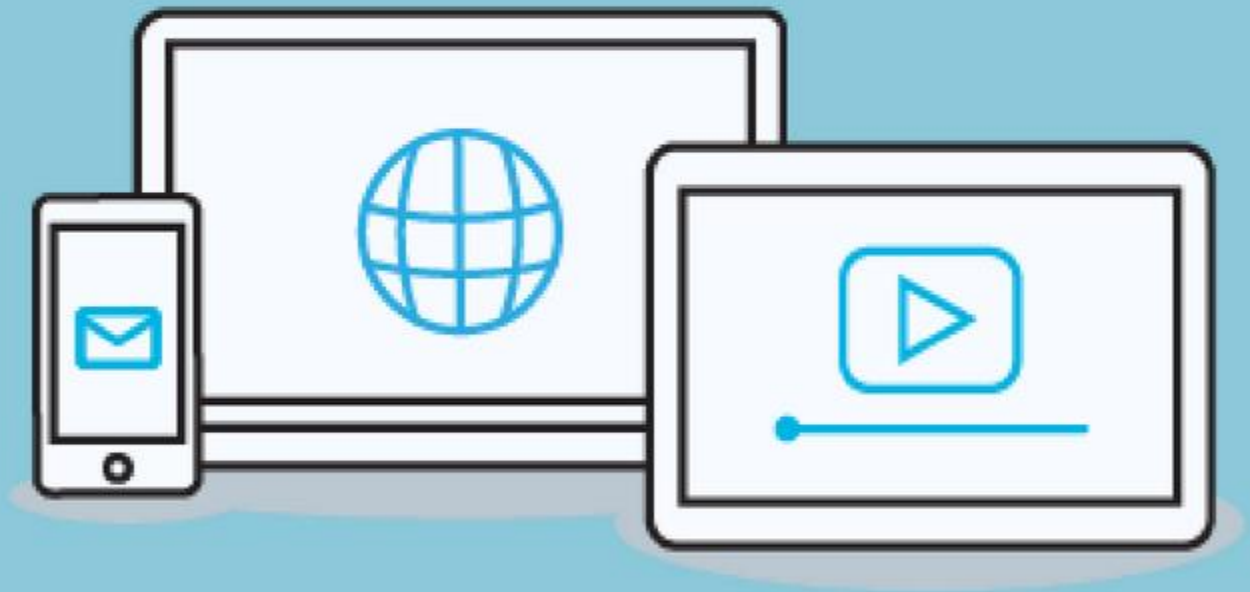


Project 8 Portfolio



Johnbull Owenbugie



1. Customer Journey Based Marketing Plan

What: your offer

Who: your customers

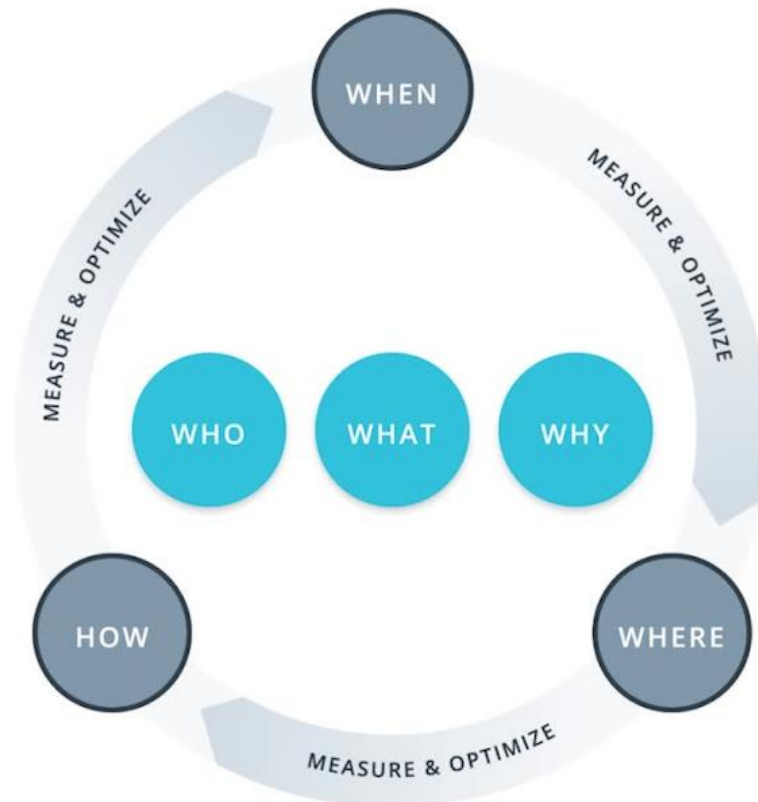
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics





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 three months on a budget of \$50,000

Kpi : The number of students enrolled



Who Are Our Customers?

What: your offer

Who: your customers

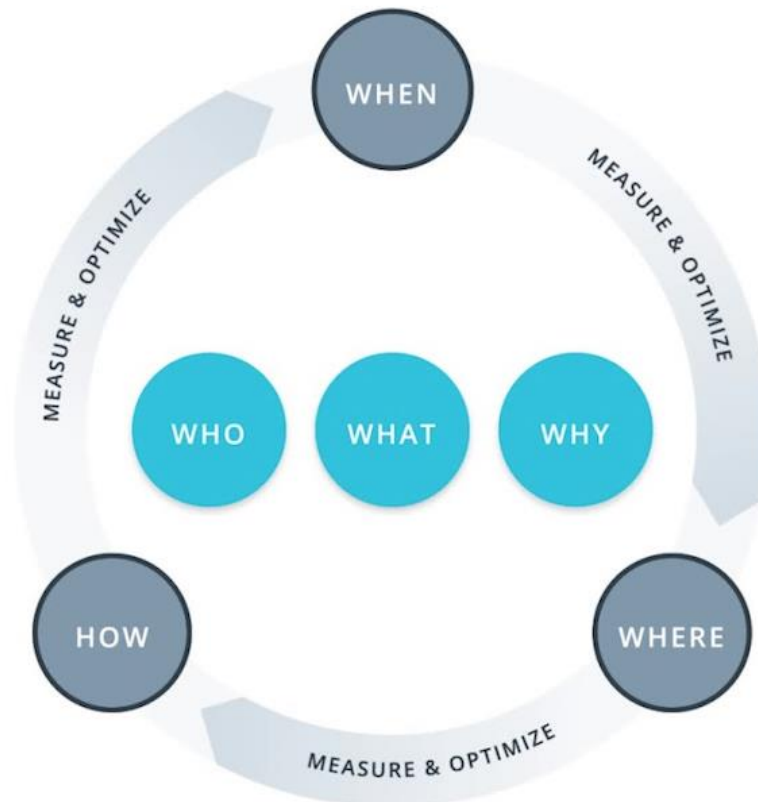
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Value Proposition

:

FOR digital marketing skills interested individuals
WHO need a comprehensive course in digital marketing


OUR digital marketing nano degree programme
THAT offer comprehensive content anchored by industry experts

UNLIKE marketing course in coursera

OUR OFFER includes comprehensive practical and current industry led practices, 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: 36• Gender: Female• Occupation: Civil servant and product designer• Marital status: Married• Location: Edo state Nigeria	<p>Mrs Plumoral</p> 	<ul style="list-style-type: none">• Knowledge, expansion and capacity.• More skills for better opportunities• Digital marketing skills (selling her skills) online
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Designing• Being creative and innovative• Researching, sourcing for information and learning online• Like to learn new things	<ul style="list-style-type: none">• Establishing great feats• increasing in knowledge, expansion and capacity.• Have more time for work, family and learning• Learn digital marketing	<ul style="list-style-type: none">• Limited recognition due to gender and marital status• Time to balance work, learning and family• Funds to learn digital marketing

