



Udacity Nano Degree Digital Marketing

Digital marketing
Portfolio





Customer journey based marketing plan



What: your offer

Who: your customers

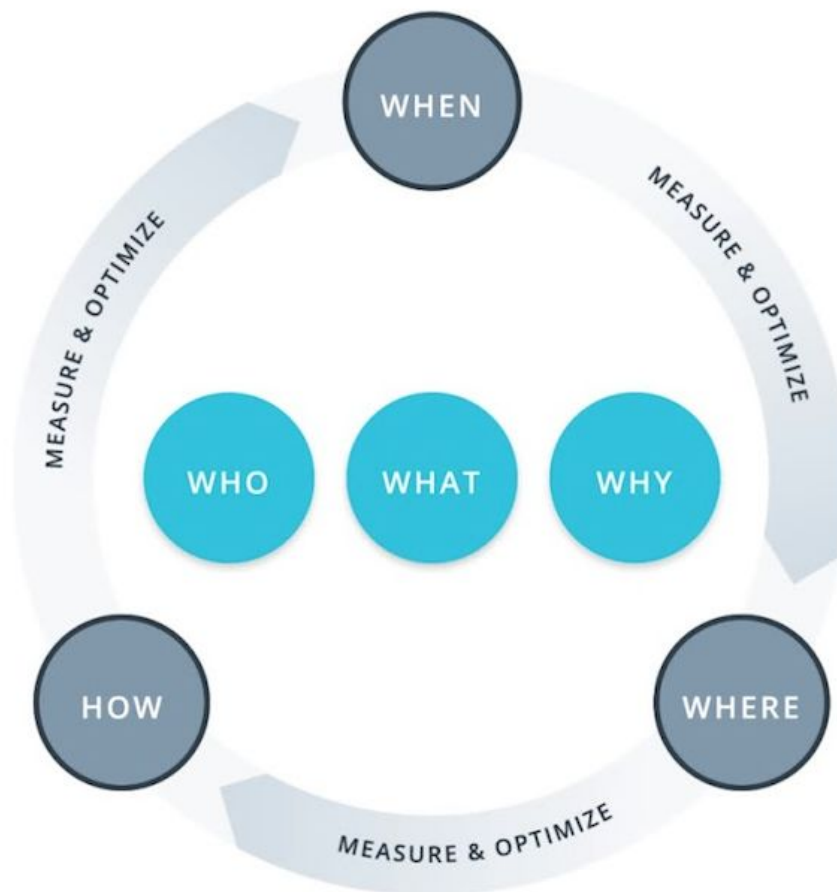
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics





What you offer





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.



CAMPAIGN APPROACH

Udacity is a company that provides a wide range of courses online for students or employees wanting to learn new skills. They also provide corporate training for enterprises. For this we are going to set up an advertising campaign that will be based on a smart marketing and awareness, interest, desire, action, post action strategy.

The advertising campaign will be divided into several parts, target audience, facebook ad, adword, email marketing, seo & sem report.

Udacity has allocated a budget of \$ 50,000 in total for this campaign which will be spread over several parts and mainly on the campaign media in order to achieve a positive ROI



Marketing Objectives

- The marketing objective for Udacity in 2020 is to attract future students for DMND, using the Free Social Media Advertising Guide to collect leads of potential students. In order to collect the students emails, Udacity have provided a landing page where those potential students can leave their contacts detail.
- Udacity have a marketing objective to enroll 200 students within the next quarter with a budget of 50000\$
- We will use KPI metrics in order to achieve our SMART MARKETING OBJECTIVE
- We will use one kpi metrics here::
- **CR** metric: CONVERSION RATE



**Who are our
customers**



What: your offer

Who: your customers

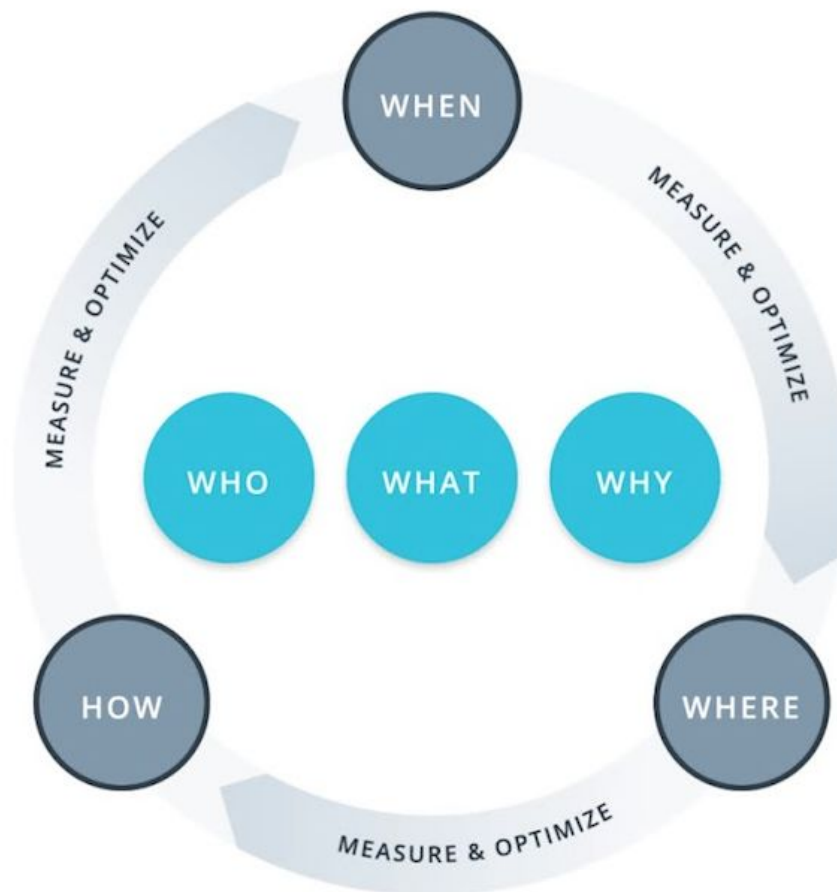
When: your customer's journey

Why: your marketing objective

How: your message


Where: channels your customers use

When+how+where = Marketing Tactics





TARGET PERSONA

Background and Demographic	Target Persona Name: Maxime	Needs
<ul style="list-style-type: none">Male43 year oldMarried with children (5 and 2)Master degree in FinanceUnemployedFrom franceLives in SingaporeWife is a school teacherIncome 50\$k plus per year		<ul style="list-style-type: none">Not happy with my job/careerNeed to changeNew work environmentBe happier
Hobbies	Goals	Barrier
<ul style="list-style-type: none">TravelingTennisYogaReading booksMeditationSocial media for expanding networkWatching movies	<ul style="list-style-type: none">A new increase salarySwitch to a new careerHave new skills in IT (data scientist)A new job promotionA new jobSpend more time with family	<ul style="list-style-type: none">Lost my jobChallenge to get a new jobPay billsHave a low income salaryDon't have enough time

PHASE TO CUSTOMER JOURNEY



Awareness



Interest



Desire



Action



Post action

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	As a first step, we want to talk about udacity and its dmnd specializing in digital marketing and promote the Free Social Media Advertising Guide ebook on the landing page.	Here our client is interested in Udacity as well as the free offer of the Social Media Advertising guide. As a Social Media Marketer, we are going to set up a blog to get more talk about the DMND program on social media.	Here we will therefore reinforce our client's desire to choose Udacity and its Nanodegree program specializing in digital marketing. To do this, we are going to strengthen our advertising campaign on social media, or even search engines on the Internet. We can also get our product talked about by an influencer	Here we are in the penultimate phase of our advertising campaign, our client is ready to take action and therefore to register with Udacity for our dmnd program. For this we are going to strengthen our advertising campaign on search engines, and set up an advertising campaign based on specialized keywords.	We are in the last phase of our advertising campaign our client has already registered for DMND specializing in social media digital marketing, he is certainly uninterested in other courses offered by mUdacity. We will therefore set up an email marketing campaign to bring back our client and possibly register with a new program.
Channel	For this we will set up an advertising campaign in the form of display ads, which we will mainly find on broadcasts channels such as for example the huffington post, youtube, vimeo, or even ESPN.	To talk about his blog Udacity will here mainly use social media such as facebook, instagram, twitter or even linkedin in order to influence our client who already has an interest.	Here we will use social media facebook,twitter,instagram,linkedin but also google adword.	Here we will mainly run our campaign on google adword	Here we will mainly use mailchimp which will allow us to build our email marketing campaign.

