Project 3 - Part 2
Run 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 Summary

Campaign Summary

Campaingn target people from Greece which are unmployment or want to change job sector because of the economic crisis.

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.

Ad Images

Digital Marketing by Udacity
Χορηγούμενη
An introduction to Digital Marketing E-book by Udacity
DMND.UDACITY.COM
Online Education in Digital Marketing
Λήψη

Digital Marketing by Udacity
Χορηγούμενη
An introduction to Digital Marketing E-book by Udacity
SOCIAL MEDIA
DMND.UDACITY.COM
Online Education in Digital Marketing
Λήψη
Μου αρέσει!
Σχολιάστε
Κοινοποίηση

Digital Marketing by Udacity
Χορηγούμενη
An introduction to Digital Marketing E-book by Udacity
Digital Marketing
DMND.UDACITY.COM
Online Education in Digital Marketing
Λήψη
5

Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
Ad One	23	3.640	0,50$	11,62$
Ad Two	28	5.108	0,61$	**17,08$**
Ad Three	1	387	1,46$	**1,46$**
Overall	53	8.202	0,59$	31,53$

Campaign Evaluation

1. According to the objective which I had set and it was 25 e-book downloads in period of 5 days the campaign has succeed
    a. The second ad perfomed better with total of 23 e-book downloads.
    b. The campaign ROI was positive because for each dollar has a revenue of 7,95 dollars according to the formula which has been provided for the DMND

Campaign Evaluation: Recommendations

My campaign overal was succesful according to the marketing objective isn short period of time.

Although always improvements can be done and some of them are the following:

Change the picture in the third advertisement.

Experiment with different copy lengths by trying to say a small story-story telling.

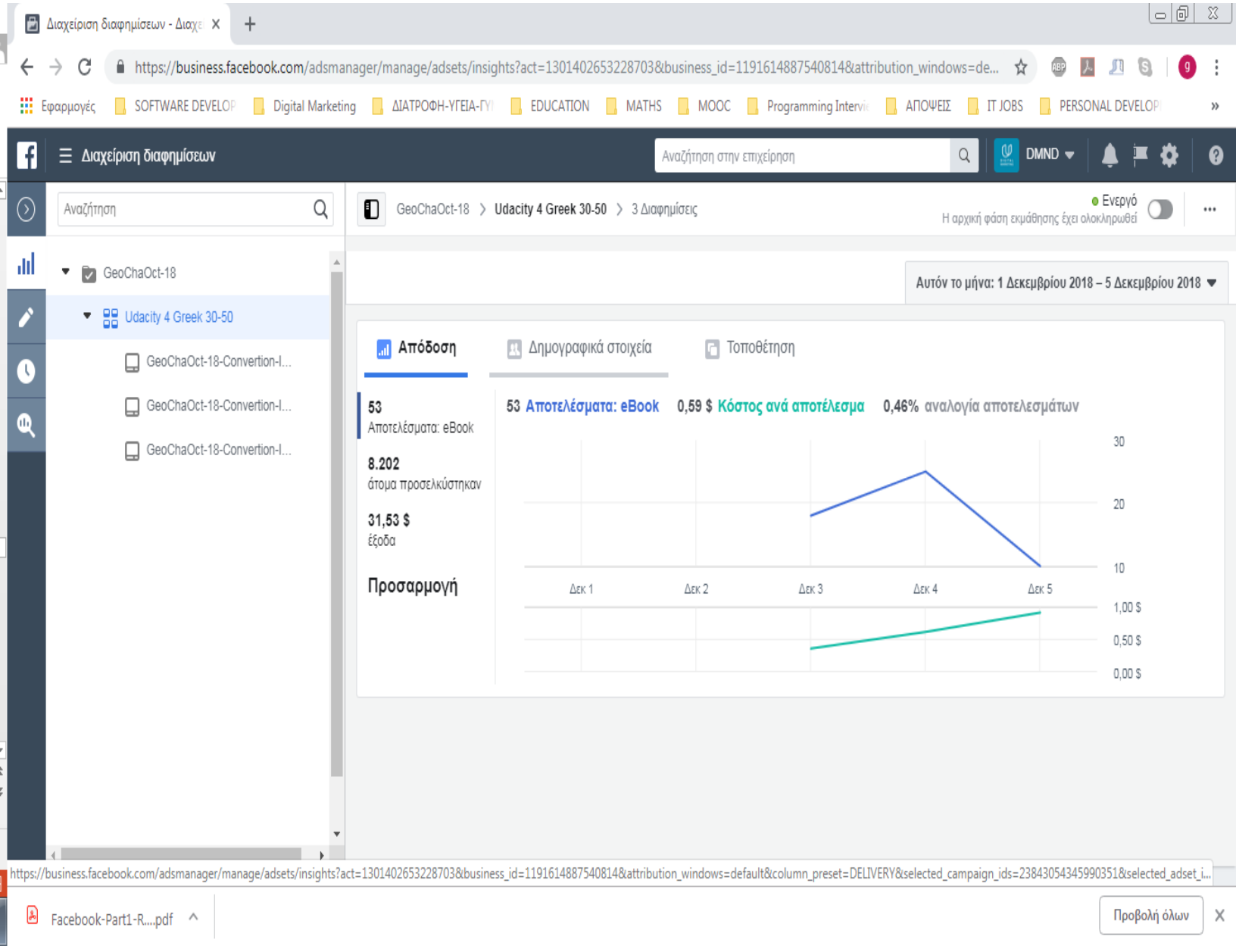
I would create different ad copy for each advertisment.

