Facebook Ads: Facebook Ad Images and Results

Campaign Approach

As stated in the previous challenges, Sea Farmer is a small new company still in the bootstrapping phase, and DMND is a right and audacious medium by which this company is trying to assess both, a market research to determine the project's feasibility and perhaps the means to find potential customers.

Having Sea Farmer practically no web presence, it is logic to dedicate the primary goal of this Marketing Challenge to build traffic to its web page.

The landing page provides the possibility to join the company's mailing list so, as a secondary goal, the project will also track the number of new enrolments.

Target Persona

Background and demographics	Target Persona Name	Needs
▪ Male, 30 years old ▪ just married (looking forward for first kid ▪ Computer Systems Analyst ▪ Recently received a promotion ▪ Lives in Oakville ▪ Wife works as a school teacher	Criss Garofalo	▪ Lack of time for deep research on hobby ▪ Requires an effective information source ▪ Requires recommendations on cost effective solutions for hobby.

▪ HH income $90k		
Hobbies	**Goals**	**Barriers**
▪ Salt water aquarium ▪ Travel ▪ working out	▪ Get ready for his first child ▪ Save for a new home ▪ Learn scuba diving ▪ Get in better shape ▪ Enjoy family life and friends	▪ Work can be stressful and demanding ▪ Busy tying to keep the pace with his industry ▪ Hobby can demand time and money

Photo by Pexels.com

Marketing Objective

This campaign aims to build traffic to the company's web page. Currently, the blog has no views. The plan is to run a campaign to obtain the first ones.

The *marketing objective is: To acquire the first 100 blog views by the end of December 2018.*

Time frame: 2 weeks

Budget: $100

KPI:

The KPI for this project is: the number blog views in the end of December 2018.

Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?

   25-55 marine aquarists

   Demographics = male and female from 25 to 55 years old

   Location = Southern Ontario, Canada

   Interest = Marine aquarium, Nature, outdoors,

   Behavior = (and must also match) marine aquarist

2. What Ad Copy and Ad Creatives did you use?

   Images = 3 variations (attached below)

   Text = 2 variations

   - Enriched live feed for your aquatic pets
   - Enriched, affordable and delivered

   Website URL = https://seafarmer.ca
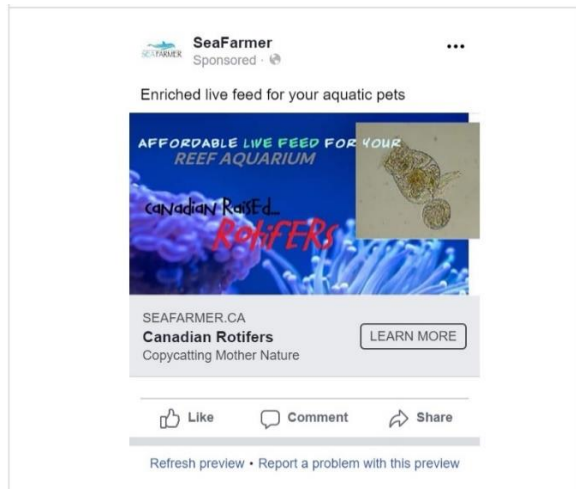
Headline = 1 variation

- Canadian Rotifers

Call to action = Learn More

3. If you made any changes, please describe them.

No changes

Ad Images:

Key Results

Campaign	Results	Reach	Cost	Amount Spent
Ad One	59	1963	10.35	100.00
Ad Two				
Ad Three				
Overall	59	1963	10.35	100.00

Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.

The campaign was successful since the main and secondary objectives were reached. The main objective was to obtain the first 100 views at the project's webpage by the end of December and the total number of views was 175 with 77 visitors (screen snapshot attached at the end of the appendix).
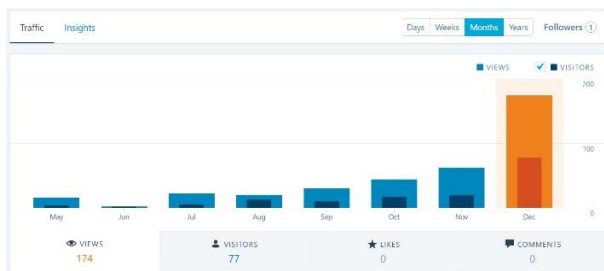
The sencondary objective was to test the possibility of using the same media to enrol potential (future) clients. I planned to do this by adding an enrolment option in the homepage. At the end of the trial, nine people registered.

a.   Which ad performed best?