Budget allocation

DMND



BUDGET ASSUMPTION

Udacity allocated a total budget of \$ 50,000 for the DMND advertising campaign with a profit per sale of \$ 299.

- The budget will be shared over three parts of the campaign.
- The awareness part will have a budget of \$ 8000
- The interest part will have a budget of \$ 12,000
- The desired part will have the rest of the budget, which is \$ 30,000 because here we have a higher conversion rate.

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	3000	\$1.25	2400	0.05%	1
AdWords Search	3000	\$1.40	2142	0.05%	1
Display	1000	\$5.00	200	0.05%	0
Video	1000	\$3.50	285	0.05%	0
Total Spend	8000	Total # Visitors	5027	Number of new Students	2

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	7000	\$0.50	14000	0.1%	14
AdWords Search	4000	\$1.50	2666	0.1%	3
Display	500	\$3.00	166	0.1%	0
Video	500	\$2.75	181	0.1%	0
Total Spend	12000	Total # Visitors	17013	Number of new Students	17

Desire: Budget Allocation for Media

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	10000	\$1.50	6666	0.3%	20
Display	2500	\$3.00	833	0.3%	2
Video	2500	\$2.75	909	0.3%	3
Total Spend	30000	Total # Visitors	58408	Number of new Students	175

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Aware-ness	8000	5027	2	\$299	897	-7402
Interest	12000	17013	17	\$299	4784	-7216
Desire	30000	58408	175	\$299	52624	22,325
Total	50000	80448	195		58006	8006



RECOMMENDATIONS:

We know that today there are many more channels that we could have used to strengthen the campaign. We could for example also have set up an email marketing campaign, using mailchimp which is a powerful tool for creating emails that can be sent to a target audience.

- Today we can also use twitter to create an advertising campaign, with a professional account. Twitter is today one of the most used social media, and where we can follow the activity of different brands, or even important personalities of our world
- In the video media we have youtube which everyone knows about, but we also have Tik Tok which is currently the video media which is rising more and more among the average age of twenty and thirty years. We now see more and more video advertising campaigns on Tik Tok or Snap Chat.
- We also have Instagram which is now the most used media by influencers, it is also a very good means of communication to promote the DMND by an influencer or a social media marketer by creating posts that will have a lot of views.



SHOWCASE WORK





MARKET YOUR CONTENT



2020 the year of change, why I chose to become a Digital Marketer with Udacity



Gregoryvanlerberghe

Jul 6 · 3 min read



This year was marked by many global events, but also personal ones. We started the year with forest fires in Australia, much of the biodiversity was threatened, it was at the same time a great realization, that global warming was not something we needed underestimate.

At the same time we saw a small virus appear in China with an unpronounceable name, it made everyone laugh and we were far from thinking that a pandemic on a global scale was going to destroy the economy. I live in Singapore in South East Asia, and I saw this virus arriving

At the same time we saw a small virus appear in China with an unpronounceable name, it made everyone laugh and we were far from thinking that a pandemic on a global scale was going to destroy the economy. I live in Singapore in South East Asia, and I saw this virus arriving and starting to cause damage and infect more and more people, the serious things then began. So we started talking about closing the borders, people started to change their lifestyle by wearing masks, and then we ended up in confinement for three months.

I also learned that a friend fell seriously ill during this time. So it made me aware of many things, and allowed me to question myself.



In parallel, the period of confinement had already started, I am a photographer and I saw my activity completely stop overnight, my photo events, weddings were all canceled one by one. I have always had a passion for social media, and I thought to myself that perhaps this period could open other horizons for me compared to my profession as a photographer. So I started looking for internet schools specializing in digital marketing and made several comparisons with other online programs, notably Google Analytics and Square Online.

It took me a while to make my decision, I wanted to be sure of myself and that I was going to make the right choice. What made me decide to go to Udacity is that it is a recognized online school that offers various programs in IT, Design, Business and Marketing.

I also asked myself a lot of questions about the fact that I don't have a lot of money and if it's really worth it to start this Udacity online training. I am also honest about the fact that the price was what made me make my decision.

Udacity was very generous during this period of the covid19 pandemic, offered a price discount to potential students which I myself took advantage of. I think it is a very generous gesture on their part knowing that many people will lose their jobs during this period, and will probably reconverge into other professions dedicated to the world of digital technology professions.

Another choice which made me make my decision is that Udacity offers a program in three months, with nine real subjects, where we approach, marketing, content marketing, advertising campaigns for facebook or adword, the goal is to come out at the end of these three months with a complete portfolio to possibly start a new career in digital marketing.



Gregory Vanlerberghe

21 hrs · Medium ·



2020 the year of change, why I have chosen to start a digital marketing program with Udacity



[LINK.MEDIUM.COM](https://link.medium.com)

2020 the year of change, why I chose to become a Digital Marketer with Udacity



Maxime Pacan and Poleak Chhet



Like



Comment



Share



Write a comment...





Gregory Vanlerberghe

Bachelor's degree at CREAPOLE in photography and visual communication

20h • Edited •



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21h •

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2020 the year of change, why I chose to become a Digital Marketer with Udacity

link.medium.com



3 • 2 Comments

Reactions





gregory vanlerberghe @gregoryvanlerb1 · 19h



gregory vanlerberghe @gregoryvanlerb1 · 20h

2020 the year of change, why I chose to become a Digital Marketer with Udacity by Gregoryvanlerberghe link.medium.com/2CJvXqZsT7



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link.medium.com



Who to follow



FACEBOOK ADS



FACEBOOK AD IMAGES



Digital Marketing by Udacity

Sponsored · 4.9

Download your free ebook to start a new career in digital marketing

<http://dmind.udacity.com/ebook>



DMIND.UDACITY.COM

Free digital marketing ebook

LEARN MORE

No comments found
There are no comments on this ad.

FACEBOOK AD RESULTS

Ad sets Udacity 2 US (1272442456124...

Updated just now

Additional information

We recently detected activity on ad breaks, Instant Articles or Audience Network that violated our Network Policies and are refunding advertising spend for affected ads. The affected ads may have run on third-party mobile apps, mobile websites or Instant Articles. We refunded \$0.66 on 2020-07-13 to the payment method on your ad account 1272442456124723. We appreciate your accommodation for the inconvenience that this refund may have caused.

Search Filters + Add filters to narrow the data that you are seeing.