What: your offer

Who: your customers

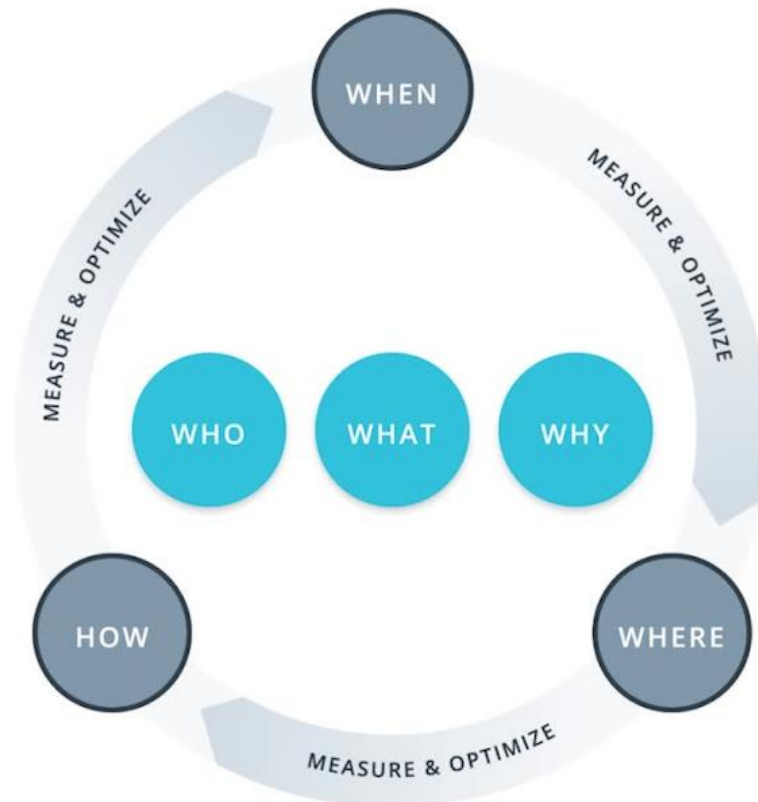
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



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	<p>Illustrate the importance of digital marketing.</p> <p>Describe how the word is going digital and how digital marketing has become central to the success of organization.</p> <p>describe how digital marketing can be a lucrative career.</p>	<p>Offer the best free social media advertising guide e-book.</p> <p>Describe how they can start their journey in digital marketing through Udacity DMND program</p>	<p>Describe the benefit of DMND, being online, self pace and anchored by industry experts.</p> <p>Call to action: sign up now to gain in demand digital marketing skills</p>	<p>Reiterate the core benefits of the program.</p> <p>Use of short to encourage sign up.</p> <p>Take students to a landing page to sign up.</p> <p>Thank them for signing, see you soon in class</p>	<p>Supporting material on how to get acquainted with Udacity platform.</p> <p>Notification to subscribe to email for further offers and promotional contents</p> <p>CTA to enter into Udacity classroom</p>
Channel	<p>Through content marketing – blogs.</p> <p>Social media platforms my target persona visits.</p> <p>Use of display ads and video ads.</p> <p>Use of Informative landing page.</p>	<p>Use of social media advertising.</p> <p>Google ads.</p> <p>Search.</p> <p>Use video and display adds in search channels</p> <p>Use of display adds in popular blogs and websites like medium</p>	<p><i>Use of search.</i></p> <p><i>Retargeted video and display ads.</i></p> <p><i>Use of email marketing</i></p>	<p>Email marketing</p> <p>DMND website/land ing page with the final sign up CTA</p>	<p>Email Udacity classroom</p>

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	4000	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	\$1.25	10000	0.10%	10
AdWords Search	\$3,000	\$1.40	2000	0.10%	2
Display	\$2,000	\$5.00	667	0.10%	1
Video	\$2,500	\$3.50	909	0.10%	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	0.30%	180
AdWords Search	\$4,000	\$1.50	2,667	0.30%	8
Display	\$1,500	\$3.00	500	0.30%	2
Video	\$1,500	\$2.75	545	0.30%	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:

- I'll also use LinkedIn; I'll use the same targeting on both LinkedIn and Facebook to see which channel fared better in terms of ROI. I'll use the email addresses I obtain from both sources for remarketing later.
- Because Twitter is a popular medium among ed tech professionals, it's a good idea to combine organic social media methods with native ads and promoted Tweets. ‘
- A 'free e-book' and free course should be prepared and placed on the landing page to persuade visitors to 'sign up' for future email marketing campaigns.
- Testimonials of successful graduate illustrating how they came from being a beginner in digital marketing to now being a successful digital marketer should be on the Udacity DMND landing page as this would help persuade customers to register



3. Showcase Work



Project 2: Market your Content

Exploring Blog & Social Content



Marketing Objective

To acquire 50 followers for my blog in April 2022



KPI

The number of blog followers in April 2022



Target Persona

Background & Demographics

- Age: 36
- Gender: Female
- Occupation: Civil servant and product designer
- Marital status: Married
- Location: Edo state Nigeria

Mrs Plumoral



Needs

- Knowledge, expansion and capacity.
- More skills for better opportunities
- Digital marketing skills (selling her skills) online

Hobbies

- Designing
- Being creative and innovative
- Researching, sourcing for information and learning online
- Like to learn new things

Goals

- Establishing great feats
- increasing in knowledge, expansion and capacity.
- Have more time for work, family and learning
- Learn digital marketing

Barriers

- Limited recognition due to gender and marital status
- Time to balance work, learning and family
- Funds to learn digital marketing



Theme of my post

Why I choose to learn digital marketing with Udacity and why you should too?

Frame work of my post

I chose the SCQA frame work also called the pyramid principle

[illegible]

<https://bit.ly/364hPde>

Summary

Facebook: Facebook is one of the social media platform my target persona visits. Facebook is us here because of the large number of users both professionally and for personal use.

Instagram: Instagram is another platform used by my target persona and it is a platform that can easily create ads through the use of video, image and text contents and has tags and stories to gain large engagements.

LinkedIn: This is a professional platform mainly used by professionals and business organization. This platform was used because of the professional audience that can easily push my contents that will increase engagements.



Facebook



With numerous contents and articles on the net about the need for having Tech/digital skills. I found myself jumping from one content to another, ultimately getting more confused than before.

Then came an encounter with [Udacity](#) platform, and clarity on the tech skills I needed to focus on, Read on [#DigitalMarketing](#) [#Nanodegree](#) [#IminDMND](#) Why I chose to learn digital marketing with Udacity and why you should too <https://bit.ly/364hPde>

[source](#)



Instagram



As an individual or an organization are you confused about the skills, you or your staffs need to remain relevant in this digital age?

Then worry no more as @udacity is offering enrollment in their digital marketing nano degree program and feel free to check out my thoughts on the program on my blog on my profile.

#udacitydmnd #udacitynanodegree #udacity_dmnd

[source](#)



DIGITAL MARKETING
NANODEGREE PROGRAM

LinkedIn



It is no longer a fact that as an individual, a professional, or an organization that you require digital/tech skills that will allow you to take advantage of the internet opportunities, better position yourself, brand, idea, skills, and product globally through the internet without too much hassle and as well as mitigate against risk such as the global pandemic outbreak that prevented people for being physically close.

