Project 3 - Part 1 Create a Facebook Campaign

Campaign Approach

I have select to promote the DMND.

The campaign name is GeoChaOct-18 and the AdSet name is: Udacity 4 Greek 30-50.

The demografics which I have used is People who are living in Greece, Age between 30-50 both male and female and people which have a uniersity degree or an associate degree.

In interests section I have put: College Education, SEO, Internet Advertising, Email Marketing, Social Media Marketing, Digital Marketing, E-books.

The headline was: An Introduction to Digital Marketing. E-book by Udacity

The copy was: Online Education in Digital Marketing.

I have created three advertisements with a different image for each one.

Target Persona

Background and Demographics	Target Persona Name	Needs
- Male 42 YEARS OLD. - MARRIED, 1 KID (7 YEARS OLD) - Bsc(Hons) in Computer Science from university of Sheffield. - Lost his job after 20 years and currently working a contractor. - Lives in Thessaloniki. - HUSBAND DOES NOT WORK - ANNUAL INCOME 12000 EUROS	**MENELAOS**	- Find a permanent job - Change job industry by getting online learning courses in order to get the knowledge and the credentials which are required for such a transition. - Find a job where he can feel and be more creative. - Have the change to work remotely from home.

Hobbies	Goals	Barriers
- Yoga - Reading Books - Attend workshops and events about personal development	- Find a permanent Job in new industry. - Combine IT technical knowledge and experience which already has with Digital Marketing in order to be more competitive in Job Market - Express Creativity through Digital Marketing	- Time because of Family Duties - Money because of low income

DIGITAL MARKETING
NANODEGREE PROGRAM

Marketing Objective

My campaign approach is Greek People which are unemployed or want to make a career change because of the economic crisis in Greece to download the e-book.

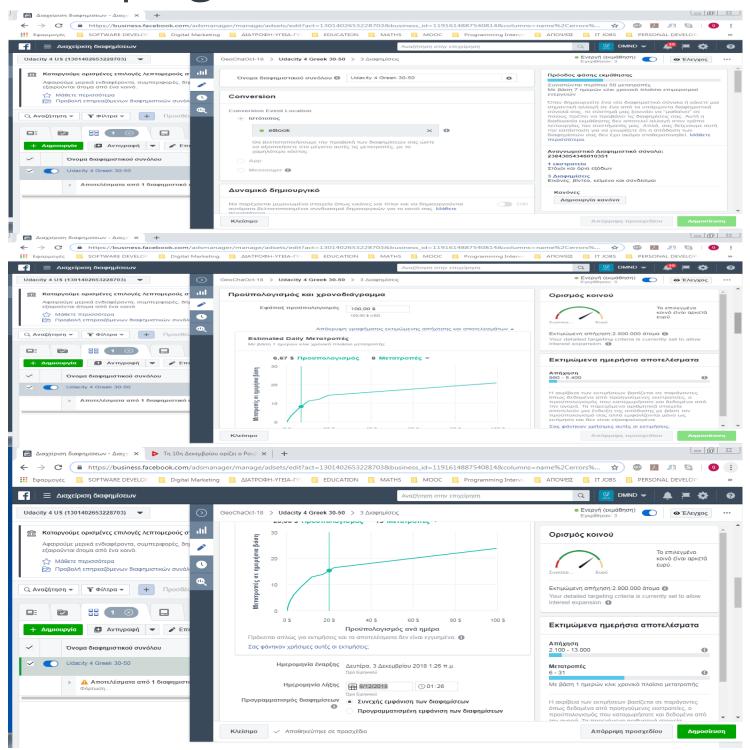I am waiting 25 people to download the e-book in period of 5 days with a budget 100$ lifetime.