COVID-19 resources

Campaigns

1 selected

Ad sets

1 selected

Ads

+ Create Duplicate Edit A/B test Rules

View Setup Columns: Perform

	Ad set name	Delivery	Bid strategy	Budget	Last significant edit	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Schedule	Link clicks
<input checked="" type="checkbox"/>	south east Asia 20-45	Active	Lowest cost Conversions	Using cam...		804 eBook Download	122,976	154,683	\$0.09 Per eBook Download	\$69.14	22 Jul 2020	15 Jul 2020-22 Jul 2020 7 days	1,457
<input type="checkbox"/>	Europe 20+45	Learning	Lowest cost Conversions	Using cam...	19 Jul 2020, 20:35 Yesterday	— eBook Download	—	—	— Per eBook Download	\$0.00	22 Jul 2020	14 Jul 2020-22 Jul 2020 8 days	—
<input type="checkbox"/>	20-45	Learning	Lowest cost Conversions	Using cam...	19 Jul 2020, 20:43 Yesterday	— eBook Download	1	1	— Per eBook Download	\$0.00	22 Jul 2020	14 Jul 2020-22 Jul 2020 8 days	—
<input type="checkbox"/>	South East Asia +30	Learning	Lowest cost Conversions	Using cam...	19 Jul 2020, 20:45 Yesterday	3 eBook Download	39	42	\$0.01 Per eBook Download	\$0.02	23 Jul 2020	15 Jul 2020-23 Jul 2020 8 days	4
<input type="checkbox"/>	europa+30	Learning	Lowest cost Conversions	Using cam...	19 Jul 2020, 20:46 Yesterday	— eBook Download	7	8	— Per eBook Download	\$0.00	22 Jul 2020	15 Jul 2020-22 Jul 2020 7 days	—
<input type="checkbox"/>	30++45+	Completed	Lowest cost Conversions	Using cam...	19 Jul 2020, 20:49 Yesterday	8 eBook Download	236	290	\$0.28 Per eBook Download	\$2.20	20 Jul 2020	13 Jul 2020-20 Jul 2020 7 days	9
Results from 6 ad sets					—	815 eBook Download	123,264 People	155,024 Total	\$0.09 Per eBook Download	\$71.36 Total Spent			1,476 Total

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<input checked="" type="checkbox"/>	south east Asia 20-45	Active	Lowest cost Conversions	Using ca...		804 eBook Down...	122,976	154,683	\$0.09 Per eBook Down...	\$69.14	22 Jul 2020	
	Audience Network	Native, banner and in...	Desktop			—	—	28	—	\$0.01		
	Audience Network	Native, banner and in...	Mobile app			1	13	13	\$0.02	\$0.02		
	Audience Network	Rewarded video	Desktop			—	315	315	—	\$0.18		
	Audience Network	Rewarded video	Mobile app			—	—	34	—	\$0.00		
	Facebook	Stories	Mobile app			—	64	118	—	\$0.05		
	Facebook	Feed: News Feed	Desktop			7	864	1,039	\$0.11	\$0.74		
	Facebook	Feed: News Feed	Mobile app			232	16,288	21,377	\$0.09	\$20.28		
	Facebook	Feed: News Feed	Mobile web			16	1,248	1,250	\$0.08	\$1.24		
	Facebook	Instant Article	Mobile app			—	50	50	—	\$0.02		
	Facebook	In-stream video	Mobile app			4	740	740	\$0.11	\$0.42		
	Facebook	Marketplace	Mobile app			1	11,872	15,447	—	\$0.00		
	Facebook	Search results	Mobile app			—	1,120	1,123	—	\$0.02		
	Facebook	Feed: video feeds	Mobile app			88	19,296	22,248	\$0.08	\$6.93		
	Instagram	Feed	Mobile app			178	24,480	26,667	\$0.08	\$13.78		
	Instagram	Explore	Mobile app			21	11,392	11,587	\$0.09	\$1.99		
	Instagram	Stories	Mobile app			256	44,768	52,467	\$0.09	\$23.37		
	Messenger	Messenger Stories	Mobile app			—	160	180	—	\$0.09		
<input type="checkbox"/>	Europe 20+45	Learning	Lowest cost Conversions	Using ca...	19 Jul 2020, 20:35 Yesterday	— eBook Down...	—	—	— Per eBook Down...	\$0.00	22 Jul 2020	14 Jul 2020-22 Jul 2020 8 days
<input type="checkbox"/>	20-45	Learning	Lowest cost Conversions	Using ca...	19 Jul 2020, 20:43 Yesterday	— eBook Down...	1	1	— Per eBook Down...	\$0.00	22 Jul 2020	14 Jul 2020-22 Jul 2020 8 days
	Facebook	In-stream video	Mobile app			—	1	1	—	—		
Results from 6 ad sets					—	815 eBook Down...	123,264 People	155,024 Total	\$0.09 Per eBook Down...	\$71.36 Total Spent		1

None

Day

Week

2 weeks

Month

By Time

By Delivery

By Action

By dynamic creative asset

Clear Breakdowns



SEO AUDIT



ON SITE AUDIT

Keywords

	Head Keywords	Tail Keywords
1	Digital marketing	Online
2	Digital course search	course
3	Digital marketing job remote	job
4	Free online courses	Digital
5	Digital marketing salary	Udacity

Keyword with greatest potential

- Marketing head keyword is the word that brings the most responses with a volume of 27,777, a difficulty of 63 and 38% organic rate with a priority of 70 out of 100 on the search engine
- Digital marketing salary is the tail keyword with the most potential with a volume of 4,290, a difficulty of 41, an organic rate of 94% and a priority of 74 out of 100

Technical audit metadata

URL: https://dmnd.udacity.com	
Current	
Title Tag	<title>Udacity Digital Marketing Nanodegree Program Website</title>
Meta-Description	<meta property="og:description" content="Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing." />
Alt-Tag	
Revision	
Title Tag	<title>Udacity Digital Marketing Program Website</title>
Meta-Description	<meta property="og:description" content=" Launch your career with a 360-degree understanding of digital marketing." />
Alt-Tag	<img rel="//v.fastcdn.co/a/img/loading_circle.svg" src=""

Suggested blog topics

I chose the word digital marketing as the headkey word, it's a word that has a lot of search volume, and that people will search for on search engine platforms. Today the profession of digital marketing is more and more in vogue due to the growing demand from companies that need to be present, on the internet and social media.

My blog will talk about:

- The digital marketing profession and its future.
- Why companies need more and more people specialized in the field of digital marketing.

Suggested blog topic part 2

Digital course search:

I chose to talk about the word digital course search headkey word, because today the future belongs to the digital world, it is a word that has a big volume, because people are looking for more online training in the digital domain.

My blog will be about:

- Why Udacity is one of the best online digital school platforms.
- The training courses and the various professions it offers in the world of digital marketing and new technologies

Suggested blog topic part 3

Digital marketing salary: I chose to speak of the word digital marketing salary because it is a word that has a lot of volume, because people are also interested in the diversity of professions in digital marketing, but also the evolution and the salary that a digital marketer can claim.

My blog will talk about:

- The diversity of professions that can be found in the world of digital marketing. The salary of different trades in the world of digital marketing.
- The evolution of salary according to level and experience in the world of digital marketing



OFF SITE AUDIT

Technical audit:backlink audit

	Backlink	Domain Authority (DA)
1	www.youtube.com/playlist?list=PLAwxTw4SYaPmaHhu-Lz3mhLSj-YH-JnG7	100
2	www.youtube.com/watch?v=zumYa-gC0BI	100
3	www.youtube.com/playlist?list=PLAwxTw4SYaPmaHhu-Lz3mhLSj-YH-JnG7	100

Link-building

Site Name	Buffer
Site URL	buffer.com
Organic Search Traffic	DA 91 PA 63 LD 84.1K IL 3.8m
Site Name	marketingland
Site URL	marketingland.com
Organic Search Traffic	DA 89 PA 60 LD 50.4k IL 3.7m
Site Name	linkedin
Site URL	linkedin.com
Organic Search Traffic	DA98 PA97 LD8.8m IL 12.9b



TESTING PERFORMANCES

DMND AUDIT & RECOMMENDATIONS REVIEWS

Page index

Pingler is a tool that allows you to know the number of pages of a website indexed on google. It is a very important analysis which allows to know how many times the website will be exposed in number of google pages

Categories

Link Tools

Keyword Tools

Search Engine Tools

Header/Tag Tools

IP Tools

Miscellaneous Tools

Source Code Tools

SEO Tools »

Google Indexed Pages Checker

Google Indexed Pages Checker

Check how many pages Google has indexed for one website.

