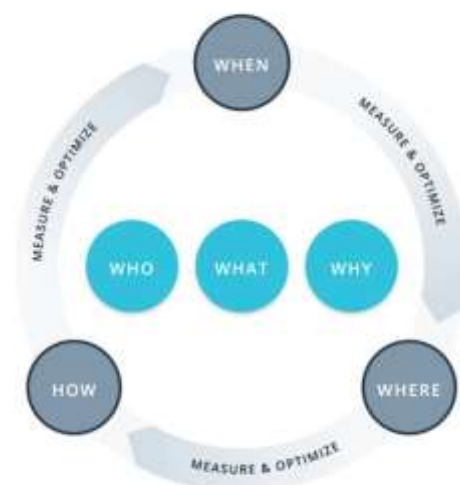
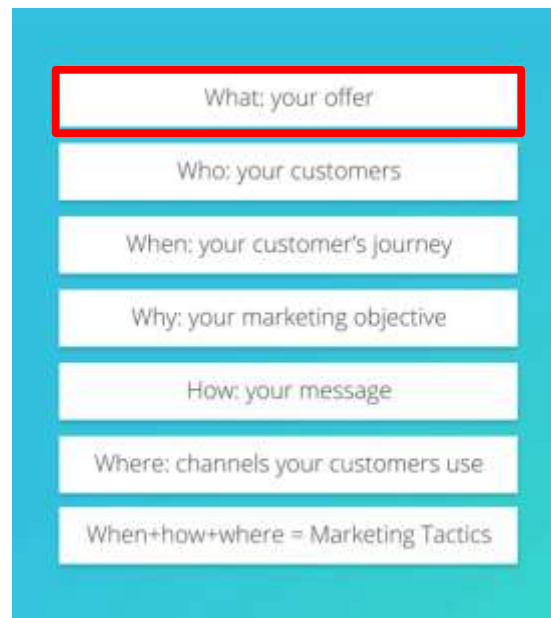


Project 8 Portfolio





Option 1:

Digital Marketing Nanodegree Program

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

Budget: \$50,000

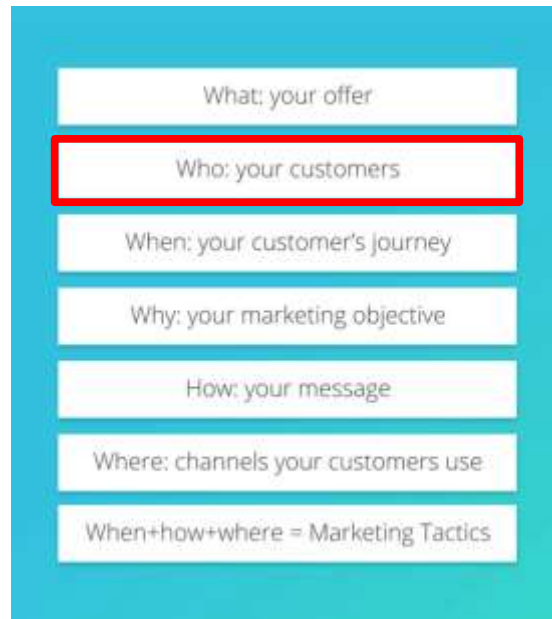
Profit: For the purpose of this assignment, the cost of the Nanodegree is \$999, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money.

Marketing Objective

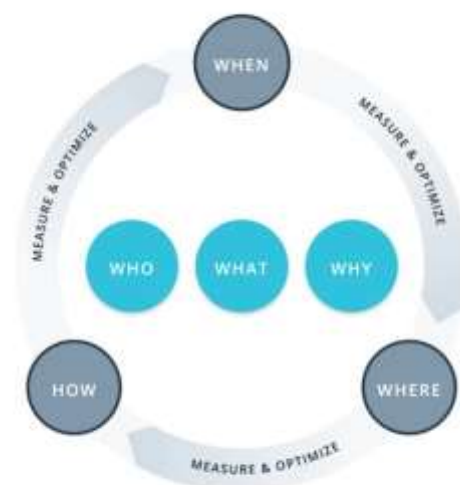
The marketing objective is to increase sales for DMND.

The primary PKI is in 1 month to get 150 new students to Register in the DMND program.

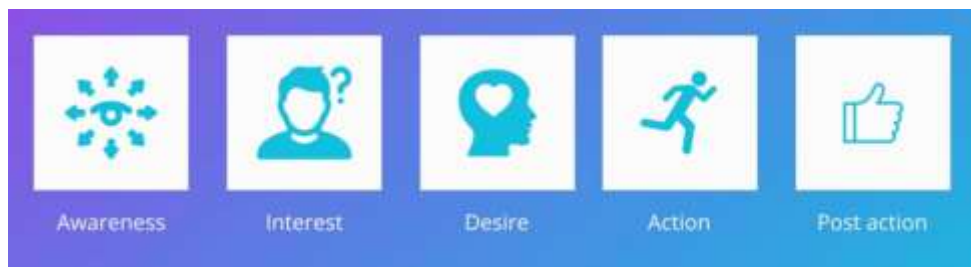


Target Persona

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



Phases of the Customer Journey



When+How+Where = Marketing Tactics`

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> -Digital Marketing Online Education delivered by experts in the field and in cooperation with industry leaders. -Acquire knowledge in digital marketing and find a job in this hot field. 	<ul style="list-style-type: none"> -Get real world knowledge by doing real world projects in cooperation with the biggest companies on the field 	<ul style="list-style-type: none"> -Get 10% present discount by registering to DMDN until the end of month 	<ul style="list-style-type: none"> -Thank you for registering to DMND. -You will acquire real world knowledge -Follow us on Facebook 	<ul style="list-style-type: none"> -News about DMND -Information about new Nanodegrees
Channel	<ul style="list-style-type: none"> - content marketing -blog post with simple text for the web site and a blog post with text and image for social media platforms - Informative landing page -Social Media (Facebook, LinkedIn, Quora) -Display and Video Ad -Google Ad 	<ul style="list-style-type: none"> -E-book download -Search - Facebook Advertising -Re-targeted display and video ads -Re target Google Ad 	<ul style="list-style-type: none"> -CRM -Email. -Post in Organic Social Media - Retargeting Display and Video Advertising 	<ul style="list-style-type: none"> -Email -Organic Social Media 	<ul style="list-style-type: none"> -Email -Organic Social Media

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	4000	\$1.25	3200	0.05%	2
AdWords Search	3000	\$1.40	2143	0.05%	1
Display	1000	\$5.00	200	0.05%	0
Video	1000	\$3.50	286	0.05%	0
Total Spend	9000	Total # Visitors	5829	Number of new Students	3

Interest: Budget

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	6000	\$0.50	12000	0.1%	12
AdWords Search	3000	\$1.50	2000	0.1%	2
Display	1000	\$3.00	333	0.1%	0
Video	1000	\$2.75	364	0.1%	0
Total Spend	11000	Total # Visitors	14697	Number of new Students	14

Desire: Budget Allocation

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	15000	\$0.30	50000	0.3%	150
AdWords Search	7000	\$1.50	4667	0.3%	14
Display	3000	\$3.00	1000	0.3%	3
Video	5000	\$2.75	1818	0.3%	5
Total Spend	25000	Total # Visitors	21455	Number of new Students	172