This is why [Udacity](#) is offering enrollment in her digital marketing nano degree program to give you the quality knowledge to be able to do so. Please feel free to check out my thoughts on the program <https://bit.ly/364hPde>. [#udacitydmnd](#) [#digitalmarketing](#) [#udacitydigitalmarketingnanodegree](#)

[Source](#)



Project 3:

Evaluate a Facebook Campaign



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 for the 'Free Social Media Advertising Guide'. The page features the Udacity logo at the top left. The main heading is 'Free Social Media Advertising Guide', with a subtitle 'An excerpt from the Udacity Digital Marketing Nanodegree Program'. Below this, there is a graphic of a purple book titled 'SOCIAL MEDIA ADVERTISING GUIDE'. To the right of the book, 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 these 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**



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

Download

digitalmarketing.udacity.com

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

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

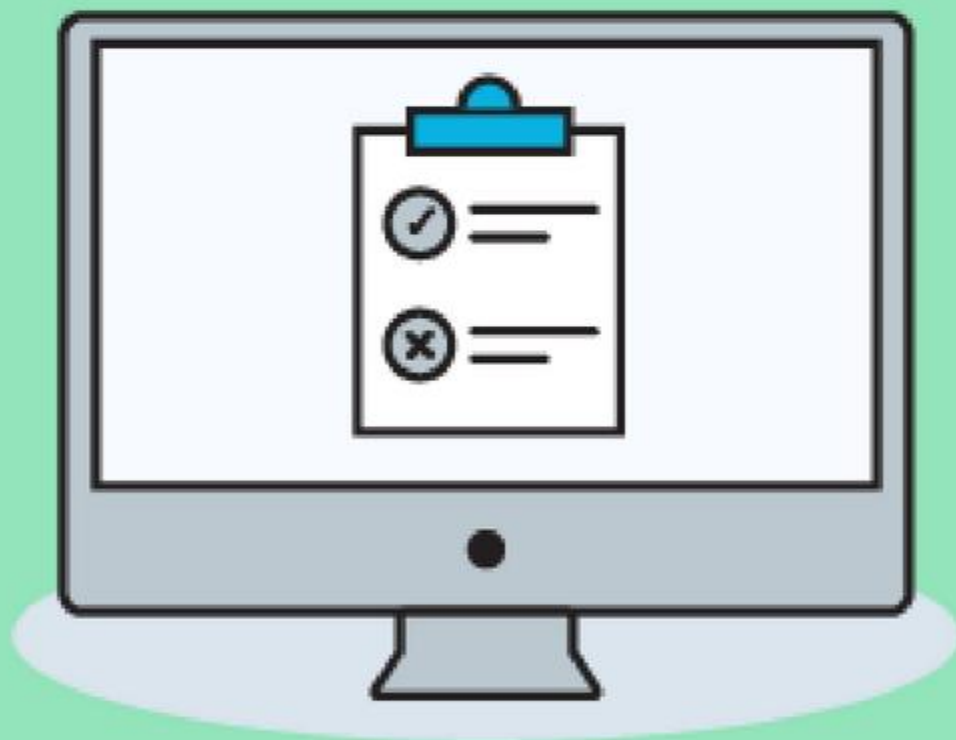
- I would focus on certain group of people such as fresh graduates, techies and employees. This is because these are set of people are interested in gaining new skills that will either help them gain a new job or transit into a better job, hence there interest to learn a new skill would be high and the 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.

Project 4


Conduct an SEO Audit



Marketing Objective & KPI

- **Marketing Objective** – To increase the organic search traffic by 20% in the next four months
- **KPI** – click through rate

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Age: 36• Gender: Female• Occupation: Civil servant and product designer• Marital status: Married• Location: Edo state Nigeria	<p>Mrs Plumoral</p>  A cartoon illustration of a woman with short dark hair, wearing a red blazer over a white shirt and black heels. She is sitting on a grey office chair, facing forward, and using a silver laptop.	<ul style="list-style-type: none">• Knowledge, expansion and capacity.• More skills for better opportunities• Digital marketing skills (selling her skills) online
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Designing• Being creative and innovative• Researching, sourcing for information and learning online• Like to learn new things	<ul style="list-style-type: none">• Establishing great feats• increasing in knowledge, expansion and capacity.• Have more time for work, family and learning• Learn digital marketing	<ul style="list-style-type: none">• Limited recognition due to gender and marital status• Time to balance work, learning and family• Funds to learn digital marketing


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	Udacity nanodegree	Best digital marketing course
2	Digital marketing	Certified digital marketing professional
3	online marketing	Online marketing courses with certificates
4	digital marketer	Udacity digital marketing nanodegree
5	Marketing digital	Udacity digital marketing nanodegree review

United States - en-US no URL 5,115 56 16% 3 Neutral ▼ 53








United States - en-US no URL 52,815 68 32% 3 Neutral ▼ 70 


United States - en-US no URL 4,177 64 53% 3 Neutral ▼ 62 

United States - en-US no URL 9,731 57 76% 3 Neutral ▼ 73




United States - en-US no URL 4,515 47 94% 3 Neutral ▼ 74 




Tail key words

☐ Keyword  Rank ⁱ  Monthly ⁱ  Difficulty ⁱ  Organic ⁱ  CTR  My Score ⁱ  Priority ⁱ  Search

 Add URL



best digital marketing course




☐ United States - en-US  no URL 383 47 53% 3 Neutral  53 

Analyzed 04/27/2022

certified digital marketing professional

☐ United States - en-US  no URL 218 48 83% 3 Neutral  55 

Analyzed 04/27/2022

online marketing courses with certificates

☐ United States - en-US  no URL 207 60 83% 3 Neutral  52 

Analyzed 04/27/2022

udacity digital marketing nanodegree

☐ United States - en-US  no URL 252 40 94% 3 Neutral  59 

Analyzed 04/27/2022

udacity digital marketing nanodegree review

☐ United States - en-US  no URL 111 37 84% 3 Neutral  54 

Analyzed 04/27/2022

Keyword with the Greatest Potential

Head key word with the greatest potential

From my key word query the head key word with the greatest potential is udacity nanodegree. This is because it had a monthly search of 4515, priority of score of 74 and a low difficulty score of 47 with organic click rate of 94%


Tail key word with the greatest potential

From my key word query the tail key word with the greatest potential is udacity digital marketing nanodegree. This is because it had a monthly search of 252, priority of score of 59 and a low difficulty score of 40 with organic click rate of 94%

Technical Audit: Metadata

URL: 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 Affiliation Tactics to maximize traffic and improve online visibility
Alt-Tag 1	 src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/51W39yOkVi6eE6WWEmMWcG/7a6e58661addb87ae7e36b92dc5ccf52/logo-color-moz?fm=jpg" alt="Moz" loading="lazy"/>

Current continues

Alt-Tag 2

```
img  
class="wordmark_logo__2xZEi"  
src="/images/svg/udacity-tt-logo.svg"  
alt="Udacity"
```

Alt-Tag 3

```
Img  
class="_consumer-  
schools_schoolIcon__25KX1"  
src="/images/brand-refresh/school-  
icons/cloud-computing.svg"  
alt=""/>loud Computing<svg  
class="_consumer-  
schools_chevronRight__3IfAy"
```

Alt-Tag 4

```
img  
class="_consumer-  
schools_schoolIcon__25KX1"  
src="/images/brand-refresh/school-  
icons/cybersecurity.svg"  
alt=""  
/>Cybersecurity<svg class="_consumer-  
schools_chevronRight__3IfAy"
```

Current continues

Alt-Tag 5	 <pre>img src="//www.udacity.com/www- proxy/contentful/assets/2y9b3o528xhq/3w3 LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce3 67e744958e8eee2/logo-color- google.svg?fm=jpg" alt="Google" loading="lazy"/></picture><picture class="degree-affiliates_icon__1uKUx"</pre>
-----------	---

Revision

Title tag	Digital marketing program (from dummy to hero)
Meta description	Take udacity digital marketing program, you will learn Social media marketing, SEO and many comprehensive marketing tactics that will improve your marketing capabilities

Alt Revision

Alt tag 1	Img src=" //www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/51W39yOkVi6eE6WWEmMWcG/7a6e58661addb87ae7e36b92dc5ccf52/logo-color-moz?fm=jpg "
	" alt="Moz logo" loading = "lazy"
Alt tag 2	img class="wordmark_logo__2xZEi" src=" /images/svg/udacity-tt-logo.svg " alt="Udacity logo"
Alt tag 3	Img class="_consumer-schools_schoolIcon__25KX1" src=" /images/brand-refresh/school-icons/cloud-computing.svg " " alt="cloud computing icon"
Alt tag 4	img class="_consumer-schools_schoolIcon__25KX1" src=" /images/brand-refresh/school-icons/cybersecurity.svg " alt= "cybersecurity icon"
Alt tag 5	img src=" //www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg?fm=jpg " alt="Google icon" loading = "lazy"

Blog one : An overview of udacity Nanodegree

- **Introduction:** A Nano degree is an online educational program geared towards impacting students/individuals with the knowledge, skillset and technical knowhow in IT/tech, computer sciences, digital skills and as well business-related skills that would help individuals achieve numerous growths in their career or help them improve their businesses as the case may be.