How do I use this tool? [+]

Enter Your URL

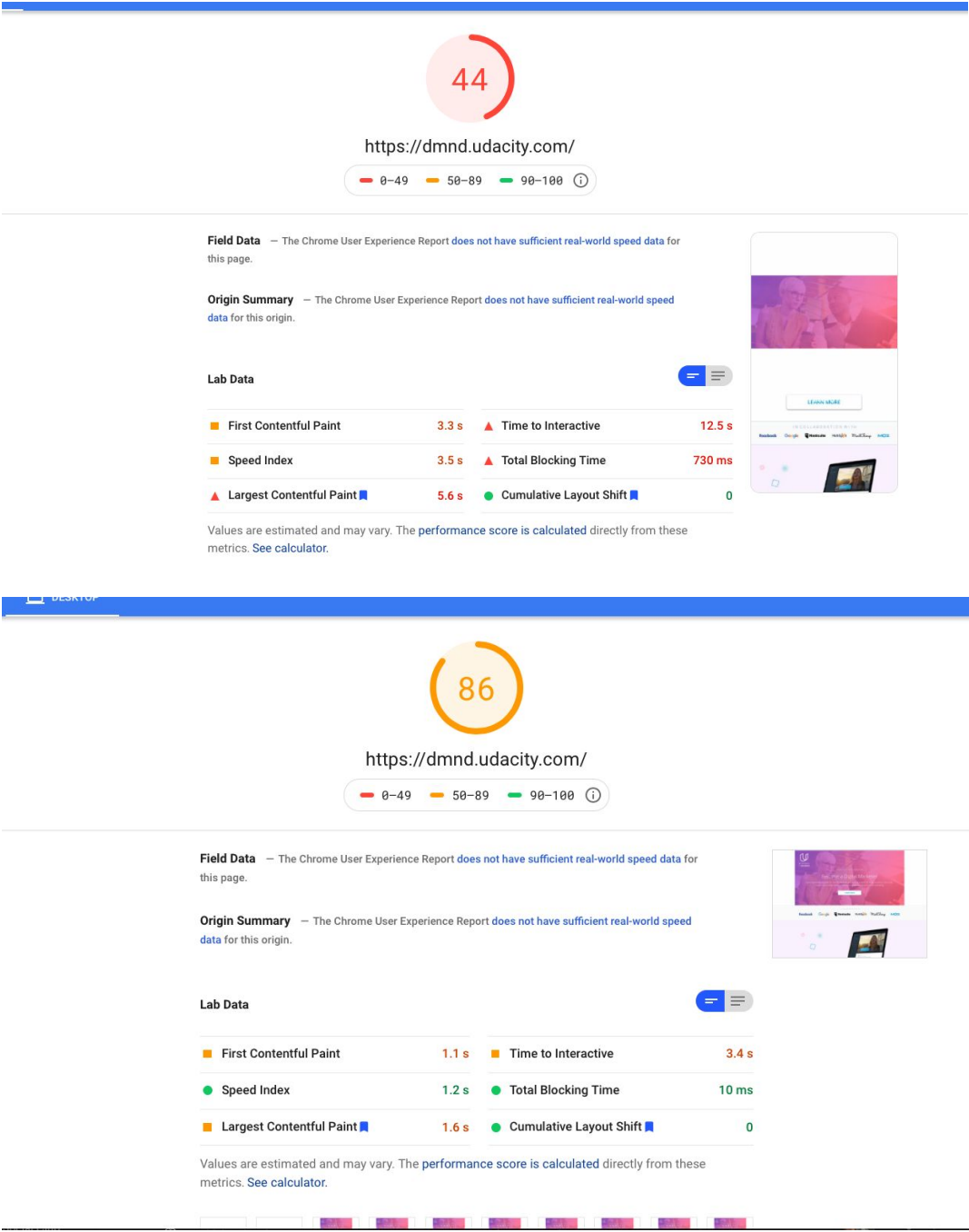
Continue >>

Google Indexed Pages Checker

URL	Google Indexed Pages
https://dmnd.udacity.com	n/a

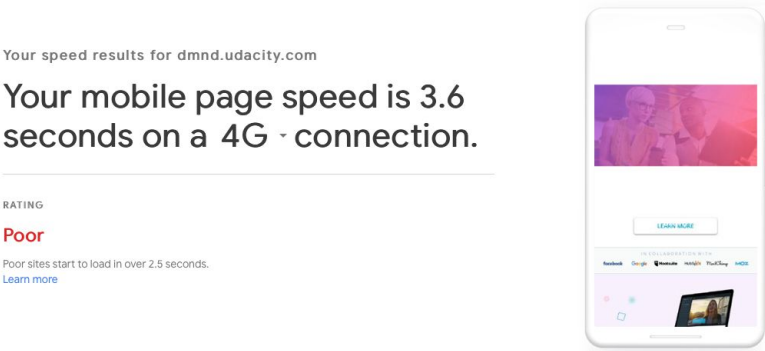
Page speed

Google page speed is a very important tool which allows you to analyze the speed and fluidity of a website by certain parameters which are taken into account recorded in the data lab



Mobile friendly Evoluation

Today most of the people use their cell phones to look at websites which is why it is very important to have a mobile friendly website. Think with Google is a tool that allows you to analyze the optimization of your website on a mobile with parameters that allow you to analyze the speed, the personal experience.

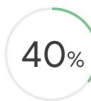


Learn how to optimize your mobile site



Get personal

Now that you've made a good first impression, it's time to get personal. No two customers are alike, and delivering on their needs with relevant experiences is key to winning business.



People are 40% more likely to spend more than planned when they identify the shopping experience to be highly personalized.

Think with Google
Google/BCG, U.S., Business Impact of Personalization in Retail study, 2019.

Recommendations to get personal

Here are a few ways to give your customers the VIP treatment. You can find additional resources in your full

RECOMMENDATION

Personalize your UX

[Tailor your site](#) experience to each user to keep them engaged with relevant content.



Make it seamless

After designing an experience just for them, customers will be more likely to convert. Make key actions like sign up, sign in and checkout seamless.



77% of smartphone shoppers are more likely to purchase from companies whose mobile sites or apps allow them to make purchases quickly.

Think with Google
Google/Spore, U.S., Playbook Omnibus 2018

Recommendations for seamless conversions

RECOMMENDATION

Seamless sign in/up and checkout

DMND RECOMMENDATIONS

After having done a research and a complete report on the site: dmnd.udacity.com and therefore create a seo audit, here are the points on which I would like to insist in order to make an improvement.

The name of the web page is not concise and very clear enough, nor does it appear on pingler and google indexed pages, which may be due to a word search. The domain name should be clearer, a keyword search optimization should be in place. The web page should also be a bit more detailed about the program.

If we use the google speed tool dmnd.udacity.com is only at 44% of its capacities on a mobile version which is poor with a performance in time to reaction 12.5s, total blocking time 730ms, largest contentful paint 5.6s. The computer-based website reaches 86% of its capacity with only defaults first contentful paint 1.1s, time to interactive 3.4s. The speed of the mobile version should therefore be improved.

If we use the Think With Google application, we will notice once again that the speed of access to the mobile website is very poor. We could improve the mobile version to make it smoother and more pleasant for potential customers by personalizing it and adding in particular a call to action to convert customers.