ROI: Budget Allocation

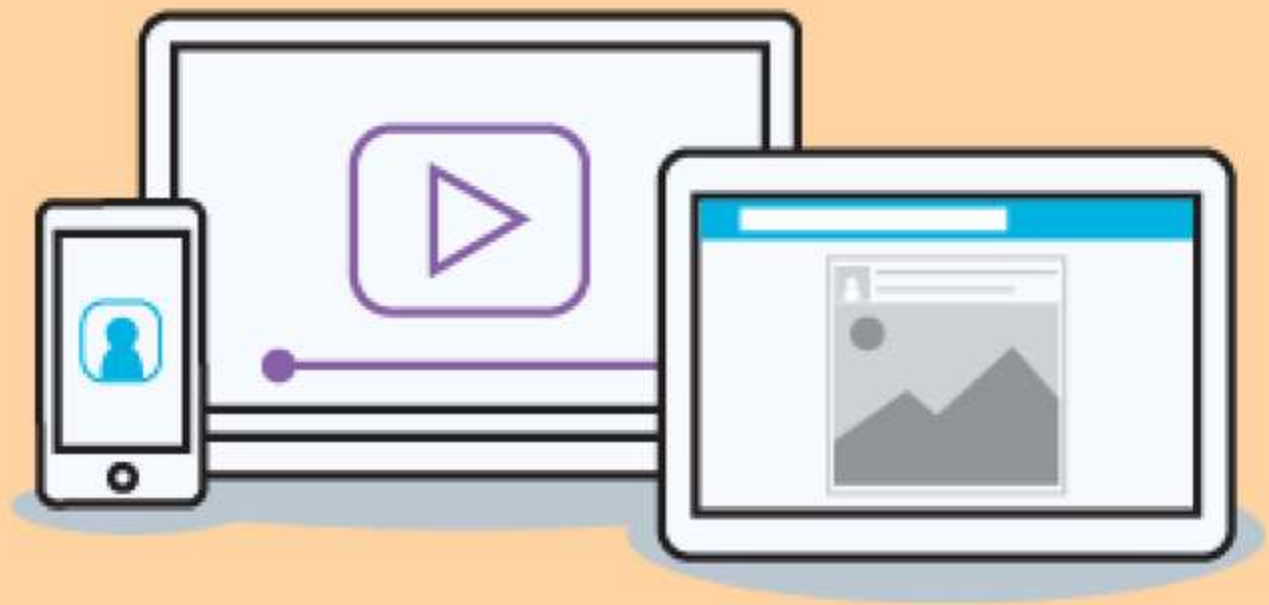
Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	9000	5829	3	\$299	871	-8129
Interest	11000	14697	14	\$299	4186	-6814
Desire	30000	57485	172	\$299	51564	21564
Total	50000	78011	189		56621	6621

Additional Channels or Recommendations:

Two Additional Channels should be used. The first is LinkedIn and the second is Quora.

Project 2

Market your Content



Blog Post

Economic crisis in Greece and the continuous austerity which has been imposed through memorandum has increased dramatically the unemployment rate especially in young people 18-24 year old and middle age people 35-45 years old. Both groups are considered to be in most creative and productive period of their life.

Unemployed people in Greece they are looking despaired to find a solution to the problem of unemployment that they face by their own. Greek social structures they don't offer some substantial help to unemployment problem. Also some job sectors have been complete "paralyzed". One such example is the construction sector and unemployment rates are going to decrease to normal levels in 8-10 years according to studies which has been done.

One solution could be immigration to other countries in order Greek people to find a job but Greek and the notion of Greek Family makes immigration emotionally very difficult. Retraining people to hot jobs fields like Digital and Social Media Marketing could be a solution to the problem of unemployment. Although that people from both groups they want to get new knowledge and skills they can't afford the expenses of a master degree and banks they don't give loans anymore. In Addition the middle age group they don't want to spend a whole year for education. They want to get some training as faster can be in order to get a new job.

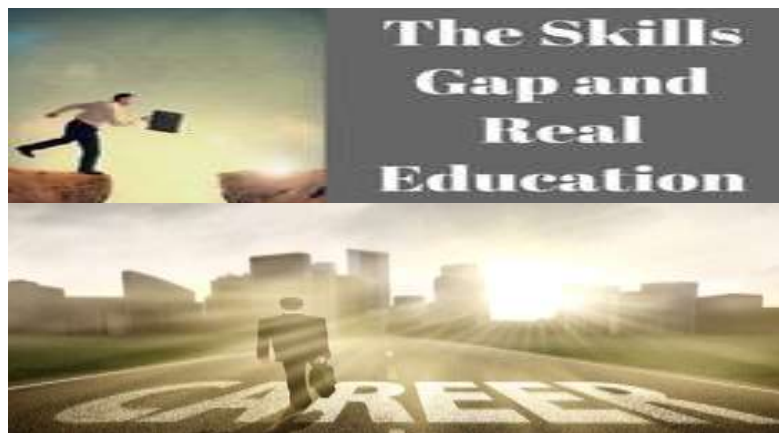
On the other hand the last few years companies they want real knowledge and not just a paper without knowledge. In addition most of the companies they ask for job experience even for entry level and junior positions. This is a fact that unemployed people they know it and they wonder if it is deserve to put money and effort for new training.

Digital and Social Media Marketing is a hot topic and offers a lot of job opportunities even in Greece and much more worldwide. Also there are a lot of jobs which are remote and people they don't have leave the country in order to work something which is a perfect for the Greek culture. And from the financial perspective salaries in Digital Marketing are good.

The Udacity Digital Marketing Nano degree offers a 360 approach to Digital and Social Marketing. The main difference with other degrees, seminars and MOOCs is that except from the theoretical approach offers a very practical approach by following the learning by doing approach. Practically this means that someone who has done this degree has to complete 11 real world projects which then can added to his CV and with this way can overcome the work experience barrier. Another big advantage is mentoring and that this program has been designed and delivered by experts in the field with cooperation with the biggest companies in the field like hub spot Google, Facebook, hoot suite etc. The cost of the program is affordable and the time that is required to complete someone the degree is also very reasonable, between 3-5 months.

Blog Post

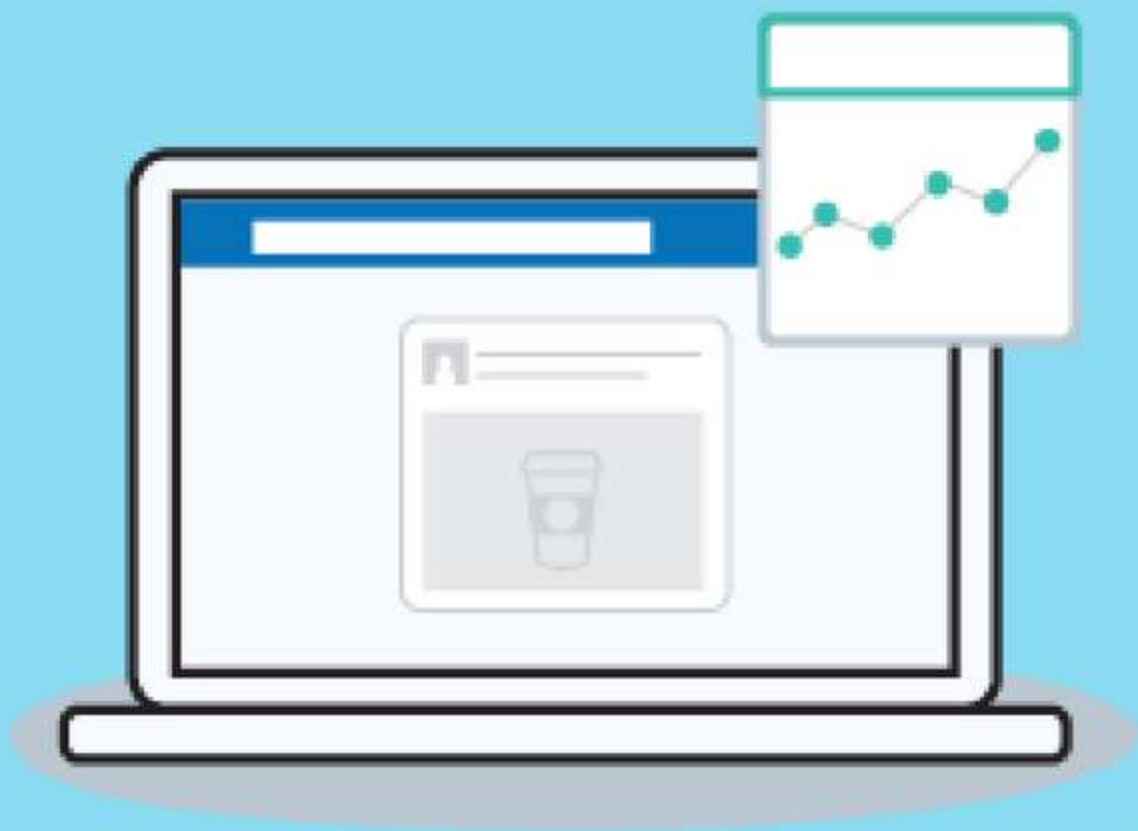
Resolving the problem of Unemployment or the desire to change job sector by retraining your self to the hot topic of Digital and Social Media Marketing by taking the Udacity Nanodegree Program which run with the cooperation of the biggest companies in the field.



