up for a free E-book on social media marketing mastery (from beginner to pro). Because this copy provides a suitable incentive to ensure more leads are reached.
- The iteration to the A/B test would be to observe the impact the Ad copy has on achieving the marketing objective of the campaign.
- I would make some changes to the landing page such as ensuring the landing page is built to reduce congestion such as adding only email in the download button , once they hit on the download button and they input their email we would automatically receive their email and they will start downloading the E-book

I would optimize the campaign by utilizing the same image in Ad two while changing the Ad copy.

I would also optimize the campaign by adding short testimonials and success stories of previous people who have downloaded the e-book. This is because other consumers through word of mouth (their success stories and testimonials) can help convince and assure potential consumers of what the value of the product and these would lead to a better result.