I would had the campaign to run for longer period.

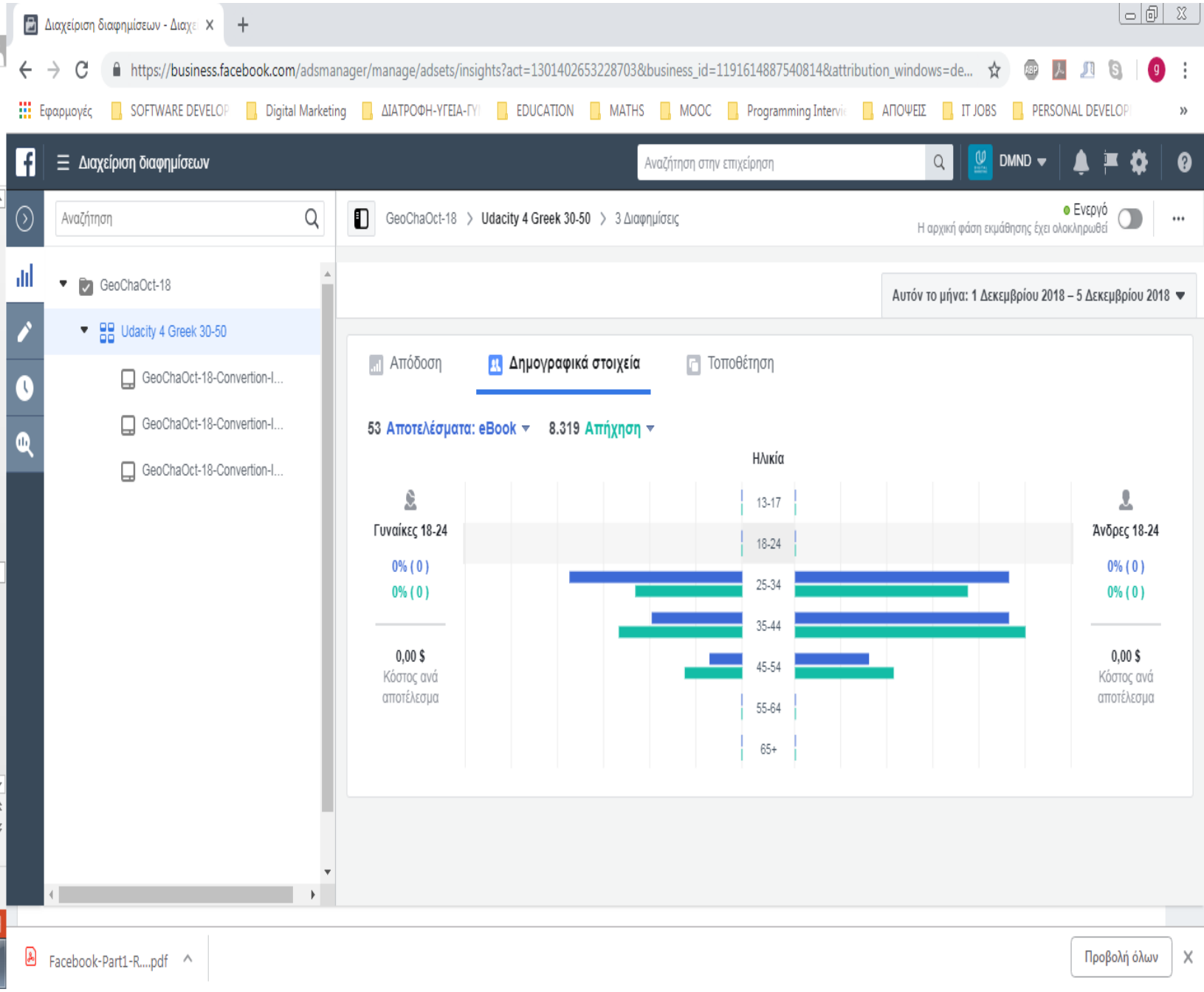