Reference: <http://bfranklin.edu/the-skills-gap-and-real-education/>

Project 3 - Part 2

Run a Facebook Campaign



Campaign Summary

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

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

Ad Images

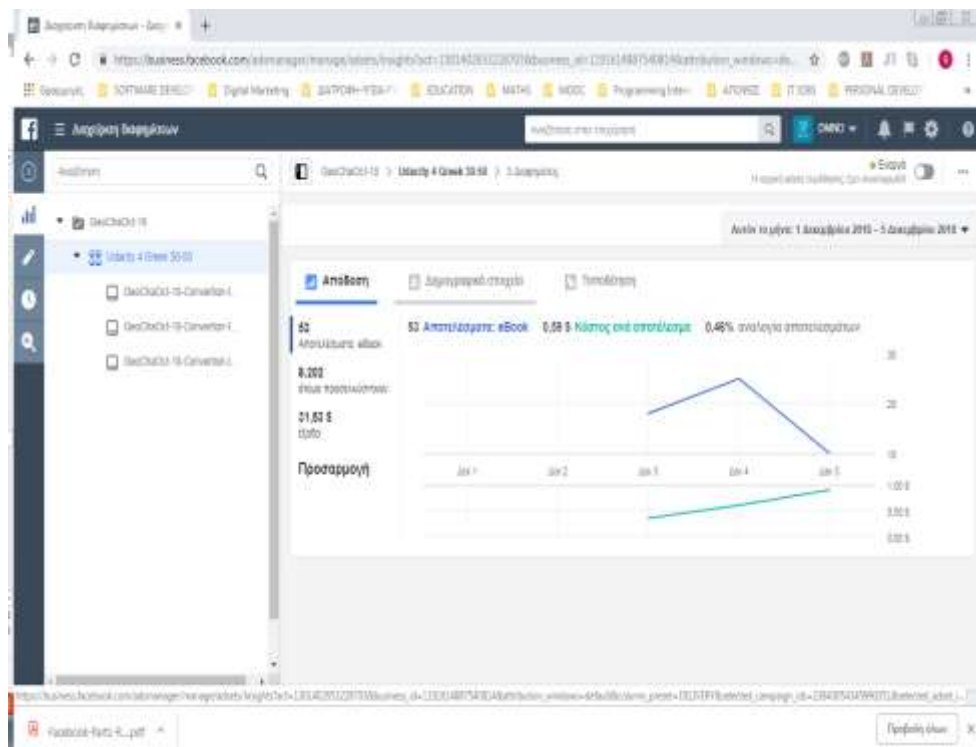


Key Results

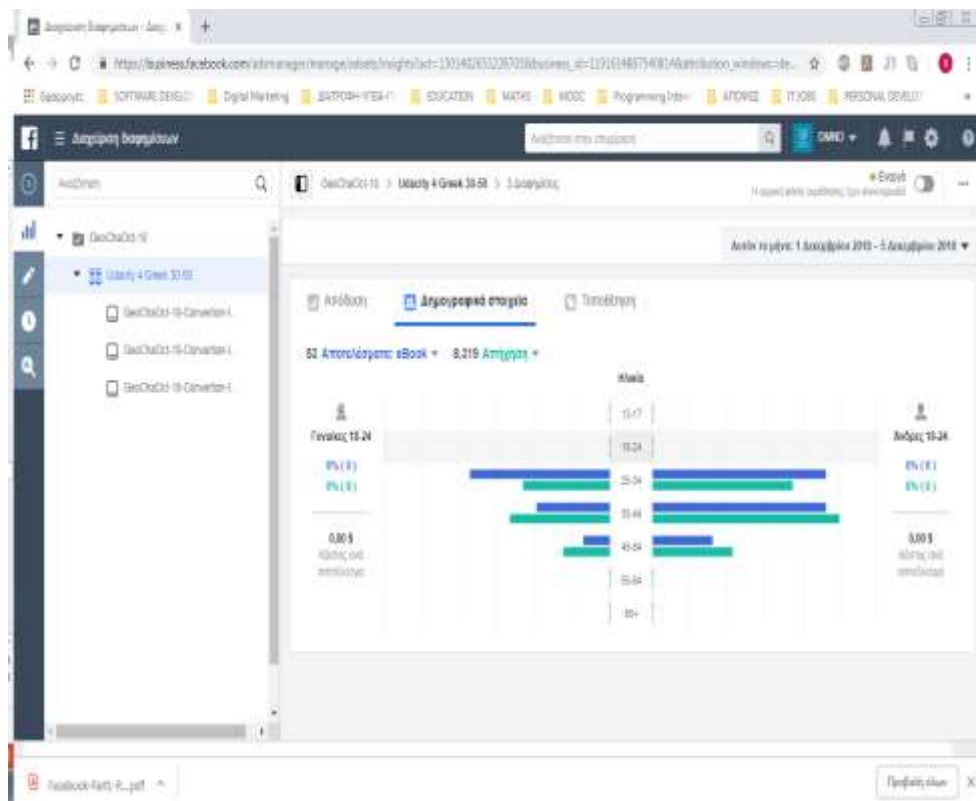
Present the most important metrics per ad