A nano degree program is based online (remote) and it is unlike a traditional classroom environment, whereby individuals can learn from anywhere at their convenience and on the go. There are numerous platforms providing Nanodegree opportunities and one of the very best is Udacity. Udacity Nanodegree provides every individual the environment and opportunity to master in demand tech skills that will enable them experience growth in their career or business. With Udacity Nanodegree program, learning is fun, learning takes you from a beginner level to mastery level, with Udacity Nano degree program learning covers a lot of areas in tech like digital marketing, data science, programming and lots more. With Udacity Nano degree program, learning is convenient and at students' self-pace, coupled with an interactive tech community ready to assist you get the best of learning. Do you want to find out more please feel free to check out [Udacity website](#)

- **Motivation and why the blog would work:** A lot of individuals, irrespective of their background are concerned about gaining in-demand tech skills that would allow them get a high paying job or scale up their business. They are looking for the right content that would push them to the suitable platform and the suitable course they would likely be interested in. An article content like can help persuade and convince to know more about Udacity and as well visit Udacity website, in which in doing so would find the relevant Nanodegree they are interested in.

Blog two : Why should you enroll in Udacity digital marketing Nano degree program

- **Introduction:** It is no longer a new trend for people to be interested in gaining in demand tech skills. The concern of most people today is what skills should they focus on, and the next question is where do I learn such skills.

If you are reading this and once experienced this situation, don't worry it only shows you are human, at one point in time everyone was confused on the right path to take. One of the most common in demand skill is the ability to interact with the internet and utilized the internet potential to increase the visibility, sales and revenues of any business. This is why most businesses are in demand of digital marketers.

The next question is **Where** to learn this skill? Are you in this shoe? Still don't know where? Then don't worry I got the very best platform and course for you; that is **Udacity digital marketing nanodegree program organized by Udacity**. Udacity digital marketing Nano degree program is one of the best and most comprehensive courses in digital marketing, that takes you from a newbie to an expert in digital marketing. It covers a lot of current technological strategies that would enable you as an individual to impact the visibility, sales and revenue of any business, which is worth every bit of your time. Now I know you want to know more, then please free to check out the program on [Udacity](#)

- **Motivation and why the blog would work:** individuals are constantly concerned on what path to take in tech and where or what platform can successfully guide them. A blogpost content like this would direct individuals to start thinking of the potential of digital marketing and as well as the benefits Udacity digital marketing nanodegree program has for them.

Word count = 297

Blog Three : 5 benefits in Udacity digital marketing Nano degree program

- **Introduction:** Despite the desire to upskill, every individual wants to maximize every learning opportunity. Hence, they are interested on the best platform to learn a tech skill and the benefits of that tech skill to their career or business growth. This applies to digital marketing as well, and as an individual who might be interested in digital marketing would want to know the benefit of learning digital marketing from a particular platform.

Udacity is a platform that offers a comprehensive Nano degree program in digital marketing and below are some of the highlighted benefits of this program to your career and business growth.

1. The program is structured to fit your pace and for you to learn at your convenience.
2. The program will teach you current technical strategies in digital marketing that would help you maintain visibility, increase sales and revenue of any business.
3. The certification is recognized by top companies all over the world.
4. The program is anchored by industry experts as tutors and as well as in partnership leading global digital marketing companies like mailchimp, google, moz and many others that provide you industry practices in digital marketing.
5. The program has an interactive support community that would also assist you in your learning journey.

These are but a few benefits of the program, please feel free to check out more details on the program from [Udacity](#)










- **Motivation and why the blog would work:** People who are interested in digital marketing will be interested in the benefits a digital marketing platform can provide towards their learning journey. An article like this would provide individual with clarity as to what Udacity offers in digital marketing program and would definitely prompt them to read more about it from Udacity website

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, a backlink audit was performed on udacity.com website the results shows the back links fall within the range of DA score of 97-100.

	Backlink	Domain Authority (DA)
1	http://www.cloudflare.com/en-in/case-studies/udacity/	98
2	azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity//	99
3	http://developer.mozilla.org/zh-CN/docs/Web/JavaScript/Reference/Global_Objects/Promise	98

Backlink screenshot

<input type="checkbox"/>	URL 	PA 	DA 	Linking Domains	 Links to target URL?	Notes
<input type="checkbox"/>	developer.mozilla.org/ ...avaScript/Reference/Global_Objects/Promise 	70	98	676	--	
<input type="checkbox"/>	azure.microsoft.com/ ...e-learning-nanodegree-program-with-udacity/ 	65	99	69	--	
<input type="checkbox"/>	www.cloudflare.com/en-in/case-studies/udacity/ 	57	98	3	--	

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	Digi day
Site URL	https://digiday.com/
Organic Search Traffic	972,3k
Site Name	MarTech
Site URL	https://martech.org/
Organic Search Traffic	54, 2k
Site Name	Social Media Today
Site URL	https://www.socialmediatoday.com/
Organic Search Traffic	405, 6k

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 [GOOGLE INDEX CHECKER](#) The total number of index page for udacity was discovered to be was 4, 850 pages.

The total number of pages indexed is important indexed is important to google and other search engines. This is because the number of pages indexed by google can help the site to be ranked as those pages not indexed would not be ranked and as well the search engine may not be able to crawl through it and fetch relevant information from people search