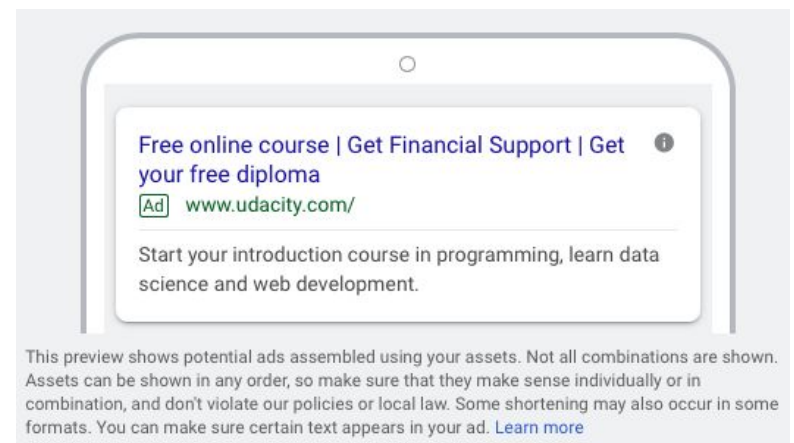
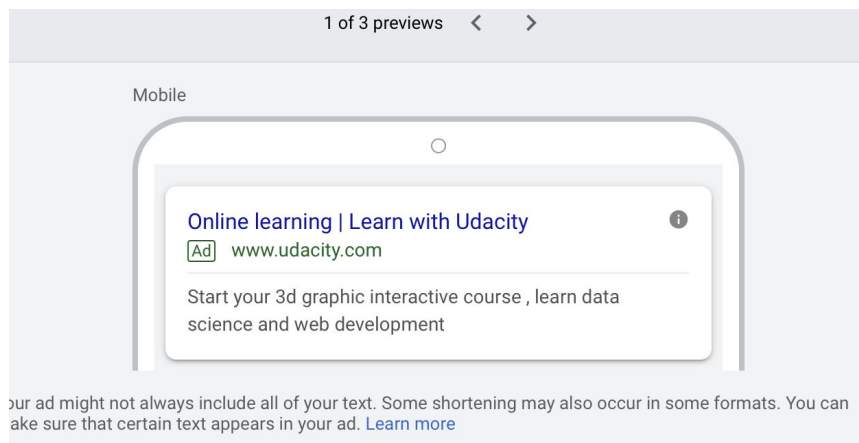


SEM



KEYWORD LISTS

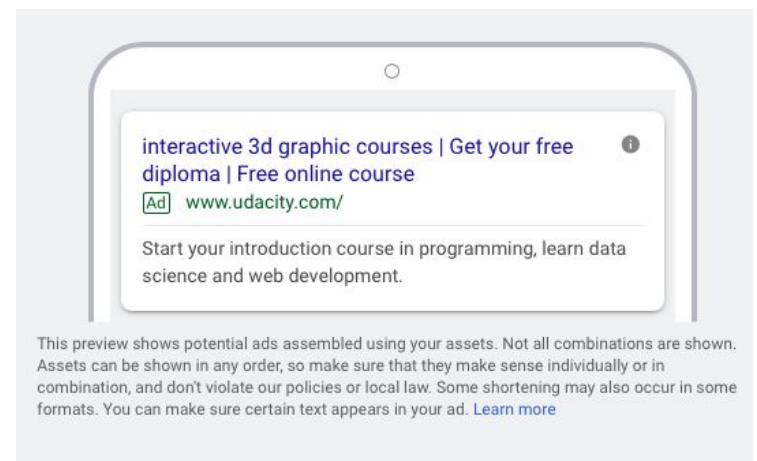
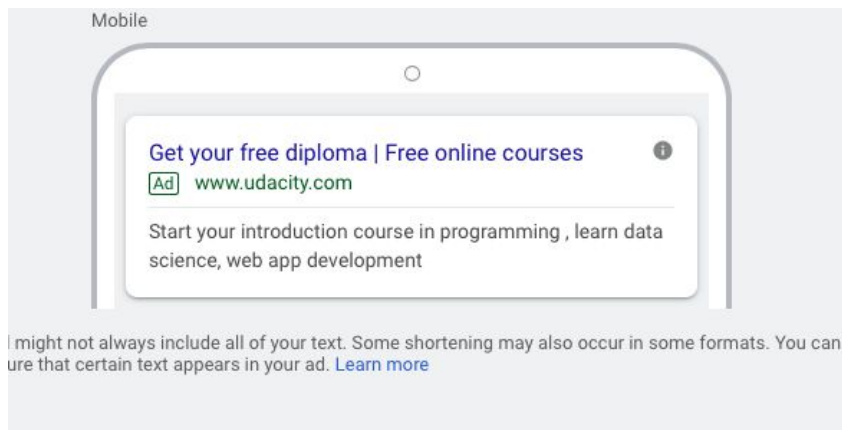
AD and keywords list group 1



Keyword list:

class computer programming
r programming course
r programming training
learn r programming online free
it programing courses
free online computer programming courses for beginners
web developer online
complete web development course
full stack web developer course free
mobile application developer course
mobile app developer training
app training course
data science training and placement
best online data science certificate programs
graduate diploma in data science
learning in artificial intelligence
free short courses online with certificates
learn it online

AD and keywords list group 2



Keyword list:

data science bootcamp
diploma in computer programming
diploma in it
information technology degree
diploma in web development
diploma in ai
diploma in data science
degree in data science
degree in web development
degree in mobile app
degree in programming
udacity diploma
udacity nano degree
udacity programming course
udacity data scientist diploma
udacity machine learning diploma
udacity web development diploma
certification in data scientist
certification in artificial intelligence

CAMPAIGN REVIEW

Paused

Type: Search

Budget: US\$10.00/day

Close

About this campaign

EDIT IN SETTINGS

4 Aug 2020 - 9 Aug 2020

All day

Singapore

Chinese (simplified), English, French

Campaign goal

Leads

Bid strategy

CPC (enhanced)

Ad groups

2 Standard · 0 Dynamic

Ad · www.udacity.com

Get your free diploma | Free online course

Start your introduction course in progra...

Example ad

< Ad 1 of 3 >

Ad group

student interactive 3d graphic

Type

Standard

Max. CPC

US\$3.00 (enhanced)

Keywords

app training course, best online data science certificate programs + 18 more

Ad extensions

Dynamic structured snippet, Dynamic callout

Ad · www.udacity.com

Get your free diploma | Free online cour...

Start your introduction course in progra...

Ad group

student looking for diploma in programming

Type

Standard

Max. CPC

US\$3.00 (enhanced)

Keywords

app training course, best online data science certificate programs + 18 more

Ad extensions

Dynamic structured snippet, Dynamic callout

CAMPAIGN SUMMARY

Paused

Type: Search

Budget: US\$10.00/day

More details

Ads

Custom5 Aug 2020

0

5 Aug 2020

+

Ad status: All but removed

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

<input type="checkbox"/>	<div></div>	Ad	Ad group	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Conversion:	Cost con'
<input type="checkbox"/>	<div></div>	<div>Get your free diploma Free online course www.udacity.com</div> <div>Start your introduction course in programming, learn data science and web development</div>	student interactive 3d graphic	Eligible	Expanded text ad	4	172	2.33%	US\$2.87	US\$11.46	0.00	US\$0.0
<input type="checkbox"/>	<div></div>	<div>Get your free diploma Free online courses www.udacity.com</div> <div>Start your introduction course in programming, learn data science, web app development</div>	student looking for diploma in programming	Eligible	Expanded text ad	1	113	0.88%	US\$1.03	US\$1.03	0.00	US\$0.0
<input type="checkbox"/>	<div></div>	<div>Online learning Learn with Udacity www.udacity.com</div> <div>Start your 3d graphic interactive course, learn data science and web development</div>	student interactive 3d graphic	Eligible	Expanded text ad	2	102	1.96%	US\$2.79	US\$5.57	0.00	US\$0.0
<input type="checkbox"/>	<div></div>	<div>interactive 3d graphic courses Free online course Online learning +5 more www.udacity.com</div> <div>Start your introduction course in programming, learn data science and web development.... View assets details</div>	student interactive 3d graphic	Eligible (Limited) Poor ad strength	Responsive search ad	0	0	—	—	US\$0.00	0.00	US\$0.0
<input type="checkbox"/>	<div></div>	<div>Get free 3d interactive course Study online www.udacity.com</div> <div>Get your introduction in 3d interactive course, learn programming, data science. Start your journey with udacity.</div>	student looking for diploma in programming	Pending Under review	Expanded text ad	0	0	—	—	US\$0.00	0.00	US\$0.0
Total: All but removed ads						7	387	1.81%	US\$2.58	US\$18.06	0.00	US\$0.0
Total: Campaign						7	387	1.81%	US\$2.58	US\$18.06	0.00	US\$0.0