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\$

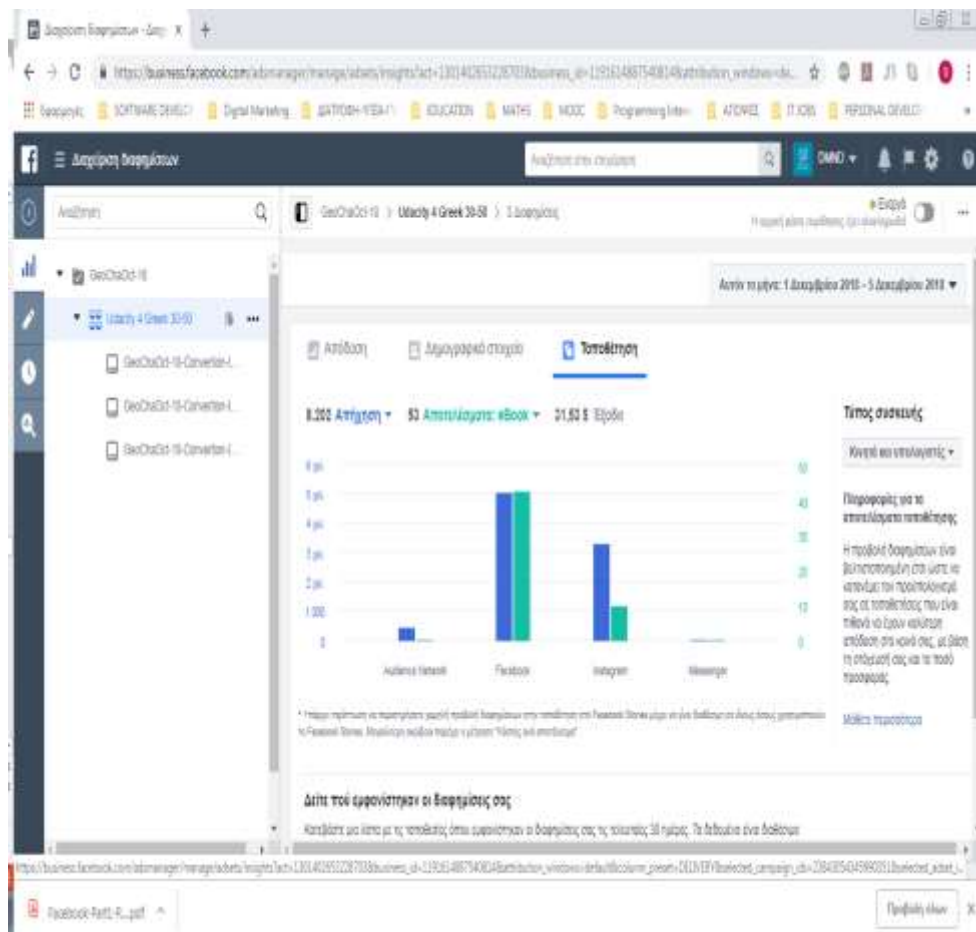
Campaign Results: Performance



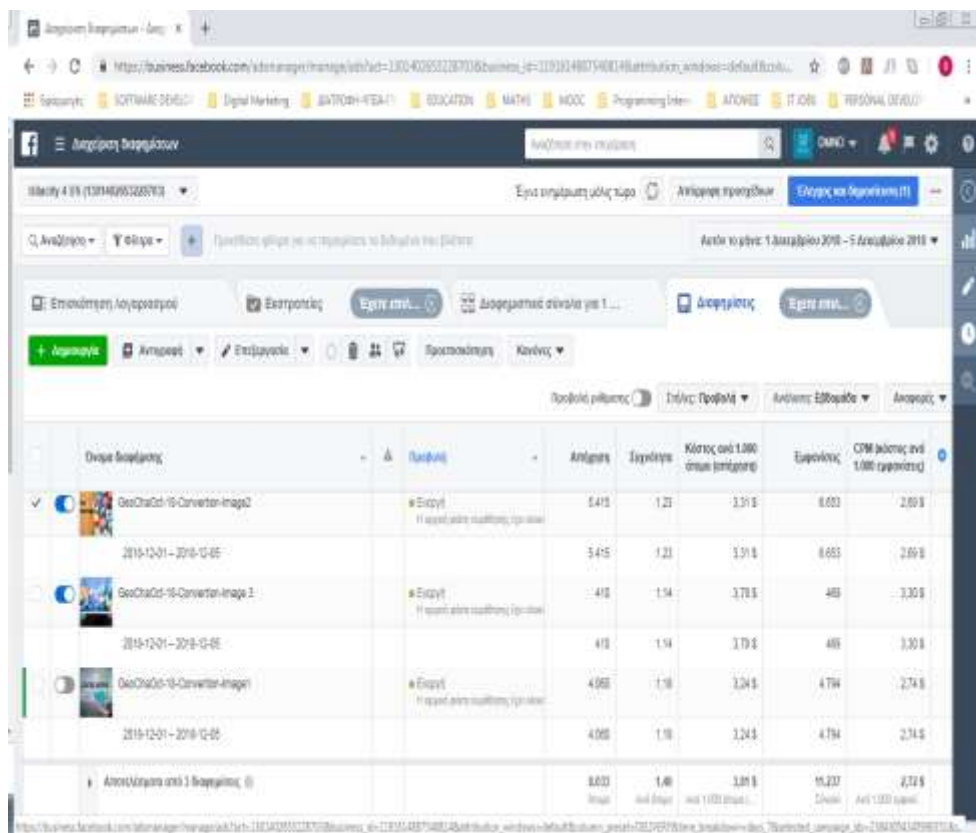
Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Delivery



Facebook Ads Manager - Ad Set Data: Delivery

Search: Αναζήτηση... | Filter: Φίλτρο... | Date Range: Από το γένος: 1 Δεκεμβρίου 2018 - 5 Δεκεμβρίου 2018

Επιλογές: Προβολή, Αποστολή, Εργασιές, Διαφορές, Εργασιές...

Όνομα Διαφήμισης	Αντικείμενο	Αντικείμενο	Εκτίμηση	Κόστος ανά 1.000 εμφανίσεις (est.)	Εμφανίσεις	CPM (κόστος ανά 1.000 εμφανίσεις)
GeoChad-16-Converter-Image2	Εμφάνιση	3,415	1.23	3.31 \$	8,683	2.69 \$
2018-12-01 - 2018-12-05		3,415	1.23	3.31 \$	8,683	2.69 \$
GeoChad-16-Converter-Image 1	Εμφάνιση	418	1.14	3.79 \$	489	3.30 \$
2018-12-01 - 2018-12-05		418	1.14	3.79 \$	489	3.30 \$
GeoChad-16-Converter-Image1	Εμφάνιση	4,065	1.18	3.24 \$	4,794	2.74 \$
2018-12-01 - 2018-12-05		4,065	1.18	3.24 \$	4,794	2.74 \$
Αποστολή από 3 Διαφημίσεις		8,000	1.40	3.01 \$	15,237	2.72 \$

Ad Set Data: Engagement

Όνομα διαφήμισης	Προβλεπόμενη	Απόδοσεις στη διαφήμιση	Επίπεδο σε διαφημίσεις	Κοστοστάθμισμα διαφημίσεων	Κλικ σε συνδέσμους	"Μου αρέσει" στη φωτογραφία	Χώρος επί αλλαγή σε σύνδεσμο
GeoChad-16-Conversion-image0 2016-12-01 - 2016-12-05	Εκτελείται 11 προβλεπόμενες εμφανίσεις (est.)	8	—	1	65	—	3,20 \$
GeoChad-16-Conversion-image 1 2016-12-01 - 2016-12-05	Εκτελείται 11 προβλεπόμενες εμφανίσεις (est.)	—	—	—	8	—	3,19 \$
GeoChad-16-Conversion-image1 2016-12-01 - 2016-12-05	Εκτελείται 11 προβλεπόμενες εμφανίσεις (est.)	4	—	—	53	—	3,25 \$
GeoChad-16-Conversion-image1 2016-12-01 - 2016-12-05	Εκτελείται 11 προβλεπόμενες εμφανίσεις (est.)	4	—	—	53	—	3,25 \$
Αποκλειστική ομάδα 1 διαφημίσεων (est.)		16	—	1	126	—	3,26 \$

Project 4

Conduct an SEO Audit



Keywords

	Head Keywords	Tail Keywords
1	Digital Marketing	How to become a digital marketer, digital marketing consultant jobs., how to get into digital marketing, importance of digital marketing, starting a digital marketing company
2	Udacity	Udacity digital marketing review, Udacity free online university, massive open online courses, best interactive online courses, best digital marketing certification.
3	Digital Marketing Jobs	Best jobs for the future, remote digital marketing jobs, digital marketing career outlook, entry level digital marketing jobs. What does a digital marketer do
4	Digital Marketing Education	digital marketing courses online,
5	Career change	career change at 40, career change at 50, best career change jobs at 40, easy career changes that pay well.

Technical Audit:

URL: <http://drmind.udacity.com/>

Current

meta-data

Title Tag	Udacity Digital Marketing Nanodegree Program Website
-----------	--

Meta-Description	None
------------------	------

Alt-Tag	None
---------	------

Revision

Title Tag	Udacity Digital Marketing Nanodegree Become a Digital Marketer
-----------	--

Meta-Description	Launch your career as a digital marketer with 360-degree understanding of digital marketing by running real world project in collaboration with top expert ins the field and with the support of the biggest companies like Google, Facebook, Hubspot, HootSuite Moz, MailChimp.
------------------	--

Alt-Tag	An associate text description for each image.
---------	---

Technical Audit.

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.

Note: If you are doing the DMND challenge, dmnd.udacity.com is a new site, perform this exercise on Udacity.com.

