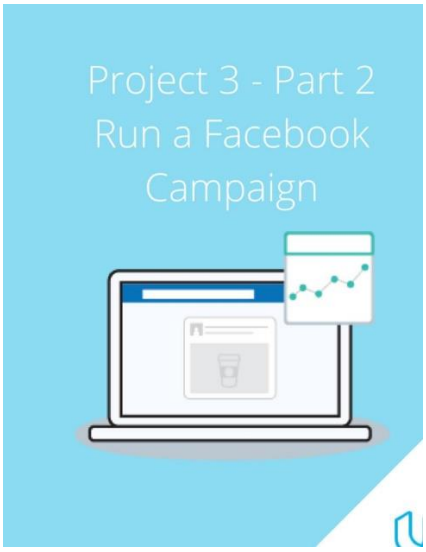


Marketing Challenge #3 Part 2:

Canadian Rotifers (Sea Farmer)

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

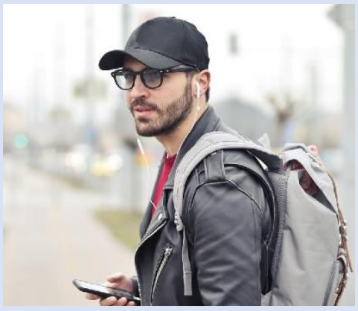
Background and demographics	Target Persona Name	Needs
▪ Male, 30 years old ▪ just married (looking forward for first kid ▪ Computer Systems Analyst ▪ Recently received a promotion ▪ Lives in Oakville ▪ Wife works as a school teacher ▪ HH income $90k	Criss Garofalo 	▪ Lack of time for deep research on hobby ▪ Requires an effective information source ▪ Requires recommendations on cost effective solutions for hobby.
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

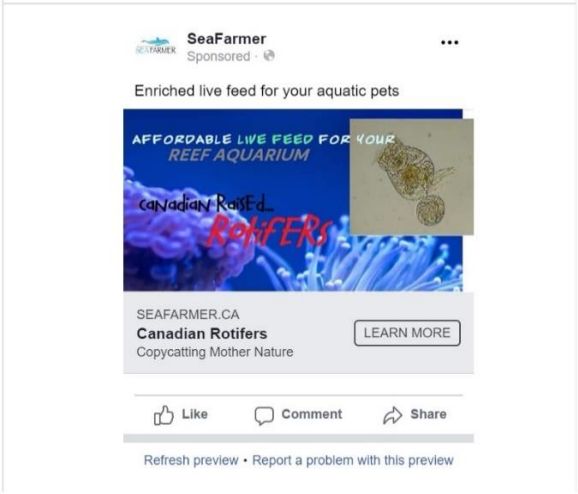
   - Canadian Rotifers

   Call to action = Learn More

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

   No changes

Ad Images:



SeaFarmer
Sponsored ·

Enriched live feed for your aquatic pets

SEAFARMER.CA
Canadian Rotifers
Copycatting Mother Nature
LEARN MORE

Like Comment Share

Refresh preview • Report a problem with this preview

SeaFarmer
Sponsored ·

Enriched live feed for your aquatic pets

SEAFARMER.CA
Canadian Rotifers
Copycatting Mother Nature
LEARN MORE

Key Results

Campaign	Results	Reach	Cost	Amount Spent
Ad One	59	1963	1.69	100.00
Ad Two				
Ad Three				
Overall	59	1963	10.35	100.00

: Required: This should be the cost per result, which was $1.69. May I know where you got this figure from? I can't seem to find it in your screenshots.

: I corrected the table. Error was due to a confusion about the cost concept used.

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

: Required: May I know where you got this figure of 9 leads? Your calculation is correct though.

I considered as leads only the persons who actually enrolled my mailing list (total of 9 persons). Sorry I can't provide a screenshot of it.

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.