The fist ad accounts for the total of engagement

b.   Was your campaign ROI positive? Please use this equation to calculate ROI:

($150*# of leads)/cost=ROI for Corporate Training

($150*9)/100 = ROI = 13.5

Note: potentially, each lead should become a recurring customer, providing around $40 per month.

Campaign Evaluation: Recommendations

1 – According to Facebook, ads would have performed better if I had included less words in the creatives.

2 – It became notorious that a better web presentation, including proving technical information, helpful tips and a more compelling story could provide much better results.

3 – Technical improvements should include a better mailing list management, and maybe a shopping chart.

Appendix
Screenshots for
Reference

Performance | Demographics | Placement

59 Results: Link Clicks

1,963 People Reached

$100.00 Amount Spent

Custom

59 **Results: Link Clicks** $1.69 **Cost per Result**   0.61% Result Rate

Nov 18 — Nov 25 — Dec 2 — Dec 9 — Dec 16 — Dec 23

20 / 10 / 0

$4.00 / $2.00 / $0.00

Performance | Demographics | Placement

59 **Results: Link Clicks**   1,963 **Reach**

Age

All Women
15% (9)
28% (546)
$2.59 Cost per Result

13-17
18-24
25-34
35-44
45-54
55-64
65+

All Men
81% (48)
70% (1,374)
$1.56 Cost per Result

Performance | Demographics | **Placement**

1,963 **Reach**   59 **Results: Link Clicks** $100.00 Amount Spent

2K / 1.5K / 1K / 500 / 0

40 / 30 / 20 / 10 / 0

Audience Network   Facebook   Instagram   Messenger

* You may see low delivery of ads to the Facebook Stories placement until it's available to everyone who uses Facebook Stories. A more accurate metric is cost per result.

See Where Your Ads Appeared NEW

Create | Duplicate ▾ | Edit ▾ | More ▾ | Rules ▾ | View Setup ⬤ | Columns: Performance ▾ | Breakdown ▾ | Reports ▾

Ad Set Name	▾	⚠	Delivery ▲	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions
25-55 marine aquarist ontario			● Recently Completed	Lowest cost Link Clicks	$100.00 Lifetime	—	59 Link Clicks	1,963	9,665
▸ Results from 1 ad set ⓘ						—	59 Link Clicks	1,963 People	9,665 Total

Duplicate ▾ | Edit ▾ | More ▾ | Rules ▾ | View Setup ⬤ | Columns: Engagement ▾ | Breakdown ▾ | Reports ▾

Ad Set Name	▾	⚠	Delivery ▲	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
25-55 marine aquarist ontario			● Recently Completed	34	—	3	59	—	$1.69
▸ Results from 1 ad set ⓘ				34 Total	— Total	3 Total	59 Total	— Total	$1.69 Per Action

Create | Duplicate ▾ | Edit ▾ | More ▾ | Rules ▾ | View Setup ⬤ | Columns: Delivery ▾ | Breakdown ▾ | Reports

Ad Set Name	▾	⚠	Delivery ▲	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
25-55 marine aquarist ontario			● Recently Completed	1,963	4.92	$50.94	9,665	$10.35
▸ Results from 1 ad set ⓘ				1,963 People	4.92 Per Person	$50.94 Per 1,000 People...	9,665 Total	$10.35 Per 1,000 Impres...

Traffic | Insights

Days | Weeks | **Months** | Years | Followers ①

■ VIEWS | ☑ ■ VISITORS

May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

👁 VIEWS	👤 VISITORS	★ LIKES	💬 COMMENTS
174	77	0	0