Appendix

Screenshots for Reference

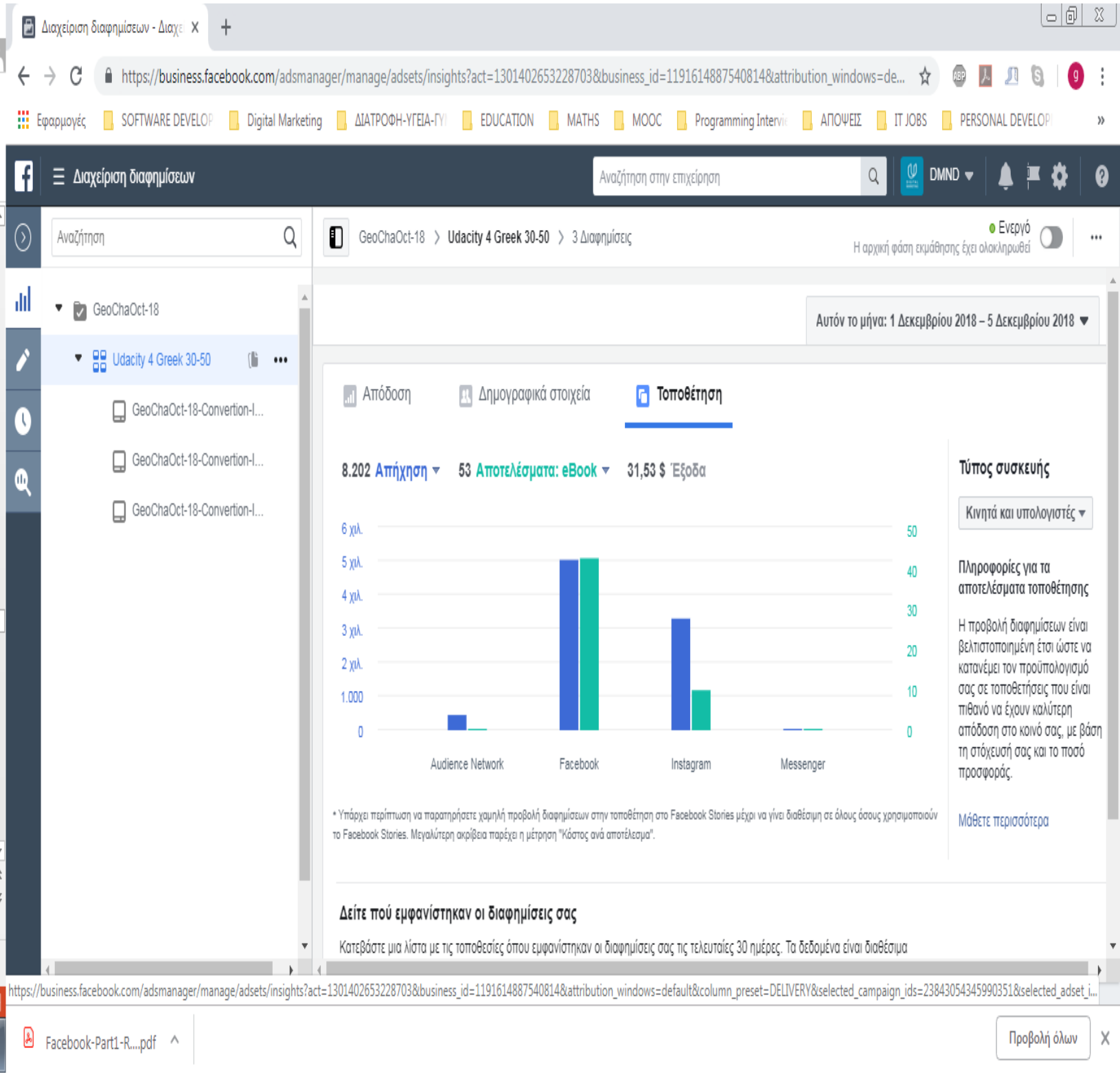
Campaign Results: Performance



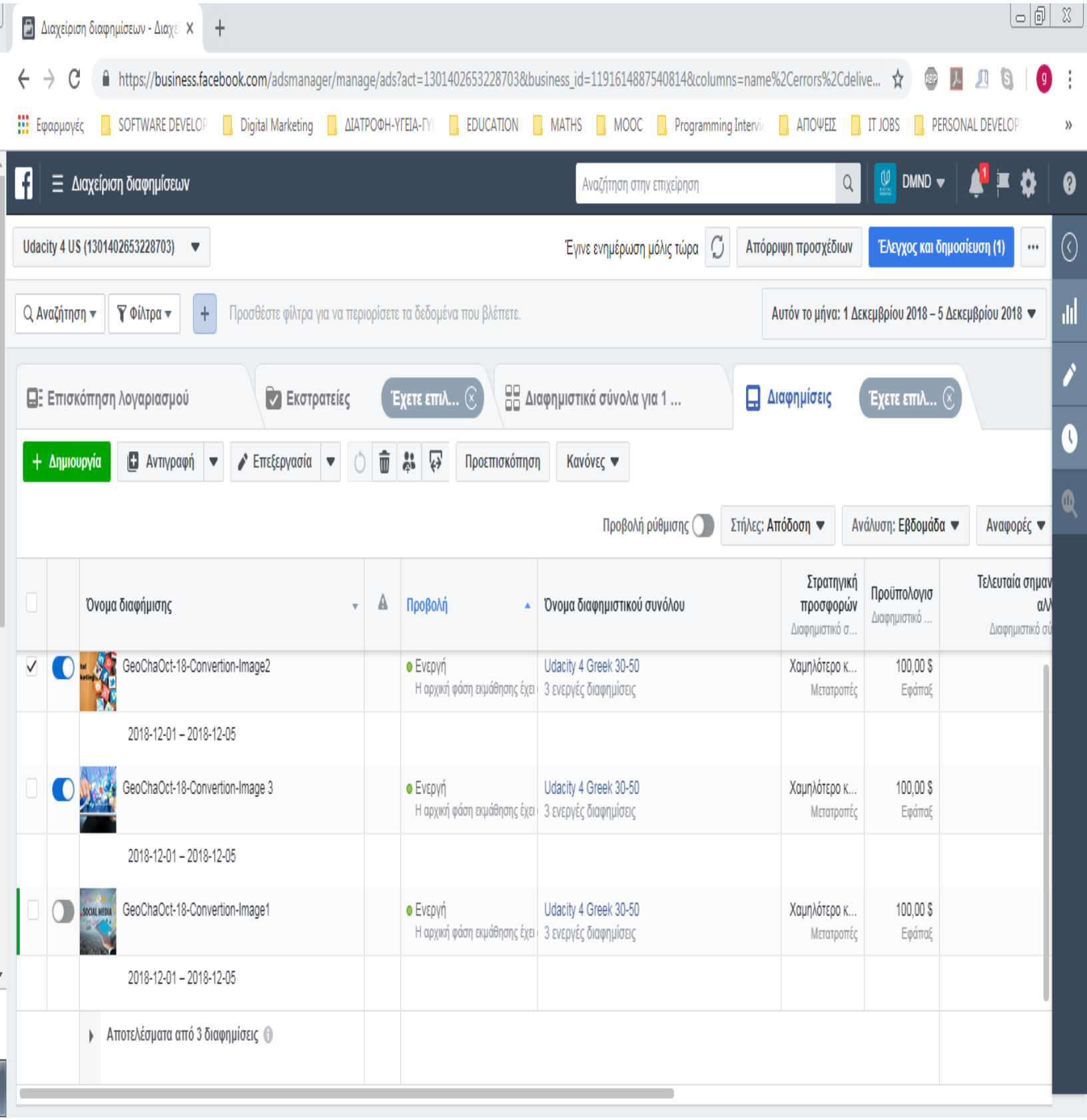
Campaign Results: Demographics