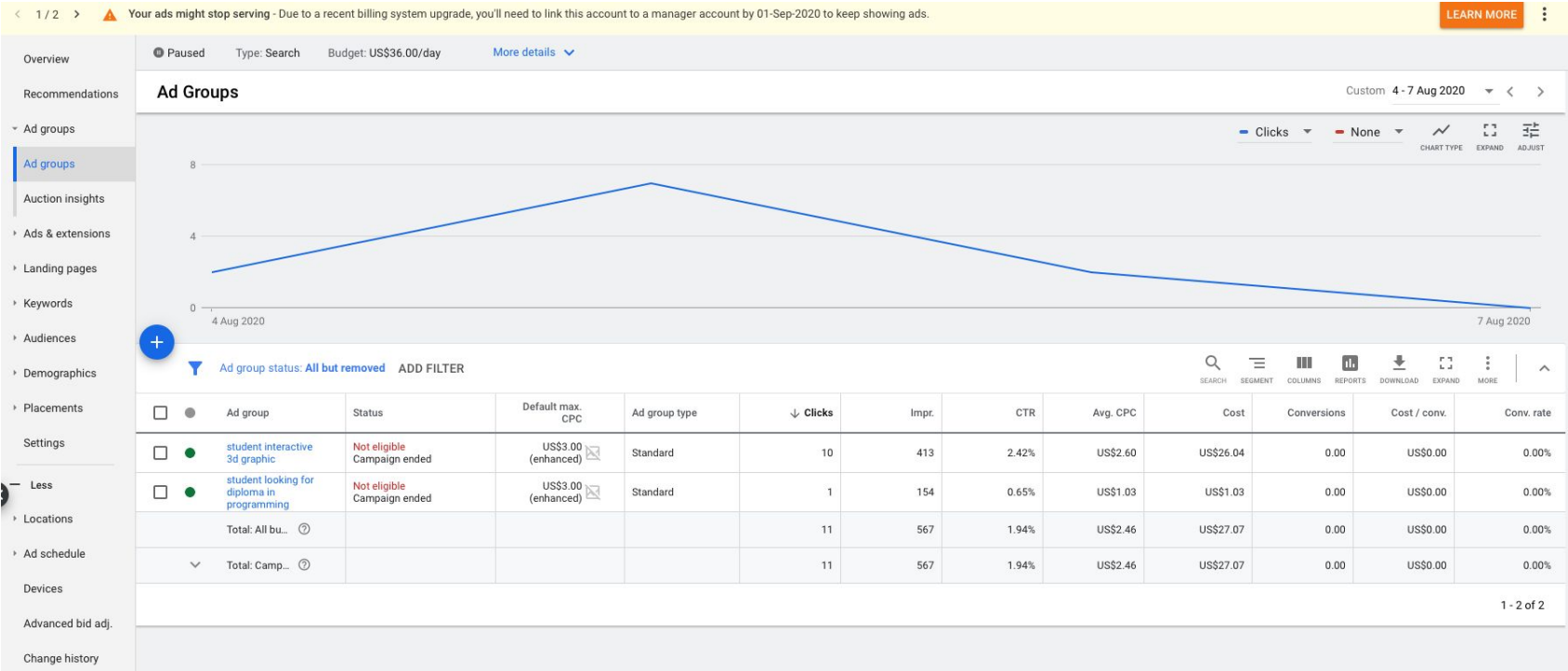
Campaign Evaluation

- Here we have a budget of \$ 10 per day over five days, which gives us a budget of \$ 50 in total, \$ 27.07 was spent over those five days, resulting in a net income of \$ 22.93. Our ROI calculation is therefore $50 - 27.07 / 27.07 \times 100$, which amounts to an ROI of 84.7 times the amount invested
- My conversion rate was lower than expected compared to the expected results of the campaign
- We spent roughly per clicks with all ads combined a total of \$ 2.46 on average per click, which is still a far cry from the cpc which was valued at \$ 10 cpc bid
- Learn it online is the keyword with the most chance to enter high competition on Google Adword with the most clicks at a cpc avg of \$ 2.1
- Learn it online, app training course, complete development course, are the words that in my opinion made the best performances in the google adword campaign, they are key word long tails so that's why they got it better performance.