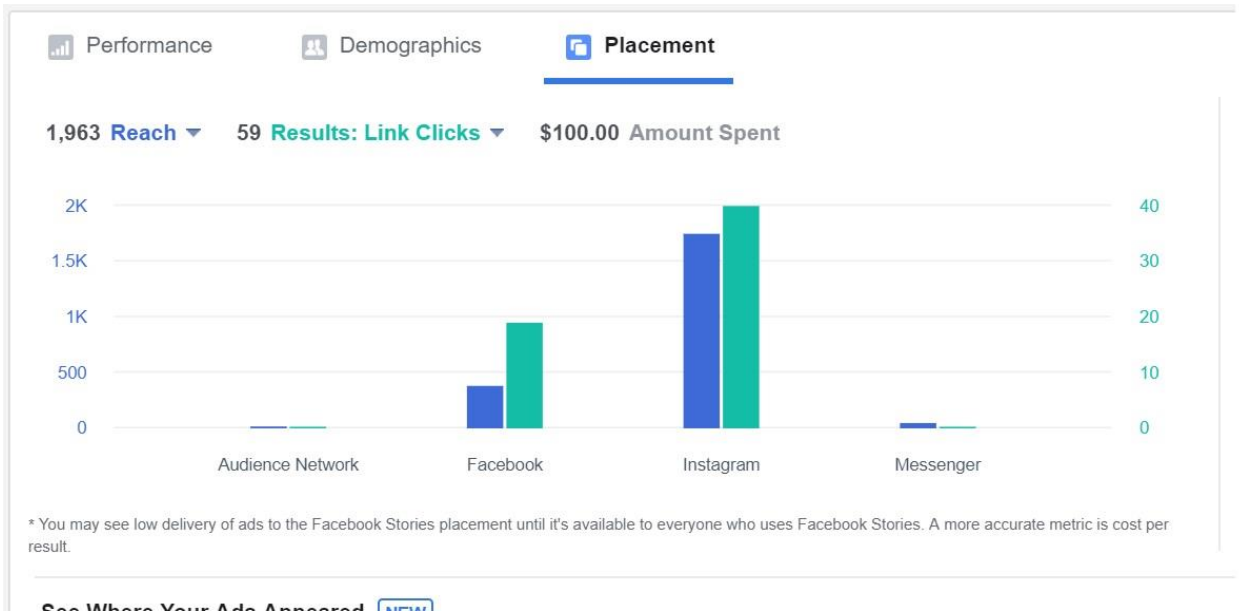
3 – Technical improvements should include a better mailing list management, and maybe a shopping chart.

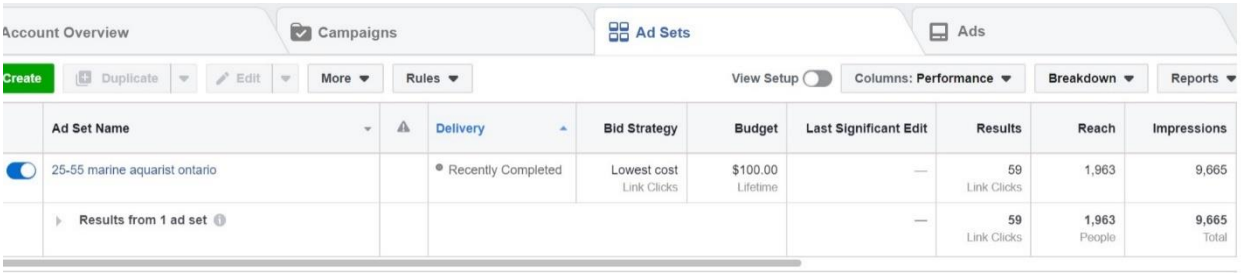
: Suggestion: Think about how we can conduct A/B testing with the different ad elements. Facebook has an in-built A/B testing option where you are able to test 'creative, delivery optimization, audience, and placement' as variables. For more information on A/B testing, you can refer to this resource: https://www.fac ebook.com/business/help/290009911394576 We can also consider expanding our target audience by creating facebook lookalike audiences. Lookalike audiences allow us to target people who are similar to our target audience while ensuring relevancy. For more information about lookalike audiences in facebook, you may refer here: https://www.facebook.com/business/help/164749007013531

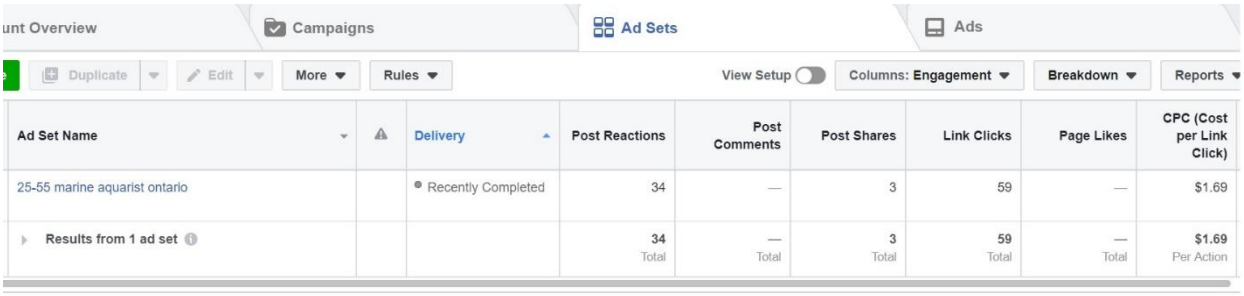
Thank you very much for the advice. I am planning to run another Facebook ad once I finish to improve my website and mailing list.

Appendix

Screenshots for Reference


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.


Account Overview
Campaigns
Ad Sets
Ads
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


Campaigns
Ad Sets
Ads
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Edit
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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
3
Total
59
Total
$1.69
Per Action

Account Overview | Campaigns | Ad Sets | Ads

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...