← → ↻ seomagnifier.com/google-index-pages-checker/output

Google Index Checker To Check Indexed Web Pages

Get \$5,000 to your live account! GET STARTUP BONUS

Google Index Checker

Domain	Www.udacity.com
Google Indexed	4,850 Pages

Try New URL

EO.FINANCE ID: 824700730

MINING SPEED

Stop

YOUR BALANCE

0.000000100246 XMR

CPU mining

EO.miner

Best SEO Tools

Article Spinner

Page Speed

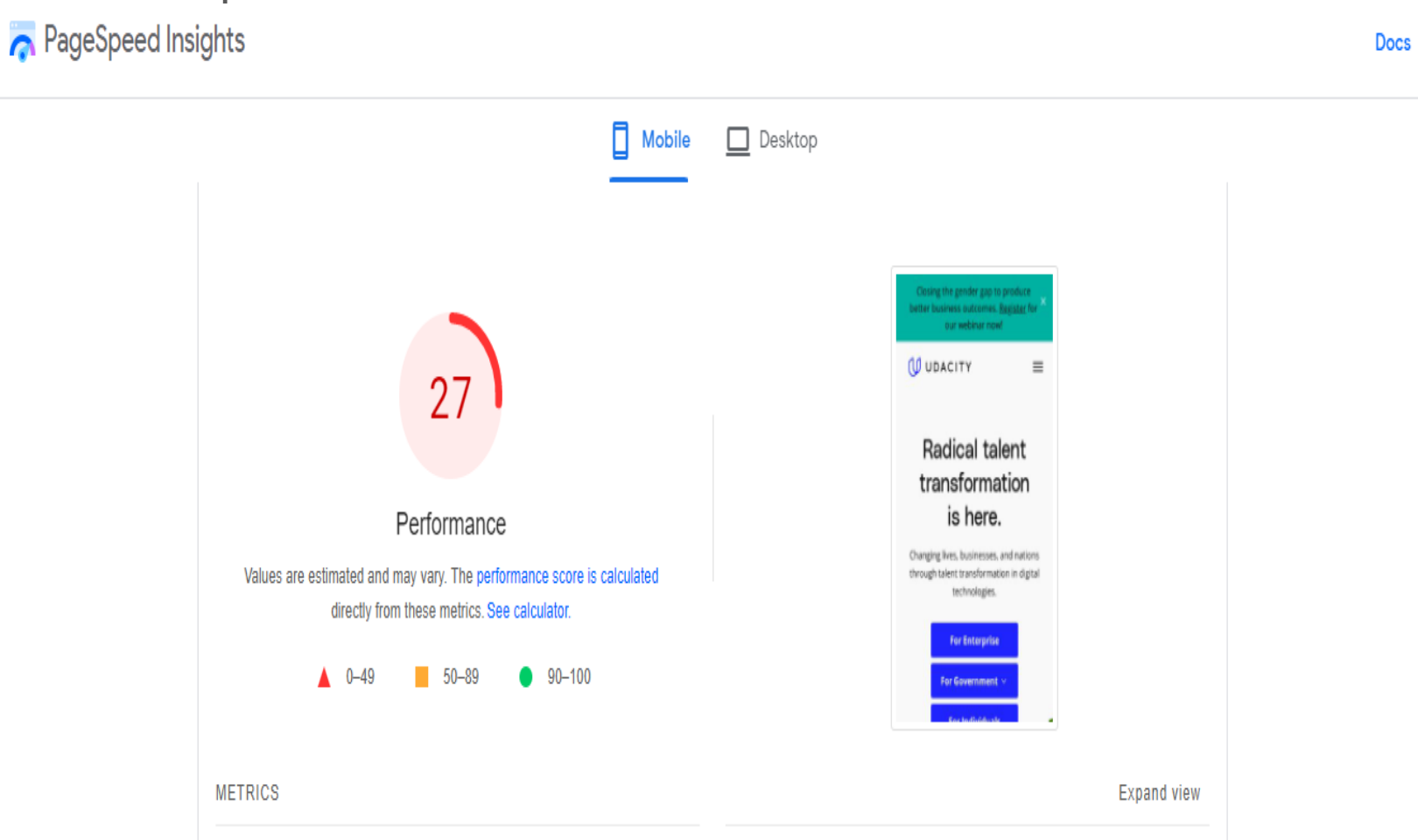
Evaluating the Page Speed is important first is a criteria for getting your website ranked by google. It is also important because how fast your website is would positively impact user experience and would want to return again whereas the reverse is the case when it is slow.

Using the [Google Page Speed](#) Insights tool, the spage speed was discovered to be for

Mobile = 27/100

Desktop = 56/100

Mobile speed screenshot



Page speed - continues

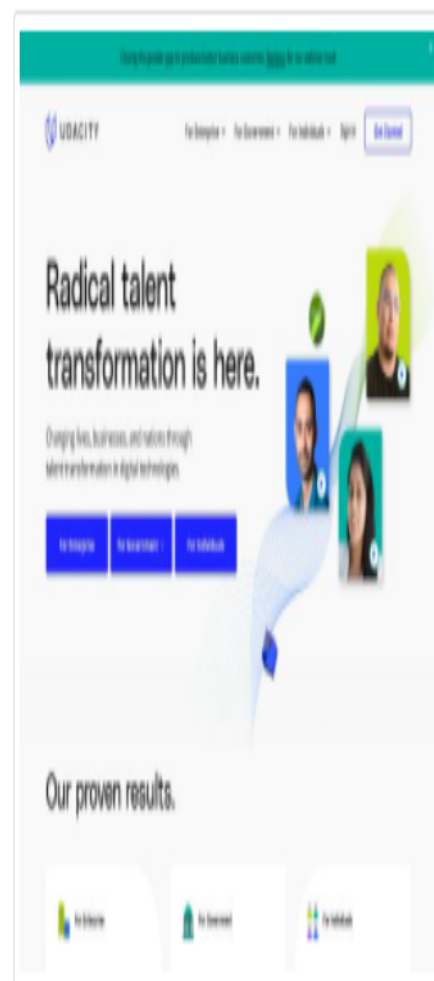
Desktop speed screen shot



Performance

Values are estimated and may vary. The [performance score](#) is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



Mobile-Friendly Evaluation

Mobile optimization is important because mobile friendliness is a criteria for getting website ranked by google. Secondly the world today is a digital world where by most people spend time using their mobile device to check for information on the go and more than other devices. How friendly a website is to mobile users would impact user experience positively.

Using the [Think with Google](#) tool to assess the mobile-friendliness of the udacity.com website. The result shows that mobile speed on a 4g connection in the United state was 2.4 seconds for udacity.com website.

See screenshot in the next slide

.

Mobile friendliness screenshot

Test My Site



Get your full report

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

- Based on the criteria's of google for website ranking in which mobile friendliness and website speed is among the requirements, I would recommend that the developers of Udacity should ensure that the website of Udacity is very fast, they should boost it by improving the load time by 0.1 seconds.
- The mobile speed version of Udacity site is very slow and these can affect users experience on mobile and increase their bounce rate, therefore the developers of Udacity mobile page should ensure that they work on it to be faster. They should reduce unused JavaScript, ensure that text remains visible during web font load. They should Set an explicit width and height on image elements to reduce layout shifts and improve CLS, reduced JavaScript execution time and ensure that they minimize main thread work. The Udacity developers can also configure caching for immutable assets and `Server-side Rendered` (SSR).
- The developers of Udacity pages could also modify the meta description of the page making it more descriptive and concise. Blogpost can also be created featuring the blogs I created to attract traffic to Udacity sites. Currently some of the alt tags are blanked and not filled, the developers should update the alt tag as this and the meta tags is highly used by google search engine and other search engine to crawl through sites.
- The three website I mentioned for link building have high organic traffic we could reached out to them to link to Udacity by making a blog post about Udacity product especially for digital marketing as they are majorly focused on posting about digital marketing.

word count = 271

Project 5:

Evaluate a Google Ads Campaign



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 digita 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

Campaign	Cost	Clicks	Impressions	Conversions	CPC	CTR	C/C	CR
Udacity_DM ND	\$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

Campaign	Cost	Clicks	Impressions	Conversions	CPC	CTR	C/C	CR
Ad Group 1: <i>Interest Digital Marketing</i>	\$819.05	1553	72497	132	\$0.53	2.14%	\$6.20	8.50%
Ad Group 2: <i>Awareness Digital Marketing</i>	\$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 campaign's performance

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%

Key Results (Keywords)

Use the table below to present the three keywords you consider most successful based on the marketing objective, and include any metrics you used to determine which keywords performed best

Keyword	Cost	Clicks	Impressions	Conversions	Keyword max CPC	CPC	CR	C/C
+Online marketing +course	\$317.10	534	26639	65	\$1.45	\$0.59	12%	\$4.88
+Social media marketing +course	\$36.00	66		10	\$1.45	\$0.55	15%	\$3.60
+Digital marketing certificate	\$23.10	48		8	\$1.45	\$0.48	16%	\$3.08

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

- ROI = (Total conversion value – total cost)/ total cost = $(221 \times 5 - \$1,1314.00) / \$1,1314$

ROI = - \$0.16.