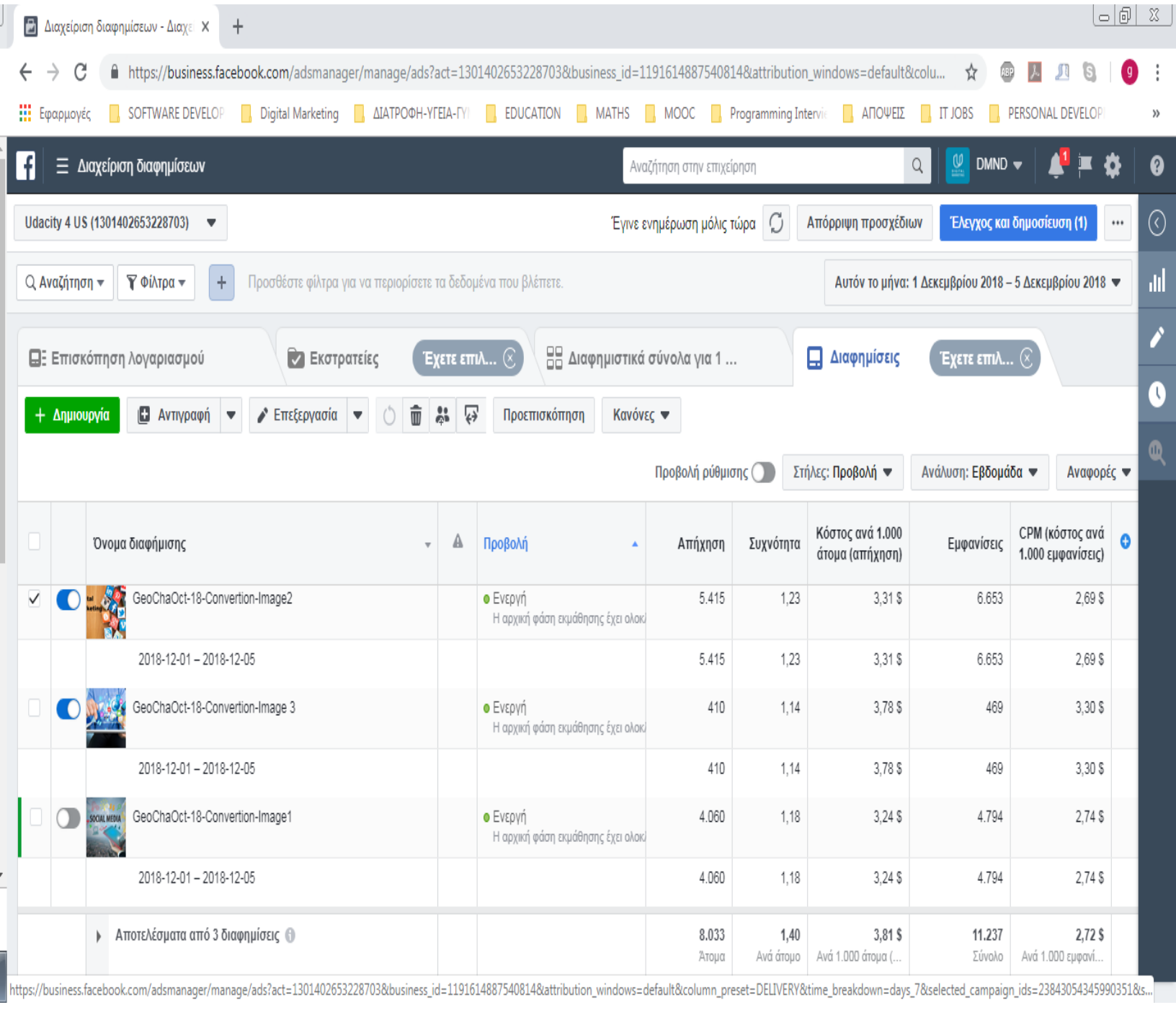
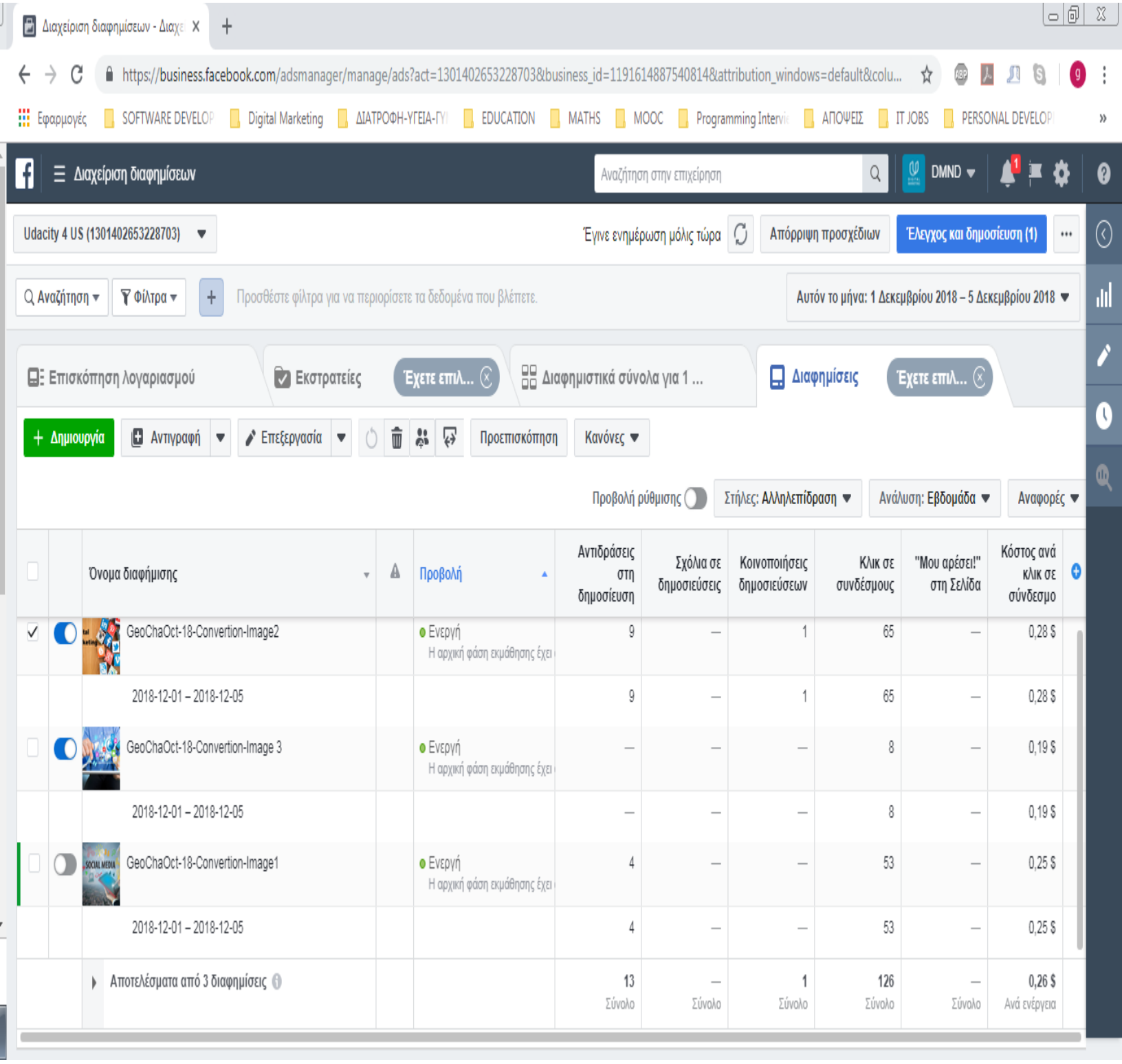
Campaign Results: Placement



Ad Set Data: Performance



Ad Set Data: Delivery



Ad Set Data: Engagement