

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 demographics which I have used is People who are living in Greece, Age between 30-50 both male and female and people which have a university 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
<ul style="list-style-type: none"> ➤ 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	<ul style="list-style-type: none"> ➤ 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
<ul style="list-style-type: none"> ➤ Yoga ➤ Reading Books ➤ Attend workshops and events about personal development 	<ul style="list-style-type: none"> ➤ 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 	<ul style="list-style-type: none"> ➤ Time because of Family Duties ➤ Money because of low income

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

The image displays three sequential screenshots of the Facebook Ads Manager interface, illustrating the setup of a campaign and ad set.

Top Screenshot: Campaign Overview

- Udacity 4 US (1301402653228703)**
- GeoChaOct-18 > Udacity 4 Greek 30-50 > 3 Διαφημίσεις**
- Conversion** section: Conversion Event Location is set to **Εισαγωγή** (eBook).
- Δυναμικό δημιουργικό** (Creative Potential) section: A note indicates that the creative is not yet approved.
- Πρόσδος φάσης εκμάθησης** (Learning Phase Progress): Shows progress towards 50 conversions.
- Αναγνωριστικό Διαφημιστικό σύνολο** (Ad Set ID): 23843054346010351.
- Κανόνες** (Rules): **Δημιουργία κανόνα** (Create rule) button.

Middle Screenshot: Budget and Schedule

- Προϋπολογισμός και χρονοδιάγραμμα** (Budget and Schedule) section.
- Ετήσιος προϋπολογισμός** (Annual budget): 100.00 \$.
- Εκτιμώμενη ημερήσια απήχηση** (Estimated daily reach): 2.800.000 άτομα.
- Εκτιμώμενα ημερήσια αποτελέσματα** (Estimated daily results): **Απήχηση** (Reach) 800 - 5.400.
- Ορισμός κοινού** (Audience definition) section: **Εκτιμώμενη απήχηση** (Estimated reach) 2.800.000 άτομα.

Bottom Screenshot: Ad Set Details

- Udacity 4 US (1301402653228703)**
- GeoChaOct-18 > Udacity 4 Greek 30-50 > 3 Διαφημίσεις**
- Προϋπολογισμός και χρονοδιάγραμμα** (Budget and Schedule) section: **Ετήσιος προϋπολογισμός** (Annual budget) 100.00 \$.
- Εκτιμώμενη ημερήσια απήχηση** (Estimated daily reach): 2.800.000 άτομα.
- Εκτιμώμενα ημερήσια αποτελέσματα** (Estimated daily results): **Απήχηση** (Reach) 2.100 - 13.000.
- Ορισμός κοινού** (Audience definition) section: **Εκτιμώμενη απήχηση** (Estimated reach) 2.800.000 άτομα.
- Προγραμματισμός διαφημίσεων** (Ad scheduling): **Συνεχής εμφάνιση των διαφημίσεων** (Continuous ad display).

\$100.00 Lifetime

Campaign & Ad Set ScreenShot

The image displays five sequential screenshots of the Facebook Ads Manager interface, specifically the 'Ad Set' configuration page for a campaign named 'Udacity 4 US' (ID: 1301402653228703). The interface is in Greek and shows the 'Ad Set' configuration for a campaign named 'Udacity 4 US' (ID: 1301402653228703).

The screenshots show the following steps in the configuration process:

- Common:** The 'Ad Set Name' is 'Udacity 4 Greek 30-50'. The 'Location' is 'Ελλάδα' (Greece). The 'Age' range is '30 - 50'. The 'Gender' is 'Both' (Οι δύο). The 'Language' is 'Ελληνικά' (Greek).
- Targeting:** The 'Audience' is 'All people who live in this location' (Όλοι οι άνθρωποι που ζουν σε αυτήν την τοποθεσία). The 'Interests' are 'Εκπαίδευση' (Education) and 'Επίπεδο εκπαίδευσης' (Education level). The 'Education level' is 'Πτυχίο διετούς φοίτησης (associate degree)' (Two-year associate degree). The 'Education level' is 'Ανώτερη εκπαίδευση' (Higher education). The 'Education level' is 'Ανώτερη εκπαίδευση' (Higher education).
- Placements:** The 'Placements' are 'In-stream videos' (In-stream videos). The 'Placements' are 'In-stream videos' (In-stream videos).
- Optimization and Delivery:** The 'Optimization' is 'Conversion' (Conversion). The 'Delivery' is 'Automatic' (Automatic).

The right sidebar shows the 'Estimate Results' (Εκτιμώμενα ημερησία αποτελέσματα) for the ad set, indicating an estimated reach of 2,800,000 people and a daily budget of 960 - 5,400.

Ad Summary: Sample

Ad Copy and Ad Creatives

The screenshot displays the Facebook Ads Manager interface for a campaign named "Udacity 4 US (1301402653228703)". The campaign is currently in the "Draft" stage. The ad is a video ad titled "GeoChaOct-18-Conversion-Image 3". The ad copy includes the text "Μετατρέψτε την εικόνα σας σε βίντεο" (Convert your image into a video) and "Δημιουργήστε μια διαφήμιση με βίντεο χρησιμοποιώντας την εικόνα σας. Επιλέξτε ένα πρότυπο στο kit δημιουργίας βίντεο για να ξεκινήσετε." (Create a video ad using your image. Choose a template in the video creation kit to get started).

The ad is set to be displayed on mobile devices. The ad creative is a video showing a person holding a tablet displaying a digital marketing interface. The ad is titled "Digital Marketing by Udacity" and "An introduction to Digital Marketing E-book by Udacity". The ad is linked to the URL "http://dmnd.udacity.com/ebook".

The interface also shows a list of ad creatives on the left, including "GeoChaOct-18-Conversion-Image 3", "GeoChaOct-18-Conversion-Image 1", and "GeoChaOct-18-Conversion-Image 2". The bottom right corner features a "Κλείσιμο" (Close) button and a "Δημοσίευση" (Publish) button.

Ad Images