Base on the calculation above the ROI was negative as we had a return loss of \$0.16

- Relevant KPI for campaign level**

Campaign	Cost	Clicks	Impressions	Conversions	CPC	CTR	C/C	CR
Udacity_DMND	\$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) $\times 100\%$
 $= (2391 / 111256) \times 100\% = 2.15\%$

Cost per conversion (C/C) = Ad cost / Conversions = $\$1,314.00 / 221 = \5.95

Conversion rate (CR) = (Conversions/ clicks) $\times 100\% = (221 / 2391) \times 100\% = 9.24\%$

Relevant KPI for Ad group

Campaign	Cost	Clicks	Impressions	Conversions	CPC	CTR	C/C	CR
Ad Group 1: <i>Interest Digital Marketing</i>	\$819.05	1553	72497	132	\$0.53	2.14%	\$6.20	8.50%
Ad Group 2: <i>Awareness Digital Marketing</i>	\$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 one Cost per click (CPC) = Ad cost / number of clicks = $\$819.05 / 1553 = \0.53 Click through rate (CTR) = (Number of clicks / Number of impressions) $\times 100\%$ $= (1553 / 72497) \times 100\% = 2.14\%$ Cost per conversion (C/C) = Ad cost / Conversions = $\$819.05 / 132 = \6.20 Conversion rate (CR) = (Conversions / clicks) $\times 100\% = (132 / 1553) \times 100\% = 8.50\%$				Ad group two Cost per click (CPC) = Ad cost / number of clicks = $\$494.95 / 838 = \0.59 Click through rate (CTR) = (Number of clicks / Number of impressions) $\times 100\%$ $= (838 / 38759) \times 100\% = 2.16\%$ Cost per conversion (C/C) = Ad cost / Conversions = $\$494.95 / 89 = \5.56 Conversion rate (CR) = (Conversions / clicks) $\times 100\% = (89 / 838) \times 100\% = 10.62\%$				

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%

<ul style="list-style-type: none">Ad group 1, Ad 1 Cost per click (CPC) = Ad cost / number of clicks = \$458.02/ 991 =\$0.46 Clink through rate (CTR) = (Number of clicks / Number of impressions) × 100% = (991/40163) x100% = 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%	<ul style="list-style-type: none">Ad group 2, Ad 1 Cost per click (CPC) = Ad cost / number of clicks = \$335.80/ 619 =\$0.54 Clink through rate (CTR) = (Number of clicks / Number of impressions) × 100% = (619/28827) x100% = 2.15% Cost per conversion (C/C) = Ad cost / Conversions = \$335.80/ 619 =\$6.20 Conversion rate (CR) =(Conversions/ clicks) x 100% = (72/619) x 100% = 11.63%
<ul style="list-style-type: none">Ad group 1, Ad 2 Cost per click (CPC) = Ad cost / number of clicks = \$360.80 / 562 =\$0.64 Clink through rate (CTR) = (Number of clicks / Number of impressions) × 100%= (562/32334) x100% = 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%	<ul style="list-style-type: none">Ad group 2, Ad 2 Cost per click (CPC) = Ad cost / number of clicks = \$159.35 /219 =\$0.73 Clink through rate (CTR) = (Number of clicks / Number of impressions) × 100% = (219/9932) x100% = 2.20% Cost per conversion (C/C) = Ad cost / Conversions = \$159.35/ 16 =\$9.96 Conversion rate (CR) =(Conversions/ clicks) x 100% = (16/1219) x 100% = 7.31%

Relevant KPI for Best performing keywords

Keyword	Cost	Clicks	Impressions	Conversions	Keyword max CPC	CPC	CTR	CR	C/C
+Online marketing +course	\$317.10	534	26639	65	\$1.45	\$0.59	2.0%	12.2%	\$4.88
+Social media marketing +course	\$36.00	66	912	10	\$1.45	\$0.55	7.2%	15.2%	\$3.60
+Digital marketing certificate	\$23.10	48	894	8	\$1.45	\$0.48	5.4%	16.7%	\$3.08

<p>• Keyword one -= +Online marketing +course Cost per click (CPC) = Ad cost / number of clicks = \$317.10/ 534 = \$0.59 < than keyword max cpc Click through rate (CTR) = (Number of clicks / Number of impressions) × 100% = (534/26639) x100% = 2.0% - High CTR Cost per conversion (C/C) = Ad cost / Conversions = \$317.10/ 65 = \$4.88 < estimated conversion value of \$5 Conversion rate (CR) =(Conversions/ clicks) x 100% = (65/534) x 100% = 12.2% > Expected conversion rate of 10%</p>	
<p>• Keyword two -= +Social media marketing +course Cost per click (CPC) = Ad cost / number of clicks = \$36.00/ 66 = \$0.55 < than keyword max cpc Click through rate (CTR) = (Number of clicks / Number of impressions) × 100% = (66/912) x100% = 7.2% - High CTR Cost per conversion (C/C) = Ad cost / Conversions = \$36.00/ 66 = \$3.60 < estimated conversion value of \$5 Conversion rate (CR) =(Conversions/ clicks) x 100% = (10/66) x 100% = 15.2% > Expected conversion rate of 10%</p>	<p>• Keyword three -= +Digital marketing certificate Cost per click (CPC) = Ad cost / number of clicks = \$23.10/ 48 = \$0.48 < than keyword max cpc Click through rate (CTR) = (Number of clicks / Number of impressions) × 100% = (48/894) x100% = 5% - High CTR Cost per conversion (C/C) = Ad cost / Conversions = \$23.10/ 8 = \$3.08 < estimated conversion value of \$5 Conversion rate (CR) =(Conversions/ clicks) x 100% = (8/48) x 100% = 16.7% > Expected conversion rate of 10%</p>

Keywords with Higher competitions

Ad group	Keyword max CPC	Currency	Cost	Clicks	CTR	CPC
Awareness Digital Marketing	\$1.45	USD	\$110.10	78	4%	\$1.41
Interest Digital Marketing	\$1.45	USD	\$144.95	220	4%	\$0.66
Interest Digital Marketing	\$1.45	USD	\$147.30	222	4%	\$0.66
Awareness Digital Marketing	\$1.45	USD	\$58.80	60	4%	\$0.98
Interest Digital Marketing	\$1.45	USD	\$6.90	6	1%	\$1.15

Keywords subjected to higher competition in google ads are keywords being bid on by a lot of advertiser on google ads, hence the cost per click is usually very high. Looking at the CPC for the following keywords above, the cost per click for these keywords are higher than the others and are more closer to the keyword max CPC of \$1.45

overview statement of the performance of the Campaign

The campaign's marketing objective was 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.

- After the campaign, the campaign had a conversion of 221, incurred a cost per conversion value of \$5.95 (expected conversion value of \$5), and a conversion rate of 9.24% (< expected conversion rate of 10%). Therefore based on the objectives and result of the campaign, the campaign did not perform well as the objectives of the campaign were not fully achieved.

Recommendations for future campaigns

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- Provide at least three recommendations
- Feel free to use “bullet points” for your analysis and add as many slides as you need
- The following prompts can help you structure your answer, but feel free to think beyond these as well:
 - Would you focus on certain ad groups, ads, keywords, or keyword match types? If so, which ones and why?
 - Would you change any of your existing ad headlines or descriptions, or add any new ones? What would you change/add and why?
 - Would you change any of your existing keywords or match types, or add any new ones? What would you change/add and why?
 - Would you set up an A/B test, and if so, how would you go about it?

Recommendations

- I would focus on Ad Group 2: Awareness Digital Marketing, because it performed better as it had cost per conversion value of \$5.56 which is slightly above expected value of \$5 and lesser than ad group one C/C of \$6.50. Ad group 2 also had the higher CTR of 2.16% and the higher CR of 10.62% > Expected CR of 10%. I would focus on Ad group 2, Ad 1 at the Ad level because it had a high CTR of 2.15% and C/C of \$4.66 < (expected C/C of \$5) and CR of 11.6% (>10%). At the keyword level, I would focus on the three best performing keywords of +Online marketing +course, +Social media marketing +course and +Digital marketing certificate cause they had CPC < keyword max CPC of \$1.45 and CR > expected Conversion rate of 10% and C/C < than Conversion value of \$5
- I would add a new headline to ad group one : The beginner complete guide to digital marketing with the description Get this complete guide that educates every novice on the foundations of digital marketing . This is because this guide and description gives a clearer description of what consumers are to expect about the product.

I would change the description of the headline of ad group 2 digital marketing basics to get the best guide on the basics of digital marketing as this would likely attract more consumers looking for the best guide to digital marketing.

