

A photograph of two people, a woman on the left and a man on the right, looking at a screen off-camera. The woman has short blonde hair and wears glasses, a yellow sleeveless top, and a necklace. The man is wearing a grey blazer over a light blue shirt. A horizontal blue line is positioned between the title and subtitle.

Project 3: Run a Facebook Campaign

Part One

Campaign Approach

The campaign purpose is to attract potential students to Udacity's Digital Marketing Nanodegree Program(DMNP). And the more specific objective is to collect as many email address as possible. I have included the link of the eBook campaign page where if the potential student submits his/her email, he/she can receive the free eBook.

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.

My campaign location is Japan. Japan is a country where the retailing environment is great and the digital marketing need are high. Also, traditional training programs are relatively expensive in Japan and the contents are not always up-to-date. The high-quality and low-budget program offered by Udacity would have market in Japan.

Target Persona

Background & Demographics

1. Female, 26 years old
2. 1-2 years of working experience
3. Normal employee at a large enterprise
4. Not satisfied with the current job



Needs

1. Gain useful information
2. Get to know people who have resolved the problem she has
3. Need a guide

Hobbies

1. Music
2. Dancing
3. TV
4. Internet surfing

Goals

1. Getting a better/suitable job
2. Finding out what to do next to resolve current problem

Barriers

1. Hard to find an answer to what to do
2. Doesn't know people with the same situation
3. Not a fast learner



Marketing Objective

What marketing objective did you aim to achieve with your campaign?

Gathering 10 or more email submission during the campaign span of 5 days.

[Note]

Revenue: # of email address collected * \$15

Cost: campaign budget of \$125

We must at least collected 9 email addresses to generate profits.

KPI

KPI: The 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 & Ad Set

Detailed Targeting INCLUDE people who match at least ONE of the following ⓘ

Demographics > Education > Education Level

College grad

Master's degree

Demographics > Life Events

New job

Interests > Additional Interests

facebook advertising

Job hunting

Self-employment

Interests > Business and industry

Business

Entrepreneurship

Small business

Interests > Business and industry > Online

Digital marketing

Online advertising

Social media marketing

Web design

CAMPAIGN

Campaign Name

C59904-Younyeong

Campaign Objective

Conversions

Campaign Goal

Purchases

AD SET

Ad Set Name

Japan - 24 - 30, Digital Marketing, Job hunting

Targeting

Location - Living In: Japan

More ▾

Ad Placement

Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed, Audience Network Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos and Messenger Home

Budget & Schedule

\$125.00 Lifetime | Nov 05, 2017 - Nov 09, 2017

Optimize For

Conversions

Bid

Automatic

Pay For

Impression

Less ▲

Ad Summary: Sample

3 ADS

Ad Name

ebook

- Image #

Headline

Get your free Digital Marketing Book!

Text

Considering a new career on Digital Marketing? Acquire
this comprehensive guide of the leading social media
advertising and learn from top experts!

Images



Each image will create a different ad.



Ad Images: Sample

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