Backlink Audit

	Backlink	Domain Authority (DA)
1	https://blogs.msdn.microsoft.com/bizspark_au/2017/05/23/the-everlasting-bond-between-startups-and-education/	96
2	https://www.cloudflare.com/case-studies/udacity/	96
	https://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html	95

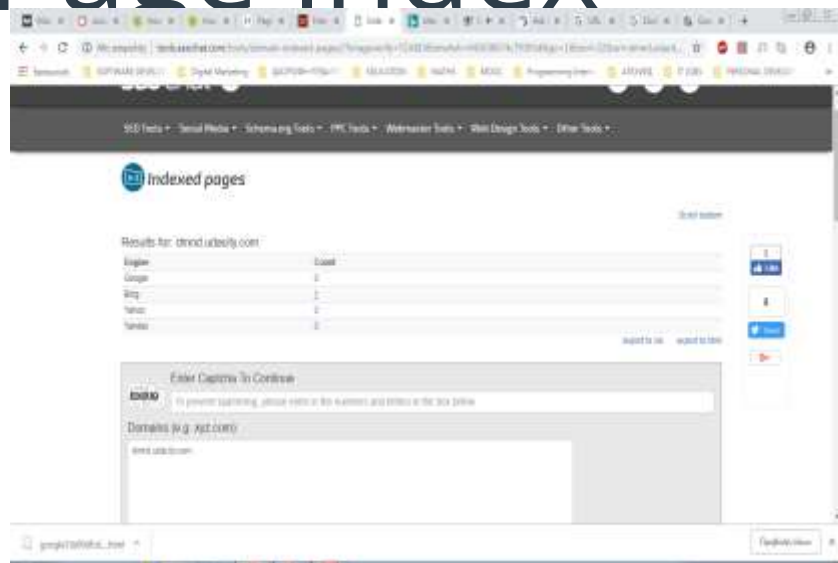
Link Building

Using the [SEMRush](#) tool and research, strategize a link-building campaign.

Identify **three** websites that you think would be relevant, high traffic sites that **ke to gain backlinks from to traffic to dnnr.udacity.com.**

Site Name	Marketing Land
Site URL	www.marketingland.com
Organic Search Traffic	67.9K
Site Name	Content Marketing Institute
Site URL	www.contentmarketinginstitute.com
Organic Search Traffic	61.2K
Site Name	SOCIAL MEDIA MARKETING
Site URL	https://www.socialmediaexaminer.com/
Organic Search Traffic	180K

Page Index

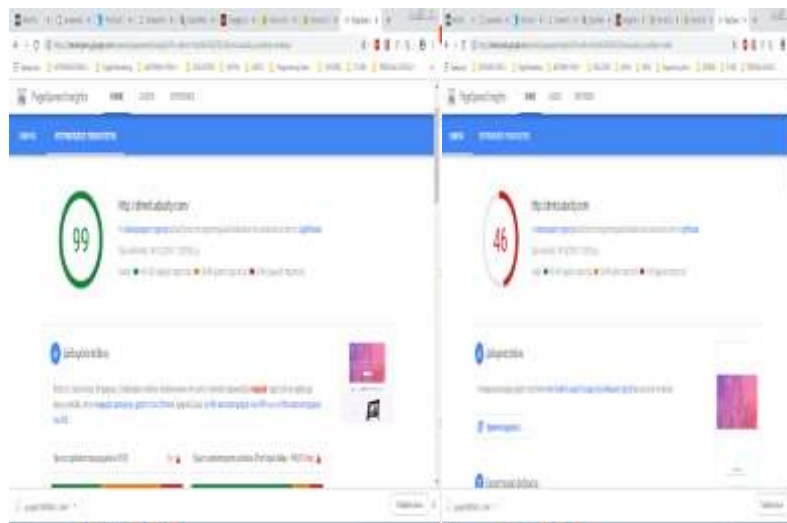


As we can see from the above photo for the dmnd,udacity.com Google has 0 pages indexed, Bing has 1, Yahoo has 0 and Yandex has 0. The page owners they should ask again crawling from Google or they should submit a sitemap in order to index the pages. Page indexing is important because search engines will be able to find the website and this will have as a consequence the site to rank higher.

Page Speed

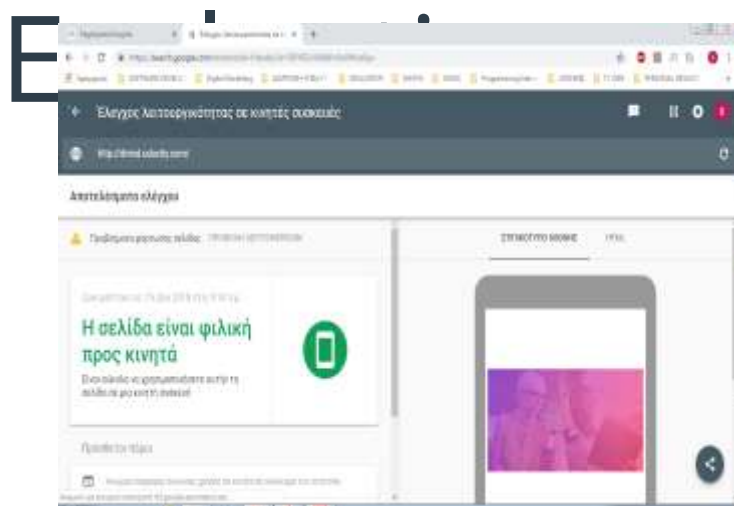
Using the [Google Page Speed Insights](#) tool, perform a speed test of dmnd.udacity.com's or your company's website's mobile presence.

Explain why evaluating the Page Speed is important.



As we can see from the above pictures which are the results of Google speed test , dmnd web page is load very fast in a desktop pc but on the other hand is slow for a mobile user Is very important for a web page to load fast because if it is loading slow the user may leave the web page because he does not want to wait and also is ranking factor.

Using the [Think with Google](#) tool, assess the mobile-friendliness of the [dmnd.udacity.com](#) website.



The page is mobile friendly as we can see from the above photo which is the result of the Google mobile friendliness test. It is very important a web site to be mobile friendly because more and more people they access internet through their mobile phones. The number of people who are going to access the internet through their mobile phones is expected to increase each year.

Project 5 - Part 2

Run an AdWords Campaign



Ad Group #1 – Awareness Stage: Ads & Keyword Lists

BRANDED KEYWORDS	GENERIC KEYWORDS	RELATED KEYWORDS	COMPETITOR KEYWORDS
Udacity 3d Interactive Computer Graphics Course	Computer Graphics Multimedia	Mathematics for 3d Computer Graphics	computer graphics tutorial
3d Computer Graphics Online Course Udacity	3d Computer Graphics	Real Time Rendering in Computer Graphics	computer graphics and multimedia
Udacity 3d Interactive Computer Graphics Course	Overview of 3d Computer Graphics	3d viewing devices in Computer Graphics	computer interface
3d Computer Graphics Online Course Udacity	Certificate in 3d computer graphics	Programming Languages for Computer Graphics	multimedia in computer graphics
Udacity 3d Computer Graphics Course	Massive Online Learning Courses in Computer Graphics	Real Time Animation	rendering in computer graphics

The screenshot shows the Google Ads interface for the 'Zagraniczna Sieć Display' (International Display Network). The main content area displays a summary of the network, including a table with columns for 'Kraj' (Country), 'Liczba stron' (Number of pages), and 'Liczba użytkowników' (Number of users). The table lists various countries and their corresponding statistics. The page also includes a sidebar with navigation links and a top navigation bar with the Google Ads logo and search bar.

The screenshot shows a Google search interface with the query "Learn 3D Computer Graphics". The search results list several courses, including "Learn 3D Computer Graphics I: 3D Computer Graphics intro / 3D Computer Graphics MOOC" by University of Central Florida, which is highlighted. A preview of this course is shown on the right, featuring a tablet displaying the course title and a description: "Learning by doing - challenging projects for 3D computer graphics. Sign up to learn for free 3D computer graphics".

Ad Group #2 – Desire Stage: Ads & Keyword List

BRANDED KEYWORDS	GENERIC KEYWORDS	RELATED KEYWORDS	COMPETITOR KEYWORDS
Udacity Interactive Computer Graphics 3d Transformations	3d Tranformations	Basic Math for Computer Graphics	computer graphics tutorial
Udacity 3d Computer Graphics Online Course Shader Programming	Lighting in 3d Computer Graphics	Real Time Rendering in Computer Graphics	computer graphics and multimedia
Udacity Learn 3d Interactive Computer Graphics Lighting	Shader Programming	OpenGL	computer interface
Udacity 3d Interactive Computer Graphics interaction and animation	Texture and Reflections in 3d Computer Graphics	C++	multimedia in computer graphics
Udactiy 3d Coputer Graphics texture and Transformations	Interaction and Animation	Real Time Animation	rendering in computer graphics

Ad

The image displays two screenshots of the Google Ads interface, showing an active ad campaign for '3D Computer Graphics'.