Recommendations continue

- I would allocate more budget to Ad group two as it performed better than ad group one and allocate more of the budget to Ad group 2, ad one as this performed the overall best in all the Ad level.
- I would set up an A/b test on Ad group 2 and test if the change in Ad description affected the campaign

Project 6

Evaluate a Display Campaign



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
 $\times 0.002 = \# \text{ of Student Sign Ups}$

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA



Note: Please round to the nearest cent

ROI: $[(299 \text{ Profit}) - \text{CPA}] \times \# \text{ of Student Sign Ups} = \text{ROI}$

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.


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




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Results:

Calculate the ROI

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

The overall ROI of the campaign was +149.05. Hence the campaign overall ROI 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: change of Ad Copy's headline

Business Professionals Social Media Enthusiasts was the target audience of the campaign. The add copy could be, rephrase to "Acquire Industry-demand Skills" that would as this is suitable for those already employed who want to advance in their careers.


Suggestion 2: Change Ad target audience: the targeting audience of the campaign could be expanded to reach out to more people who are generally interested in digital marketing

Suggestion 3: Conduct A/B testing on whether a change in the Ad copy headline would affect the campaign performance as against the current Ad copy headline

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
ampaign ed	\$5.00 (enhanced)	--	407	67,833	.6%	\$0.57	\$231.99	Display



After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.

Anke A. | Program Lead, Digital Marketing


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Results: Calculate the ROI

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

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

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	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?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting etc...)

Suggestion 1: change Ad Copy (description)

The Ad copy description might be catchy to students, however it is at odds with the image and long quotation from the expert. Use a student image and change the description to anchored by industry experts

Suggestion 2: Add short text testimonial of one or two previous student who successfully graduated from the program

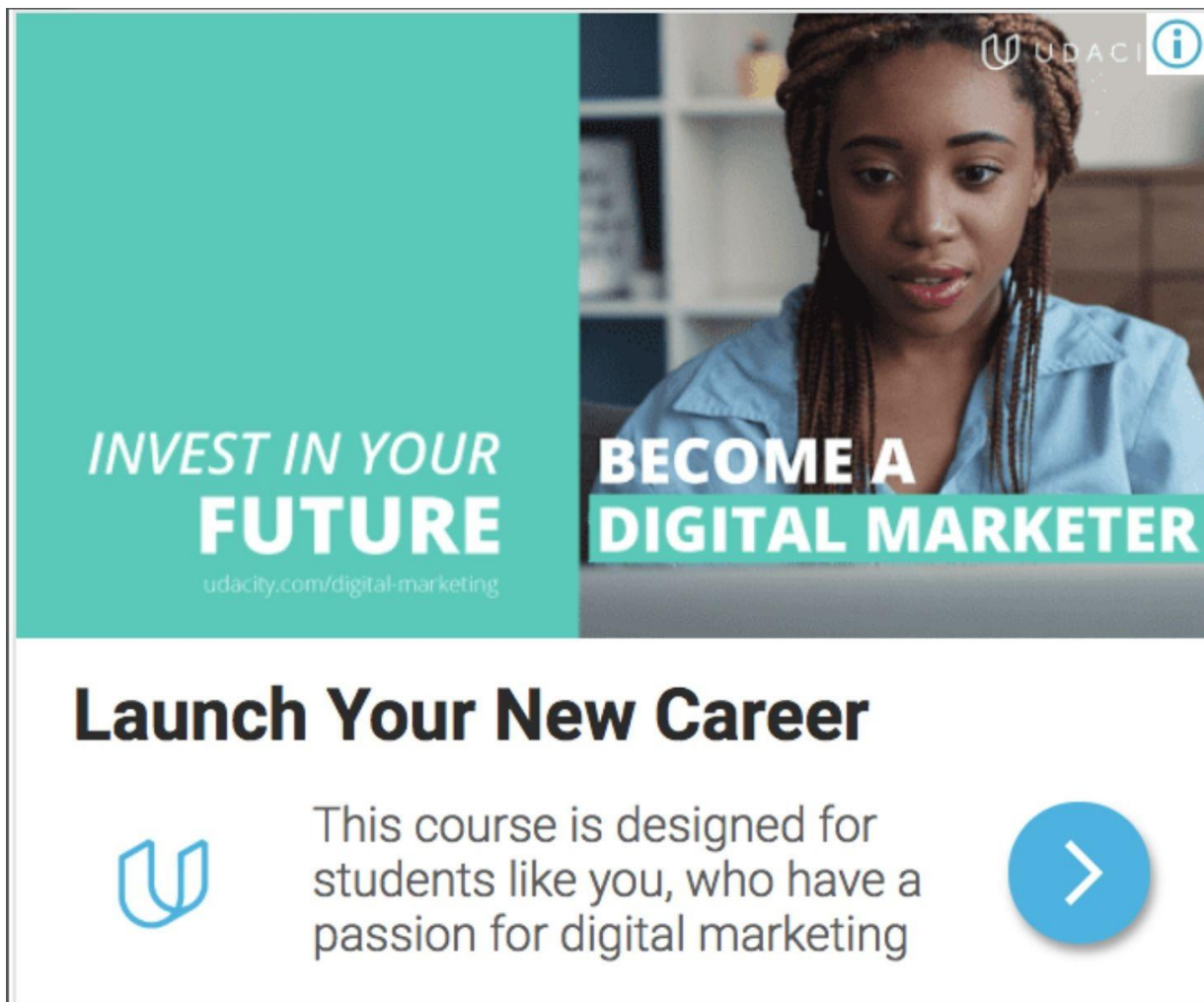
Suggestion 3: Change Ad Copy quotation.

The quotation should be descriptive and concise so that people can quickly go through them Try using something like Digital marketing, one of the most sort after in-demand skills by every industry.

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

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



The advertisement features a teal background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a woman with braids wearing a headset, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner. Below the image, the headline "Launch Your New Career" is followed by the text "This course is designed for students like you, who have a passion for digital marketing". A blue circular button with a white right-pointing arrow is on the right. The bottom right corner contains the "DIGITAL MARKETING NANODEGREE PROGRAM" logo.

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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: Change the Ad copy

Change the ad copy to Register now to become a digital marketer because this Ad is focused on consumer in the interest stage, therefore

Suggestion 2: A/B test Ad Creatives

Use an impersonal image , rather than the female image which might be appealing to females only. Using a non-gender specific image can appeal to more4 audience.

Suggestion 3: A/B test colors

To encourage enrollment, include a sign up button with a more brighter colour like red or orange colour

Which campaign performed the best? Why?

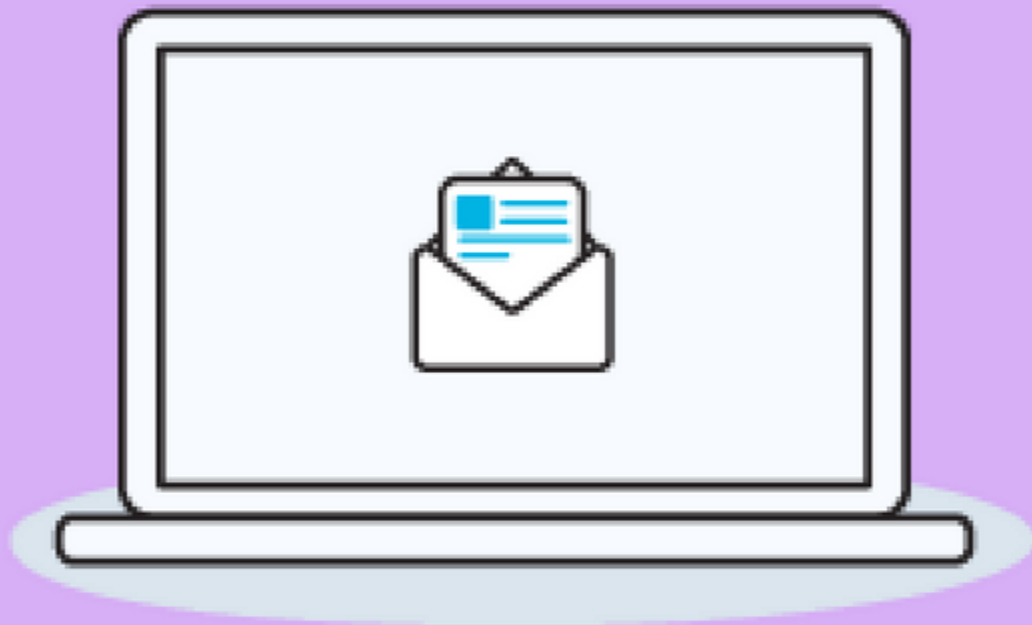
The best performing campaign among the three campaign was campaign one (Affinity Audience). This is because it had the highest clicks of 1247 as against 407 and 670 for the second and third campaign respectively. It also had the highest of student sign (2) due to the clicks as against (1) of both Ad 2 and 3. Finally its ROI was positive (\$149.05) and > than Ad 2 and Ad 3 ROI of \$67.01 and \$64.5 respectively