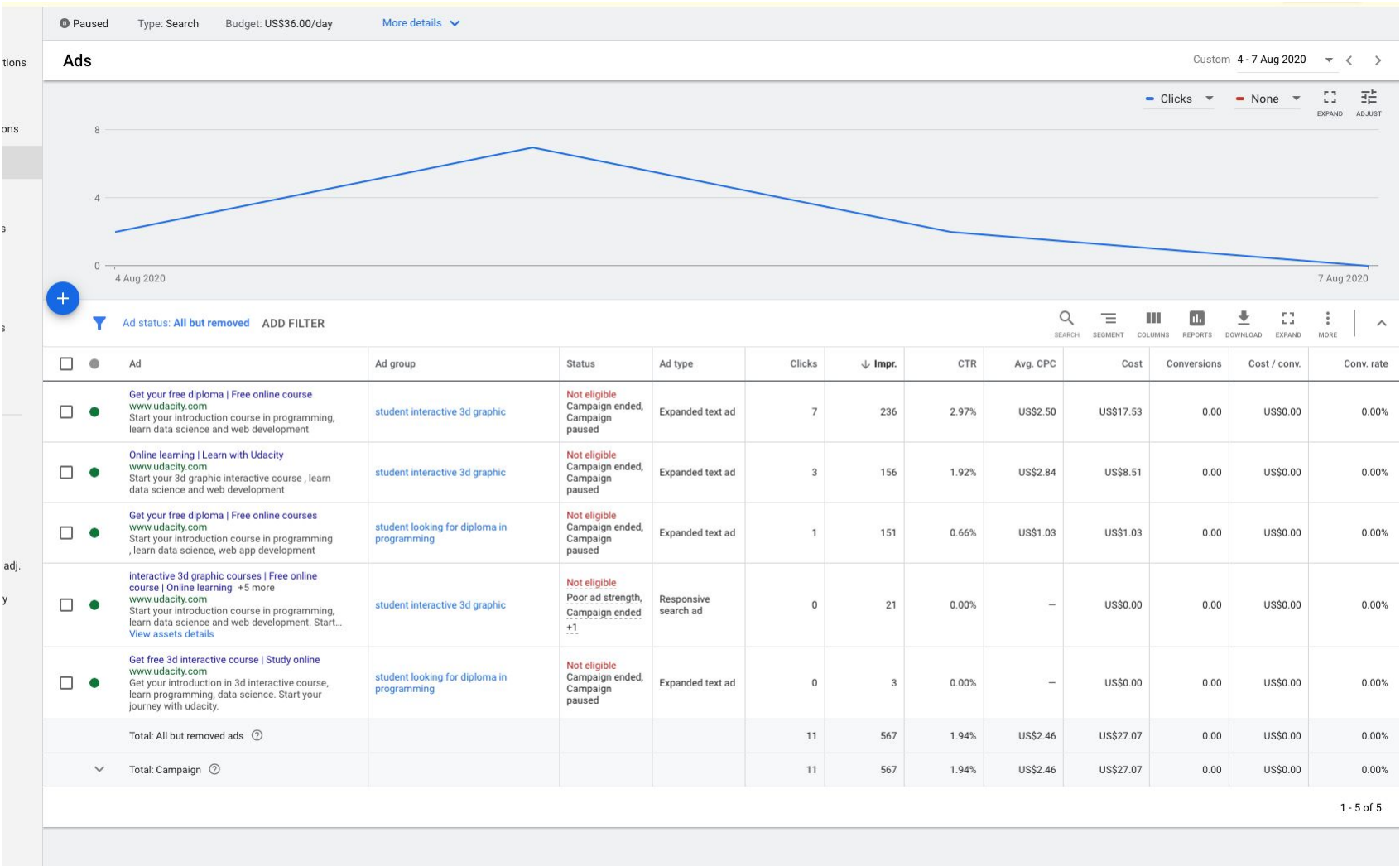
Recommendations for future campaigns

- As new recommendations, I will first increase the campaign budget and extend the number of days, which would increase the number of clicks, and therefore of course keyword searches on the google adword search engine.
- I will change the word searches and also the ad campaigns that are not performing well.
- I will also set up an A&B test which would allow to know the potential of the campaign before its launch, and to know if there are words that have more performance than we could put in place.
- Arriving on the landing page, we first see the interactive 3d graphics course and immediately we see another course on introduction to programming, it confuses what the landing page wants to promote. It is necessary that this evening clearer, it would be necessary to make a landing page only on the interactive course 3d graphic.

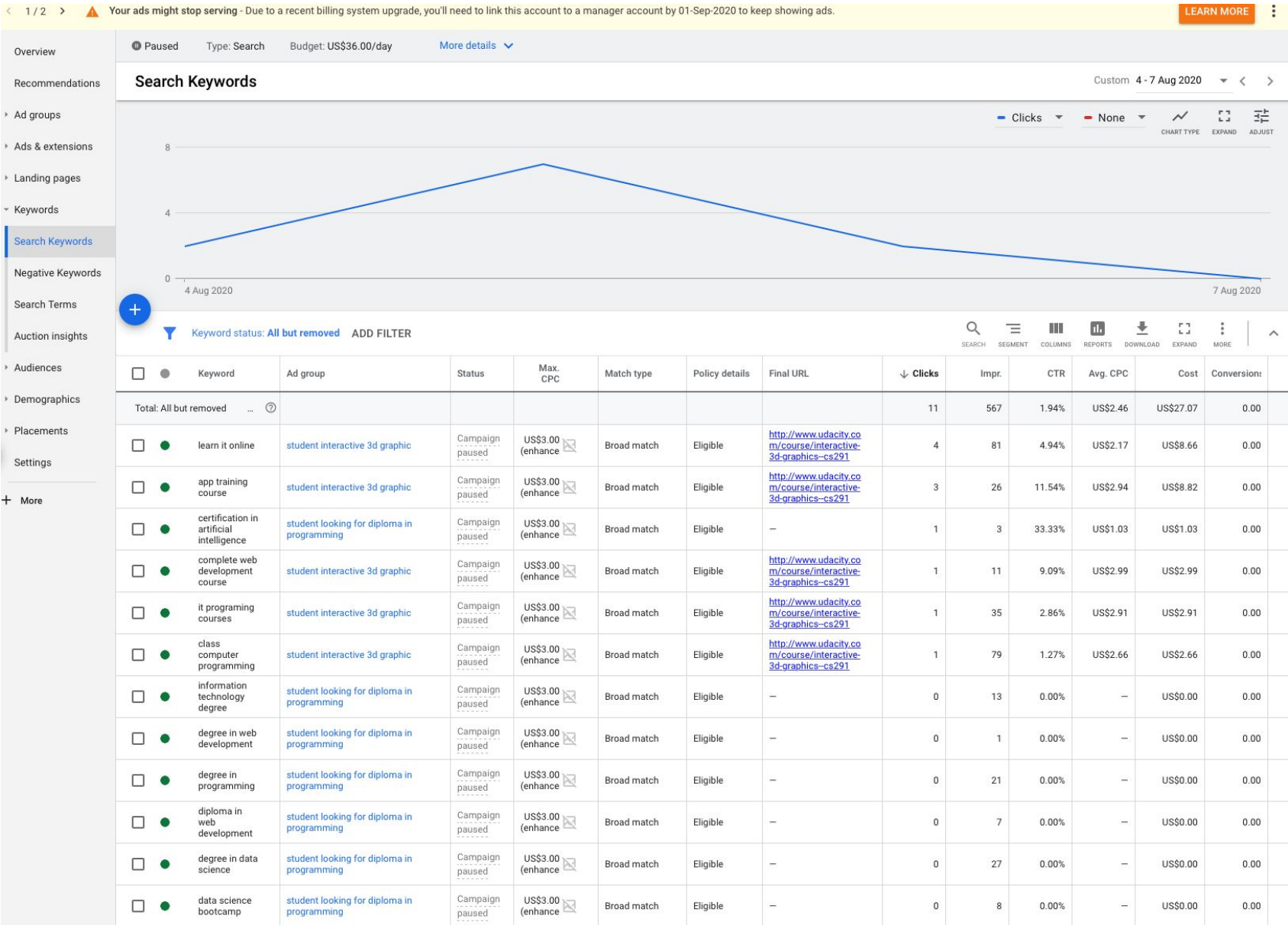
Exemple AD groups



Exemple ADS



Exemple Keywords





DISPLAY CAMPAIGN









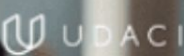



RESULTS & RECOMMENDATIONS



Display Image Campaign: Affinity audience

 	Ad group 	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
 	Affinity Audience	Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36	\$448.95	Display	None






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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

Here we have a result of 1243 clicks with a total of 2 new students who have confirmed their enrollment, with an average CPA of 224.47\$. Here we have a positive ROI return on investment of 149.06\$.


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%	2	224.47\$	149.06\$

How would you optimize this campaign?

- To improve this advertising campaign, I will first set up an A and B test which will allow me to analyze the different performance of conversions and the number of new registrations.
- Following this, I will be able to work again on my audience, and make changes on my target audience, in order to obtain more conversion and therefore increase my return on investment.
- We could also do several variations and ad groups on different ad formats

Display Image Campaign: Site Targeting


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



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Anke A. | Program Lead, Digital Marketing


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Results: Calculate the ROI

Here we have a result of 407 clicks with a total of 1 new students who have confirmed their enrollment, with an average CPA of 231.99\$. Here we have a positive ROI return on investment of 67.01\$.


Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	0.6%	0.57\$
Cost	Conversion Rate	# New Students	CPA	ROI +/-
231.99\$	0.2%	1 (0.8)	231.99\$	67.01\$

How would you optimize this campaign?