Top Screenshot: The 'Campaigns' tab is selected. It shows a single campaign named '3D Computer Graphics' with a budget of €100 per day. The ad is currently paused. The ad text reads: '3D Computer Graphics shaders (3D Computer Graphics animation) www.ubisoft.com. Advance your knowledge in 3D Computer Graphics.' The ad is displayed on a mobile device screen.

Bottom Screenshot: The 'Ads' tab is selected. It shows a list of ads for the '3D Computer Graphics' campaign. The ad is currently paused. The ad text reads: '3D Computer Graphics shaders (3D Computer Graphics animation) www.ubisoft.com. Advance your knowledge in 3D Computer Graphics.' The ad is displayed on a mobile device screen.

Key Campaign Results

(Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Ad Group #2 – Desire Stage	0,13\$	5.022	200	3,98%	0,23\$	7,00	3,50 %	6,44\$	45,09 \$
Ad Group #1 – Awaren ess Stage	0,13\$	497	32	6,44%	0,22\$	0,00	0,00	0,00	6,72\$
Total		232	5.519	4,20%	0,22\$	7,00	3,02 %	7,40\$	51,81

Key Campaign Results

(Ads)

Present the results of your ads by completing the table below.

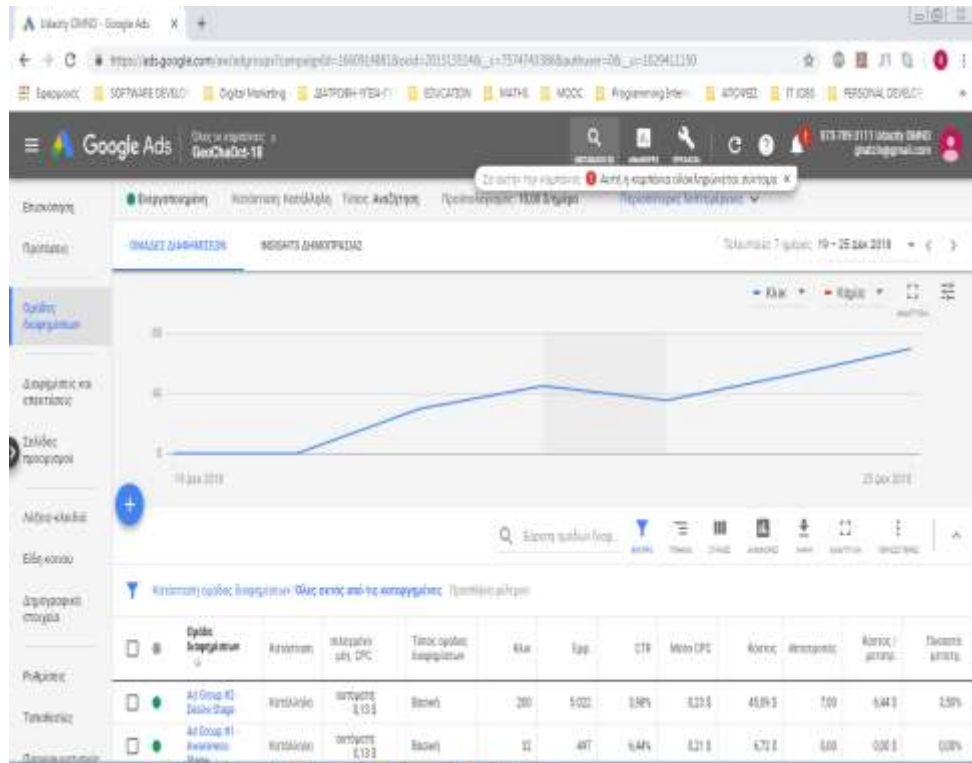
Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1 Awareness Stage	32	6,44%	0,21\$	0	0,00%	0,00
Ad Group 2, Desire Stage	200	3,98%	0,23\$	7	3,50%	6,44\$

Key Campaign Results (Keywords)

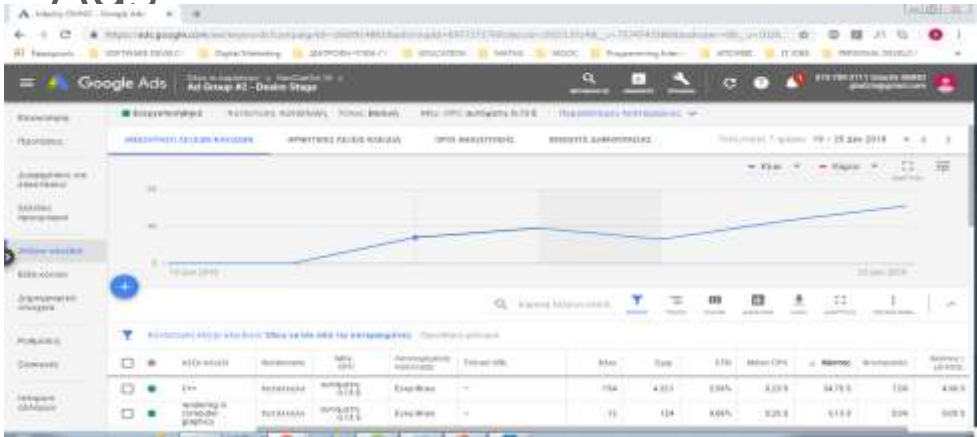
Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>C++</i>	154	3,56%	0,23\$	7	4,55%	4,96%
<i>OpenGL</i>	17	7,87%	0,13\$	0	0	0
<i>Rendering in Computer Graphics</i>	12	9,68%	0,26\$	0	0	0

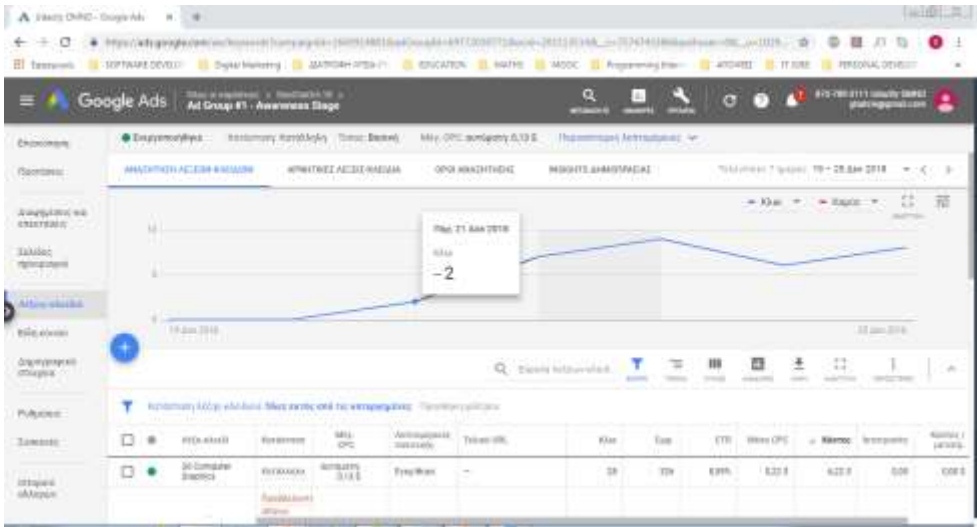
Example: Ad Groups



Ads



Ad Group1- Awareness Stage



Ad Group 2- Desire Stage

Example: Keywords

Ad Group	Keyword	Match Type	Bid	Ad Rank	Quality Score	Clicks	Impressions	Cost
Desire	virtual reality	Exact Match	1.00	1.00	1.00	100	100	1.00
Desire	virtual reality headset	Exact Match	1.00	1.00	1.00	100	100	1.00
Desire	virtual reality games	Exact Match	1.00	1.00	1.00	100	100	1.00
Desire	virtual reality software	Exact Match	1.00	1.00	1.00	100	100	1.00
Desire	virtual reality accessories	Exact Match	1.00	1.00	1.00	100	100	1.00
Desire	virtual reality apps	Exact Match	1.00	1.00	1.00	100	100	1.00
Desire	virtual reality games and software	Exact Match	1.00	1.00	1.00	100	100	1.00
Desire	virtual reality games and software for PC	Exact Match	1.00	1.00	1.00	100	100	1.00