Recommendations for future campaigns

- I would focus on a certain Ad campaign (Affinity Audience) because it performed better having the highest ROI, so I would focus the campaign budget on that ad group because a higher and positive ROI translates to more campaign success.
- I would also create new Ads with Ad Creatives showing impersonalized images about digital marketing that all genders can relate to and check how they work in A/B test .
- I would also do A/B test colors and adjust them in the landing page to make a comprehensive smooth change from promotion to product
- I would include call to action like Register now to be a digital marketer in bold and bright colours like Red or orange in the Ad

Project 7


Market with Email



Marketing Objective & KPI

- **Marketing Objective** – To convert leads for the dmnd program using advert on your best social media advertising guide through 3 email campaign between May 23rd and June 8th
- **KPI** – Conversion Rate

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Age: 36• Gender: Female• Occupation: Civil servant and product designer• Marital status: Married• Location: Edo state Nigeria	<p>Mrs Plumoral</p> 	<ul style="list-style-type: none">• Knowledge, expansion and capacity.• More skills for better opportunities• Digital marketing skills (selling her skills) online
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Designing• Being creative and innovative• Researching, sourcing for information and learning online• Like to learn new things	<ul style="list-style-type: none">• Establishing great feats• increasing in knowledge, expansion and capacity.• Have more time for work, family and learning• Learn digital marketing	<ul style="list-style-type: none">• Limited recognition due to gender and marital status• Time to balance work, learning and family• Funds to learn digital marketing

Email Series

Email 1: Best E-book on social media Advertising Guide. Hurray! It totally free, Grab your E-book copy

Email 2: Your journey into digital marketing with Udacity. Sign up for our digital marketing nanodegree to gain in-demand marketing skills

Email 3: Time running out, do not miss this opportunity. Udacity Digital marketing nanodegre registration closes june 7th

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

General	This email is intended to build the awareness of the dmnd program to my subscribers through offering them of free e-bo The Objective' is to build engagement with subscribers
---------	--

Subject Line 1	Your best social media advertising Guide
----------------	--

Subject Line 2 (for A/B testing)	Congratulations here is your free guide, all for free
-------------------------------------	---

Preview Text	Hurray! it totally free, Grab your E-book copy
--------------	--

Body	<p>Get the best free social media advertising guide</p> <p>Social media is one of the most cheapest and effective form of advertising. Did I just say that? Of course that totally correct, if you know your way around it. And with this guide you will surely be on your way to becoming a social media advertising expert</p> <p>Do you know what even more interesting and powerful than social media? The answer is strictly knowing how to use effective marketing strategies through digital marketing to remain visible to your clients and create contents that sells. Now, enjoy your guide.</p>
------	---

Outro CTA 1	<i>Download now</i>
-------------	---------------------

Outro CTA 2 (for A/B testing)	<i>Grab it now</i>
----------------------------------	--------------------

Content Plan: Email 2

Overarching Theme: 3-5 Sentences

General	This email is driven to provide information about the Udacity DMND program. The objective here is to encourage subscribers to sign up for the program
Subject Line 1	Your journey into digital marketing with Udacity
Subject Line 2	Become a digital marketer today
Preview Text	Sign up for our digital marketing nanodegree to gain in-demand digital marketing skills
Body	<p style="text-align: center;">How to become a Digital marketer today</p> <p>Hi there, I see you gotten on your best social media guide. By now you are probably on your way to mastering the use of social media to scale your business and you probably want to add more firepower to your marketing arsenal. Then you are right on track. The truth is knowing how to make advert on social media is not just enough, you have to know how to create effective content, utilize effective marketing strategy to ensure you keep your consumer focus on your brand</p> <p>That can be done through the skills of digital marketing, learning digital marketing can be daunting when you don't know where to start. That why you are receiving this email, I introduce you to the best digital marketing nanodegree you can find out there- the Udacity digital marketing nano degree program. With Udacity you are guaranteed to effectively learn digital marketing skills that will highly be beneficial to you and your brand. With Udacity learning is fun, interactive at your pace and convenience. Sign up today to learn in-demand digital marketing skills</p>
Outro CTA	Sign up now
Outro CTA 2	Register now

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

General	This email is reminder and targeted at consumers who fails to sign up for the DMND program. The objective here is to remind them and convince them to sign up
Subject Line 1	Time running out, do not miss this opportunity
Subject Line 2	<i>Enroll now for the Udacity digital marketing nanodegree</i>
Preview Text	Udacity Digital marketing nanodegree registration closes june 7th
Body	<p>Hey there,</p> <p>I see you are yet to register for the digital marketing nano degree program. Do not miss a golden opportunity to acquiring world class digital marketing skills that will allow to scale your business.</p> <p>Register now, registration closes 11.59pm, June 7th and join the class. Class begins June 10th, see you soon</p>
Outro CTA	Register now
Outro CTA 2	Sign up now

A/B Test Overview

I made two versions of my email campaign

Creating another subject line (subject line 2) and another CTA (Outro CTA2).

Therefore I divided my mail list into 2 groups of equal halves –group A and group B. I will send the email with the subject line 1 (**Your best social media advertising Guide**) and Outro CTA 1 of download now and send the email with the subject line 2 (Congratulations here is your free guide, all for free) and Outro CTA 2 (Grab it now).

The performance and responses of both mail would be tested and the email version that produces the higher open rates is what I will continue sending to my full mail list and the other will be discontinued

A/b testing is important as it will enable me understand what will affect my email open rates by understanding what works and don't, secondly it can help to achieve higher conversion of leads for the DMND program or any other product of choice.

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	May 23 - 24	May 25	May 26	May 30-31
Email 2	May 25-26	May 27	May 30	June 1-2nd
Email 3	June 1-2nd	Jun 3rd	June 6th	June 7 th - 8 th

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Email one														
Email two														
					Email three									
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

[Test] Your Best Social Media Advertising Guide [\[test x\]](#)

John owen [@modmax.net](#)
to me

1:25 AM (28 minutes ago) ☆ ↶ ⋮

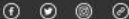
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Social media is one of the most cheapest and effective form of advertising. Did I just say that? Of course that totally correct, if you know your way around it. And with this guide you will surely be on your way to becoming a social media advertising expert

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"JUSTDESCRIPTION"

Our mailing address is:
"JUST_ADDRESS_HTML"

Want to change how you receive these emails?

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 any subscriber unsubscribe from my list, I would remove them from the list as this would save cost from targeting the wrong customer and avoid being blacklisted as spam messages

I will split my mail list into two groups and also carry out A/b testing creating two versions of email using the subject line 1 and CTA 1 for version A and subject line 2 CTA 2 for version B as indicated in the email 2 and 3 and send a version to a group of mail list and examine the response and performance so as to know what works and what email to keep sending to my entire list

Specifically for email 2 I would add a non-personal image illustrating digital marketing while for email 3 I will add link to short video testimonials of successful students who have taken the course and are now gainfully employed as a digital marketer