



Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

Marketing Objective & KPI

Target audience:

My target persona is a young employee who has 1-2 years of working experience and is thinking about changing her job. Digital marketing is interesting field and also a relatively new approach of marketing that I think would attract young audience.

Marketing objective:

Gathering 10 or more email submission during the campaign span of 5 days within the budget of \$125.

Primary KPI: number of new emails submitted during the campaign span.

Since the primary purpose of this campaign is to generate leads, the number of submission is the most import metric.



Campaign Summary

My target with Ad Set:




- Demographics*: People from 24 to 30 years old who have 2-3 years working experience.
- Location*: People who live in Japan.
- Interest*: People who interested in Business, Facebook advertising, Job hunting, Self-employment, Entrepreneurship, Small business, Digital marketing, Online advertising, Social media marketing and Web design.

Ad Copy and Ad Creatives:

- Ad Copy*: “Considering a new career on marketing? Acquire this comprehensive guide of the leading social media marketing and learn from top experts!”
- Ad Creatives*:



Key Results

<input type="checkbox"/>		Ad Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Relevance Score	Link Clicks	Website Purchases
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ebook - Image 1	— Purchase (Web...	6,427	9,505	— Per Purchase (...)	\$112.54	5	94	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ebook - Image 3	— Purchase (Web...	889	1,028	— Per Purchase (...)	\$11.15	6	5	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ebook - Image 2	— Purchase (Web...	108	117	— Per Purchase (...)	\$1.31	—	—	—
► Results from 3 ads ⓘ			— Purchase (W...	6,931 People	10,650 Total	— Per Purchase...	\$125.00 Total Spent		99 Total	— Total

The first ad creative has most reach and impressions, and about 1% of people actually click the ad (94 clicks). Overall, there are 99 clicks in the span of 5 days.

If the **assumption** that 15-20% of people who accessed the website will leave their email address is valid, then the conversion number (number of people register their email addresses) is about 15-20, which would fulfill our marketing objective.

Campaign Evaluation

Based on the assumption and number of clicks metric, the marketing objective (10 or more conversion) is achieved. However, there is still room for improvements:

-Location: I think Japan is not the best fit for this campaign. This is not because Japanese are not interested in digital marketing. Rather, the problem might be the relatively lower English proficiency of average Japanese people. Besides, the term “digital marketing” seems not well-known in Japan. (“web marketing” is used instead.)

-Too strict in age: I set the age range of just 24-30, which made the campaign reach to only about 10000 people. I should use a more wide range of age settings to reach more people since Japan is not an English-speaking country.

If I have additional budget, I will consider the following two options:

Change Ad format and do A/B testing in Japan area. It is possible to attract more people by video content, and based on A/B testing, we are able to find out what kinds of content Japanese prefer and therefore may have better results.

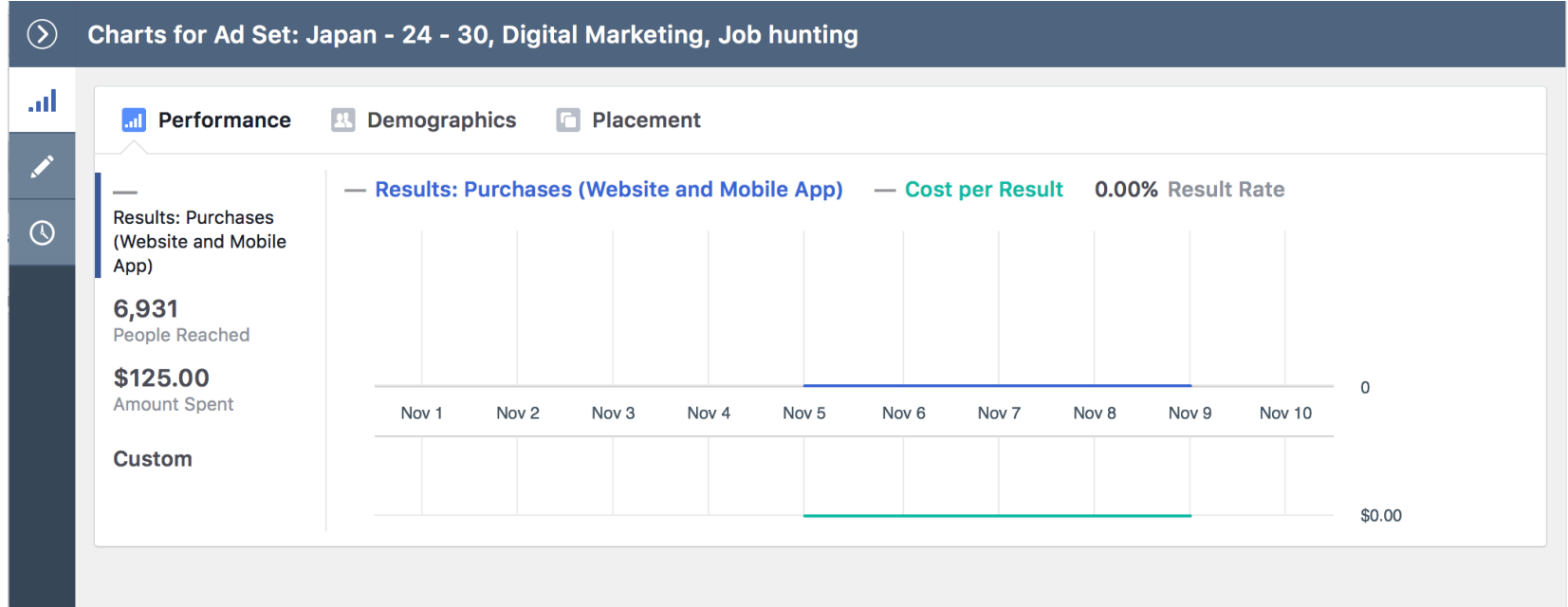
Choose another location to run the campaign. I may choose another Asian area where people have higher English proficiency and are willing to learn competitive skills in English (e.g. Hong Kong, Singapore).