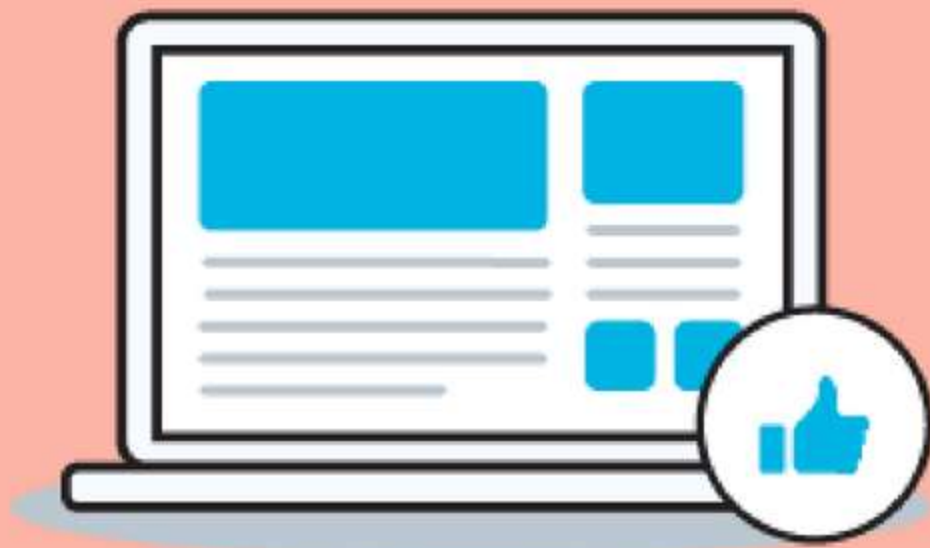
Keywords - Ad Group1- Awareness Stage

Ad Group	Keyword	Match Type	Bid	Ad Rank	Quality Score	Clicks	Impressions	Cost
Awareness	virtual reality	Exact Match	1.00	1.00	1.00	100	100	1.00
Awareness	virtual reality headset	Exact Match	1.00	1.00	1.00	100	100	1.00
Awareness	virtual reality games	Exact Match	1.00	1.00	1.00	100	100	1.00
Awareness	virtual reality software	Exact Match	1.00	1.00	1.00	100	100	1.00
Awareness	virtual reality accessories	Exact Match	1.00	1.00	1.00	100	100	1.00
Awareness	virtual reality apps	Exact Match	1.00	1.00	1.00	100	100	1.00
Awareness	virtual reality games and software	Exact Match	1.00	1.00	1.00	100	100	1.00
Awareness	virtual reality games and software for PC	Exact Match	1.00	1.00	1.00	100	100	1.00

Keywords - Ad Group 2- Desire Stage

Project 6

Evaluate a Display Campaign



Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

<input type="checkbox"/>	<input type="radio"/>	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
<input type="checkbox"/>	<input type="radio"/>	Affinity Audience	Campaign ended	\$3.00 (enhanced)	—	1,243	200,957	0.62%	\$0.36	\$448.95	Display	None



The advertisement features a purple header with the text "INVEST IN YOUR FUTURE" and "BECOME A DIGITAL MARKETER" overlaid on a photo of a man. Below the header, the text "Launch Your New Career" is displayed, followed by a description of the course and a blue arrow button.

INVEST IN YOUR FUTURE
coursera.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

 This course is designed for students like you, who have a passion for digital marketing



Results:

Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight Keys- 1,243 clicks result in a cost of 224.65\$
3. What was the overall ROI of the campaign? Was it Positive or Negative? – Positive \$148.7

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	0,62%	\$0,36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	$=1243*0.002=2$ (I have round down the number)	$=\$448.95/2$ $=\$224.65$	$(299-224.65)$ $*2=148.7$

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting)

Suggestion 1: I would change the AD Copy which will emphasize why is important for business professionals to have knowledge of digital marketing.



Suggestion 2: I would make an A/B testing with different demographics.

Suggestion 3: I would change the image of the site and I would put an image with a business professional.

Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj.
Site Targeting	Campaign ended	\$5.00 (enhanced)	—	407	67,833	.6%	\$0.57	\$231.99	Display	None



After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.


Anke A. | Program Lead, Digital Marketing

[Enroll Today >](#)

Launch Your New Career

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Udacity



Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight clicks- 473 clicks result in a cost of 231.99\$
3. What was the overall ROI of the campaign?
Positive - 67.01\$

Creative	Clicks	Impressions	CTR	AvgCPC
Campaign Results	407	67,833	0.6%	0.57\$
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	0.814 round up to 1	231.99	67.01\$

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting etc...)

Suggestion 1: Performing an A/B testing with the text of the ad and change the text to emphasize the freelance work opportunities which offers digital marketing.

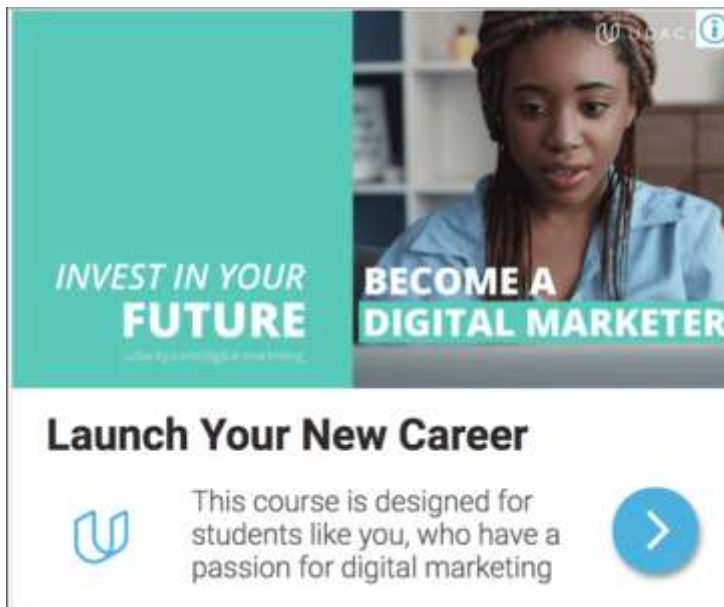
Suggestion 2: Change the demographics by changing the age and make it after 40 years old who can be a target who want to change carrer and work as freelancers.

Suggestion 3: Changing the landing page.

Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

<input type="checkbox"/>		Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Imp.	CTR	Avg. CPC	Cost	Ad group type
<input type="checkbox"/>		Remarketing	Campaign ended	\$3.00 (enhanced)	—	670	109,994	.61%	\$0.35	\$234.50	Display



The advertisement features a teal background on the left with the text "INVEST IN YOUR FUTURE" and "Launch Your New Career". On the right, there is a video thumbnail of a woman with the text "BECOME A DIGITAL MARKETER". Below the video, it says "This course is designed for students like you, who have a passion for digital marketing". A blue arrow button is in the bottom right corner.

INVEST IN YOUR FUTURE
Launch Your New Career

BECOME A DIGITAL MARKETER

This course is designed for students like you, who have a passion for digital marketing

Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight clicks- 607 clicks result in a cost of 234.5\$
3. What was the overall ROI of the campaign? The ROI was positive – 64,5\$

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	607	109,994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
234.5\$	0,2%	1,34 round up to 1	234,5	64,5\$

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or changes to targeting, etc...)

Suggestion 1: Making an A/B testing by providing a different creative and replace that with a fee reduction.

Suggestion 2: Making an A/B testing with different text which reminds how many days has remind for starting the program in order to enroll.

Suggestion 3: Creating a different landing page which also reminds the days which remain for the program to start.

Which campaign performed the best? Why?