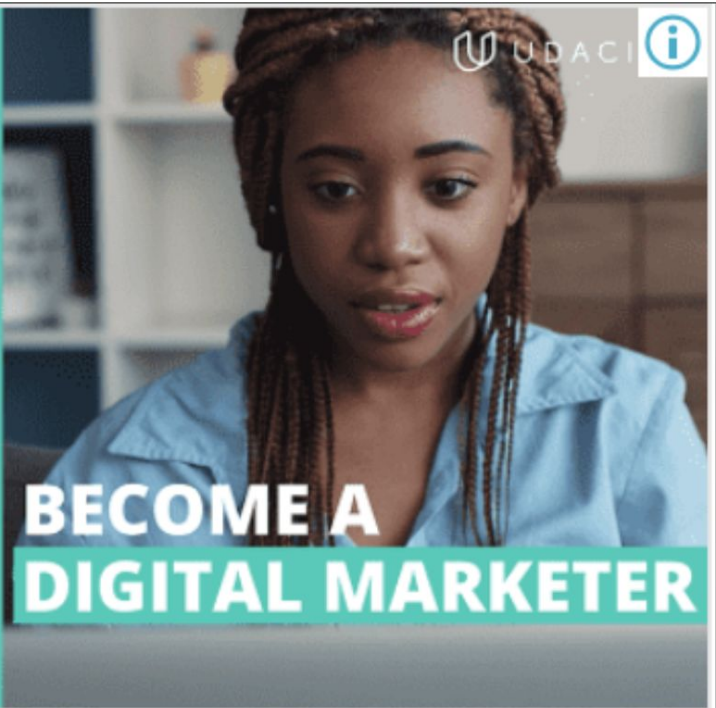
- Here we can compare with respect to the first campaign that the number of clicks and therefore conversion to new registrations is only 407 clicks and 814 new students, this is probably due to the campaign budget and will probably have to be increased.
- Then, you will then have to do an A and B test to find out which campaigns will work best according to performance.
- Subsequently reevaluate the keyword audience and create several variations of advertisements on different formats.



Display Image Campaign: Overall Results

		Ad group 	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
		Remarketing	Campaign ended	\$3.00 (enhanced)	--	670	109,994	.61%	\$0.35	\$234.50	Display




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Results: Calculate the ROI

Here we have a result of 670 clicks with a total of 1 new students who have confirmed their enrollment, with an average CPA of 234.50\$. Here we have a positive ROI return on investment of 64.5\$

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109.994	.61%	0.35\$
Cost	Conversion Rate	# New Students	CPA	ROI +/-
234.50	0.2	1 (1.340)	234.50\$	64.5\$

How would you optimize this campaign?

- To improve this campaign we could increase the budget, which will lead us to increase even more the number of clicks and thus the registration of new students.
- The audience for this ad group is primarily based on udacity remarketing, so we could create other variations of ads on this theme with different media.
- An A and B test could be set up to see which ads will perform the best.

Which campaign performed the best?

Why?

- The advertising campaign that worked the best was the Affinity Audience campaign, the result of the campaign was 1243 clicks with 2 new students registered for the nanodegree in digital marketing. We also have a positive ROI of 149.06\$
- The success of this campaign is probably due to the audience group, they are people who have affinities in digital marketing or only some knowledge but who are curious to learn a little more in this field of profession in order to do a new job.
- The success of this campaign is also due to the fact that it was shown on a video display in google, which brings much more traffic, which increases the number of clicks and therefore of course more retraining and therefore more registration of new students.

Recommendations for future campaigns

If I had been given a larger budget for the advertising campaign here is what I would have set up and what I would do.

- I will extend the time of the advertising campaign, which would increase the number of print and click traffic which will therefore transform into retraining of new students.
- I will add even more ad groups with different audiences which will allow for a much larger audience panel.
- I will add even more longtail keywords, which will make it possible to have even more presence on the google search engine.
- I will add more display videos. Because today video advertising campaigns are the most watched. People are more drawn to a video campaign that tells a story. Videos also generate a lot more views and traffic.



EMAIL MARKETING CAMPAIGN



Email 1: Join us and get our free social media advertising guide

Email 2: Discover our Udacity Marketing Nanodegree

Email 3: Join us to learn new Digital Marketing Skills

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>Join us and get our Free Social Media Advertising Guide</i>
Subject Line 2	<i>Get our Free ebook Social Media Advertising</i>
Preview Text	<i>Discover our Udacity Digital Marketing program</i>
Body	<i>Join our program in digital marketing, take advantage of the offer of Udacity, we occasionally offer for new students our new free ebook Free Social Media Advertising Guide, which you can download for free.</i>
Outro CTA	<i>Download now</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>Discover our Udacity Marketing Nanodegree</i>
Subject Line 2	<i>Discover our Udacity Digital Marketing Program</i>
Preview Text	<i>Get our Free Social Media Advertising Guide</i>
Body	<i>Register with Udacity and discover our Nanodegree diploma specializing in Digital Marketing. On this occasion we are offering you our free ebook Free Social Media Advertising guide which you can find here.</i>
Outro CTA	<i>Sign up now</i>

Creative Brief: Email 3

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>Learn new digital marketing skills</i>
Subject Line 2	<i>Learn Digital Marketing with Udacity</i>
Preview Text	Learn new digital marketing skills with our Free Ebook
Body	<i>come learn with Udacity the exciting world of digital marketing and discover our Nanodegree program specializing in digital marketing. You will also be able to take advantage of our free ebook offer Free Social Media Advertising Guide to all students who confirm their enrollment.</i>
Outro CTA	<i>Join us</i>

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1: Join us and get our free social media advertising guide	Creating email content 24/08/2020 to 25/08/2020	A and B email test 26/08/2020	Send email from 29/08/2020	Analysing phase on 02/09/2020 to 03/09/2020
Email 2: Discover our Udacity Marketing Nanodegree	Creating email content 31/08/2020 to 01/09/2020	A and B email test 02/09/2020	Send email 03/09/2020	Analysing phase on 7/09/2020 to 8/09/2020
Email 3: Learn new Digital Marketing Skills	Creating email content 07/09/2020 to 08/09/2020	A and B email test from 09/09/2020	Send email from 10/09/2020	Analysing phase on 14/09/2020 to 15/09/2020

Week one 24/08/2020 to 03/09/2020					Week Two 31/09/2020 to 08/09/2020					Week Three from 07/09/2020 to 14/09/2020				
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

Email title1:

Join us and get our Free Social Media Advertising Guide

Email title 2:

Get our Free ebook Social Media Advertising

Preheader:

Discover our Udacity Digital Marketing program


Bodytext:

Join our program in digital marketing, take advantage of the offer of udacity, we occasionally offer for new students our new free ebook free social media advertising guide which you can download for free.

Outro:


Download Now


Final Email:

 UDACITY DMND CAMPAIGN

Drop Content Blocks Here

[View this email in your browser](#)



[View this email in your browser](#)

Join our program in digital marketing.

Take advantage of the offer of Udacity, we occasionally offer for new students our new ebook Free Social Media Advertising Guide, which you can download for free [here](#)

Join us

advertising
Digital Marketing

Send a Test Email

Send a test to

Use commas to separate multiple emails.

> [Include instructions and a personal message \(optional\)](#)

Send Test

Cancel

[Privacy and Terms](#)

this email in your browser

Join our program in digital marketing.

Enable Social Cards

Email 1: Calculate the open rate

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

Email 1: Calculate your CTR& CONVERSION

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

Final recommendations:

- Compared to the Join us and get our free social media advertising guide email campaign and the results that followed.
- Here is what I will change for the second and third email marketing campaign. I will change the title first, I will probably add the choice of a second title which would bring a much more concise hook.
- I will also change the composition of the text, then set up an A&B test before sending the email campaign.
- I will also set up a new audience segment, which would perhaps be more likely to respond to the email sent and therefore to have a stronger conversion feedback.
- I will also revise the schedule in order to launch these two campaigns at the right time.
- If someone unsubscribes from my first email advertising campaign, that means that person was not interested in it or that they are receiving too much email marketing that ours did not interest them. This means that we will have to change our approach, target a new audience, create a copy email that is much more creative, and even change the visual and the content of the campaign.