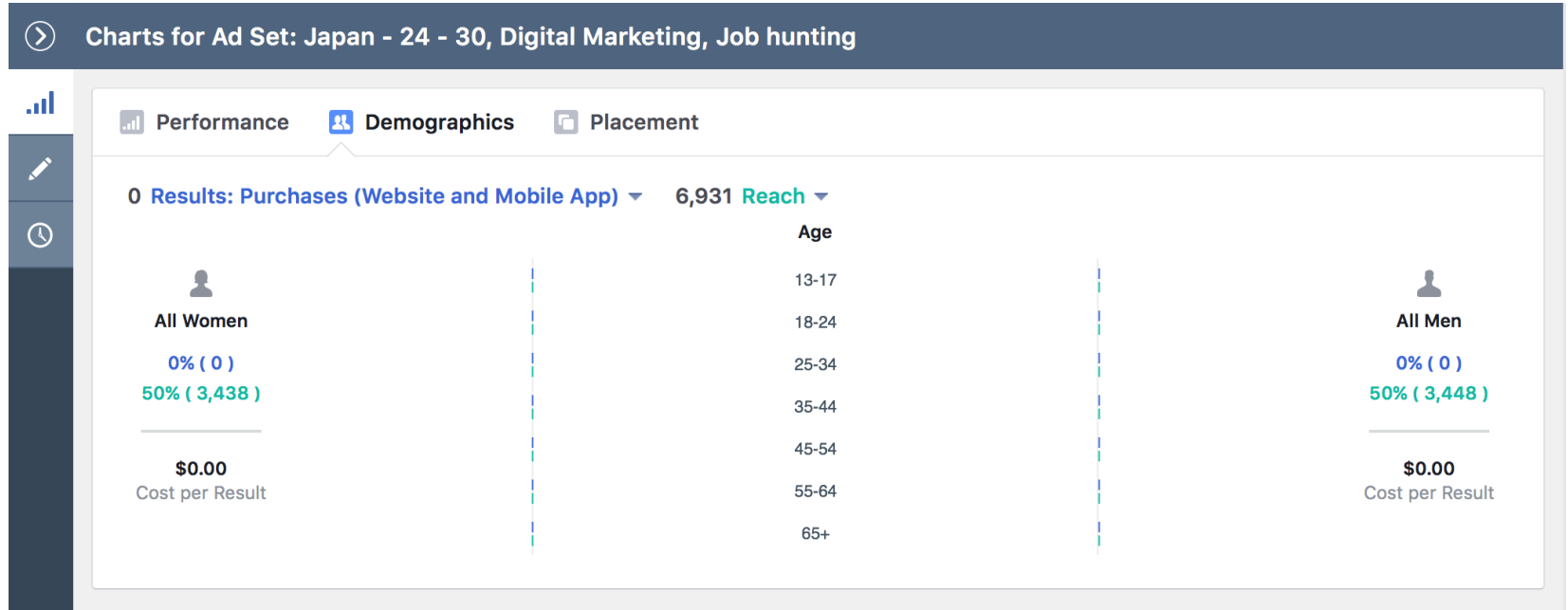
Appendix

Screenshots for Reference

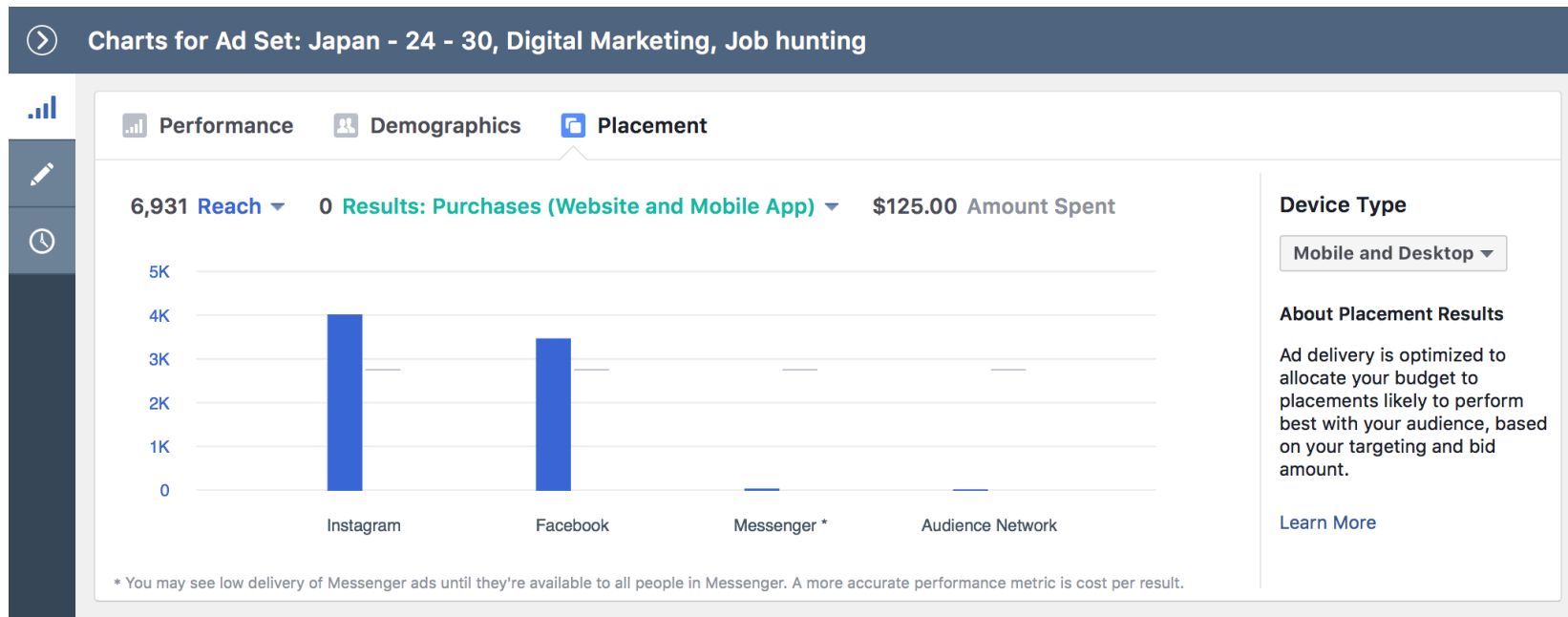
Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

Account: Udacity 1

Search

Filters

This month: Nov 1, 2017 – Nov 11, 2017

Account Overview

Campaigns1 selected

Ad Sets1 selected

Ads for 1 Ad Set

Create Ad

Edit

Duplicate Ads...

Preview

Create Rule

More

Columns: Performance

Breakdown

Export

		Ad Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Relevance Score	Link Clicks	Website Purchases
			— Purchase (Web...	6,427	9,505	— Per Purchase (...)	\$112.54	5	94	—
			— Purchase (Web...	889	1,028	— Per Purchase (...)	\$11.15	6	5	—
			— Purchase (Web...	108	117	— Per Purchase (...)	\$1.31	—	—	—
Results from 3 ads			— Purchase (W...	6,931 People	10,650 Total	— Per Purchase...	\$125.00 Total Spent		99 Total	— Total

Ad Set Data: Delivery

Account: Udacity 1

Search

Filters

This month: Nov 1, 2017 – Nov 11, 2017

Account Overview

Campaigns

1 selected

Ad Sets

1 selected

Ads for 1 Ad Set

+ Create Ad

Edit

Duplicate Ads...

Preview




Create Rule

More

Columns: Delivery

Breakdown

Export