According to the ROI the first advertisement has performed better with a positive ROI of 148.7%

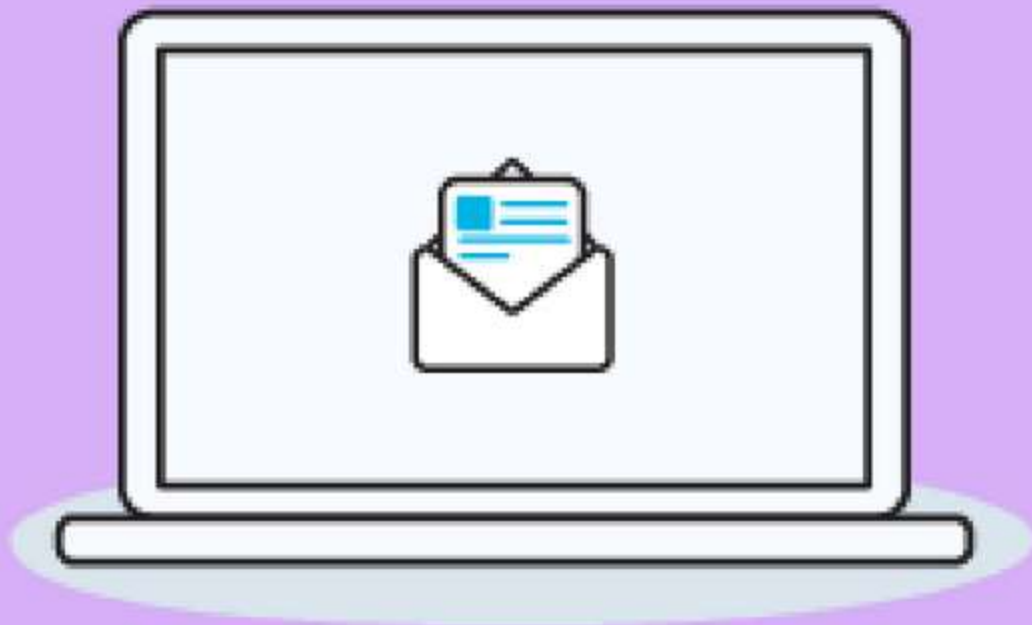
Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- The campaigns should run for more days in order to have more clear results how they perform. So the first thing will be to run the campaign for more days.
- I would create some more ads. One of them would emphasize the career change opportunity which offers the digital marketing course.
- I would set up for all ads A/B testing in creative and text.
- I would make changes to the landing page of the remarketing group where I would make a small offer as a reduction of fees.

Project 7

Market with Email



Email Series

Email 1: Find the right path on Digital Marketing.

Email 2: Get hands on experience with real world projects

Email 3: Get 10% discount on Digital Marketing Nanodegree

Creative Brief:

Email 1

Overarching Theme: 3-5 Sentences	
General	<i>This is intended to help drive the visual and written assets for this campaign.</i>
Subject Line 1	<i><Name> Find your right path on Digital Marketing</i>
Subject Line 2	<i><Name>. A 360 View of Digital Marketing</i>
Preview Text	<i>The web site will give you an introduction with a 360 view of Digital and Social Media Marketing</i>
Body	<i>Visit Digital Marketing Web site by Udacity and find the right path to the hot topic of Digital and Social Media Marketing. The website will give you an introduction with a 360 view of Digital and Social Media Marketing</i>
Outro CTA	<i>Digital Marketing Nanodegree</i> <i>URL: Landing Page of DMND</i>

Creative Brief:

Email 2

Overarching Theme: 3-5 Sentences	
General	<i>This is intended to help drive the visual and written assets for this campaign.</i>
Subject Line 1	<i><Name> Get Hands on experience in Digital Marketing with real world projects</i>
Subject Line 2	<i><Name> Get hands ion experience in Digital Marketing by doing real world projects with leading experts in the field</i>
Preview Text	Learn Digital Marketing by doing real world projects in cooperation with Facebook, Google, Hubspot, HootSuite, Mooz
Body	<i>The Udacity learning approach to Digital Marketing is the learning by doing approach which means real campaigns with real budgets on AdWords, Facebook with cooperation with leading experts and companies in the field like Google, Facebook, Hubspot, HootSuite et</i>
Outro CTA	<i>Sign Up for the Program</i>

Creative Brief:

Email 2

Overarching Theme: 3-5 Sentences	
General	<i>This is intended to help drive the visual and written assets for this campaign.</i>
Subject Line 1	<i><Name> Get 10% discount for the Digital Marketing Nanodegree</i>
Subject Line 2	<i><Name> Enroll and get 10 discount for the Digital Marketing Nanodegree</i>
Preview Text	<i>Enroll until end of month and get a 10% discount in Digital Marketing Nanodegree</i>
Body	<i>Class Start at the end of the Month. The future cannot wait neither should you. Learning by doing and get real world experience in collaboration with the biggest players in the field</i>
Outro CTA	<i>ENROLL AND SAVE</i>

Calendar &

Plan

Email Name	Planning Phase					Testing Phase					Send Phase					1 Analyze Phase								
Email 1	07-01-19 Monday					08-01-19 Tuesday					09-01-19 (Wednesday) 11-01-19 (Friday)					10-01-19 Thursday								
Email 2	21-01-19 Monday					22-01-19 Tuesday					23-01-19 Wednesday 25-01-19 (Friday)					24-01-19 Thursday								
Email 3	28-01-19 Monday					29-01-19 Tuesday					30-01-19 (Wednesday) 31-02-19 (Friday)					01-02-19 Thursday								
Week One (07-		Week Two								Week Three														
01-2019 to 11-01-		21-01-2019 to 25-01-								28-01-2019 to 01-02-														
2019)		2019								2019														
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F										
Color Key					Planning Phase					Testing					Send Phase					Analyze Phase				

Draft Email

Copy: Email #3

Subject Line: Get 10% discount for the Digital Marketing Nanodegree

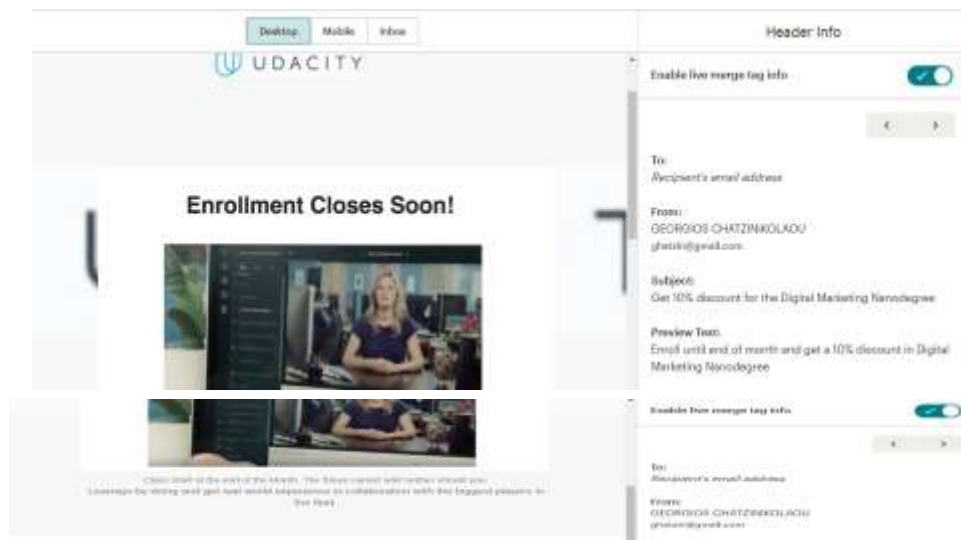
Body: Class Start at the end of the Month . The future cannot wait neither should you. Learning by doing and get real world experience in collaboration with the biggest players in the field

CTA: ENROLL AND SAVE

Link for CTA:

<https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Final Email



Results Email

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After you have hit send on the first email of your campaign, you can spend some time analyzing the results.

1. Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

Results

Continued

Results can be monitored within the first 24 hours of an email send, after a couple days or even after a week.

Email #1

1. Calculate the CTR and the Conversion Rate

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3,33%	30

Unsubscribes should be out of our email list because otherwise our emails maybe considered as a spam

Final Recommendati ons

I would perform an A/B Testing for email 2 and 3 in order to see which performs better.