KPI

What primary KPI did you track in your campaign and why?
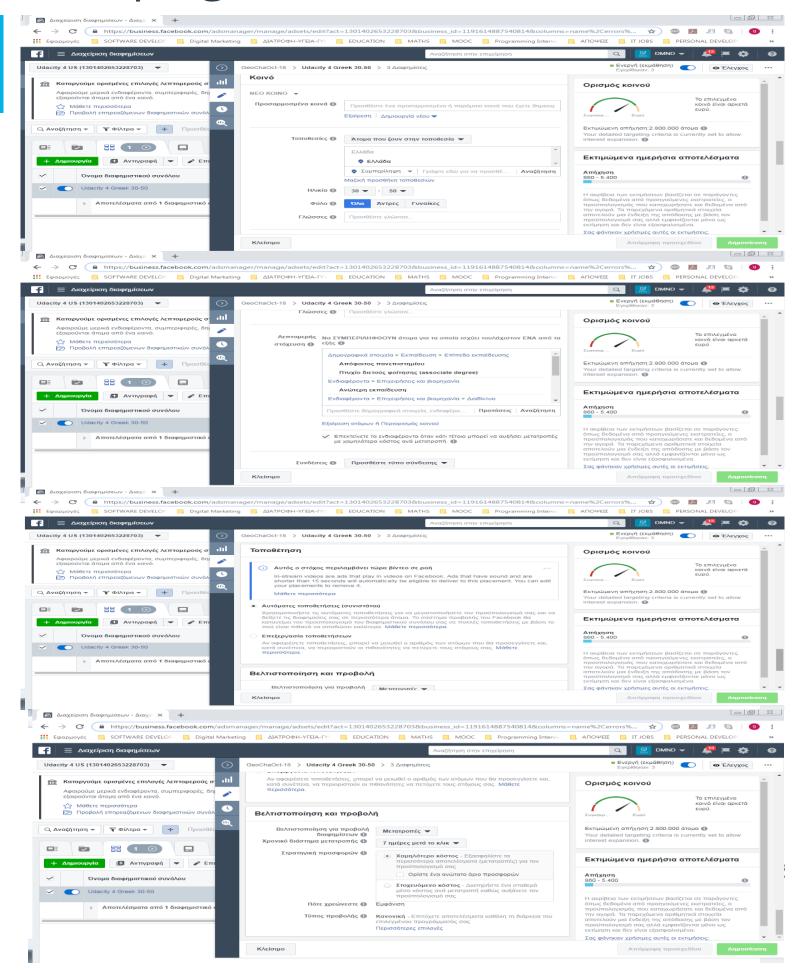
The primary KPI is e-book downloads.

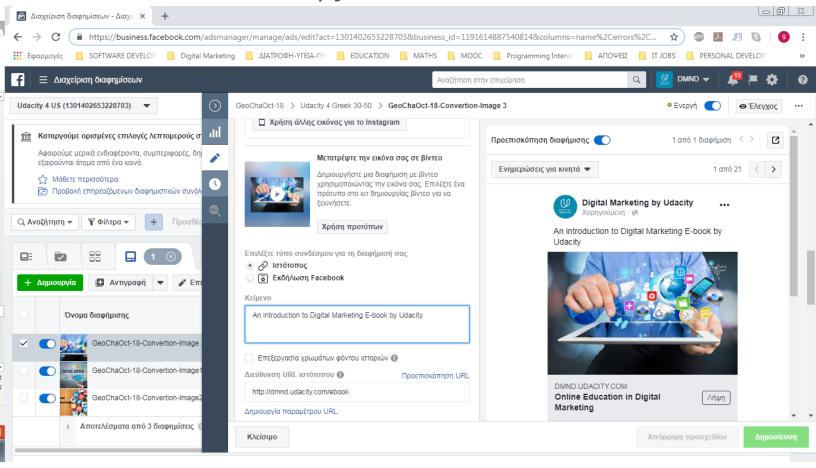# Campaign & Ad Set ScreenShot

$100.00 Lifetime

Campaign & Ad Set ScreenShot

Ad Summary: Sample

Ad Copy and Ad Creatives

Ad Images