<input type="checkbox"/>		Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<div></div> ebook - Image 1	<div><div></div>Not Delivering</div> Ad Set Completed	6,427	1.48	\$17.51	9,505	\$11.84	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<div></div> ebook - Image 3	<div><div></div>Not Delivering</div> Ad Set Completed	889	1.16	\$12.54	1,028	\$10.85	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<div></div> ebook - Image 2	<div><div></div>Not Delivering</div> Ad Set Completed	108	1.08	\$12.13	117	\$11.20	
<div>▶ Results from 3 ads</div>				6,931 People	1.54 Per Person	\$18.03 Per 1,000 Pe...	10,650 Total	\$11.74 Per 1,000 Im...	

Ad Set Data: Engagement

Account: Udacity 1

Search

Filters

This month: Nov 1, 2017 – Nov 11, 2017

Account Overview

Campaigns1 selected

Ad Sets1 selected

Ads for 1 Ad Set

+ Create Ad

Edit

Duplicate Ads...

Preview




Create Rule

More

Columns: Engagement

Breakdown

Export

		Ad Name	Delivery	People Taking Action	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes
		 ebook - Image 1	● Not Delivering Ad Set Completed	105	21	—	—	94	9
		 ebook - Image 3	● Not Delivering Ad Set Completed	7	3	—	—	5	—
		 ebook - Image 2	● Not Delivering Ad Set Completed	—	—	—	—	—	—
▶ Results from 3 ads				109 People	24 Total	— Total	— Total	99 Total	9 Total