Project 8: DMND Portfolio

Building a Marketing Strategy

1.Customer Journey Based Marketing Plan
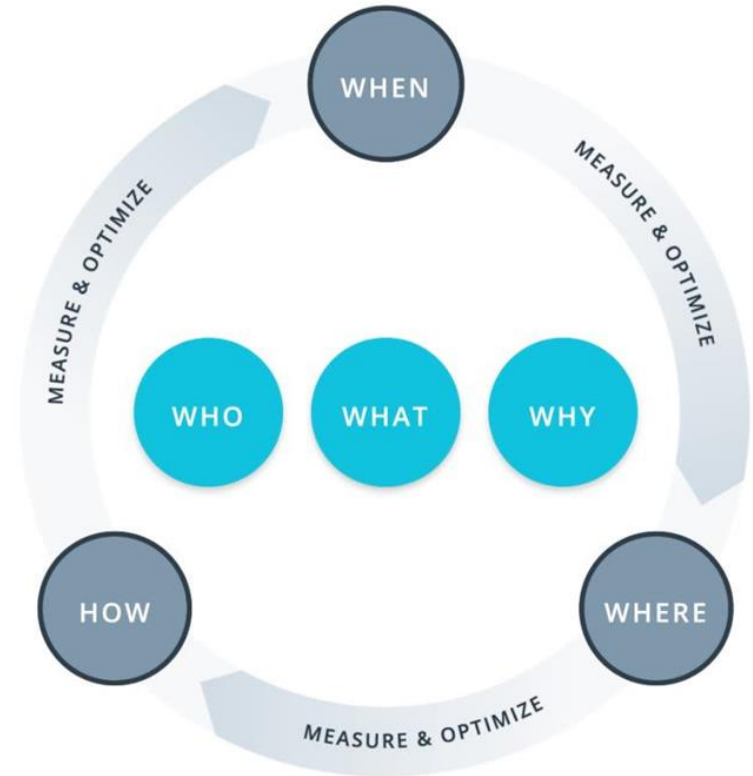
What: your offer

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: your offer

Marketing Objective:

Increase revenue for Udacity through the addition of 168, or more, new students to the Digital Marketing Nanodegree program as a result of our marketing campaign during the second quarter of 2018. new

Value Proposition

- *For customers who desire to improve their marketing and resulting sales; our Digital Marketing program offers in depth marketing skills and strategy for incresing customer flow to the end user. Unlike Axiom which fosues on sales to identified customers, Udacity Digital Marketing trains your personnel to utilize a variety of marketing tools reaching more potential customers.*

Key Performance Indicator

- *Success will be determined by the number of new conversions generated by customer enrollment in the Digital Marketing Nanodegree.*

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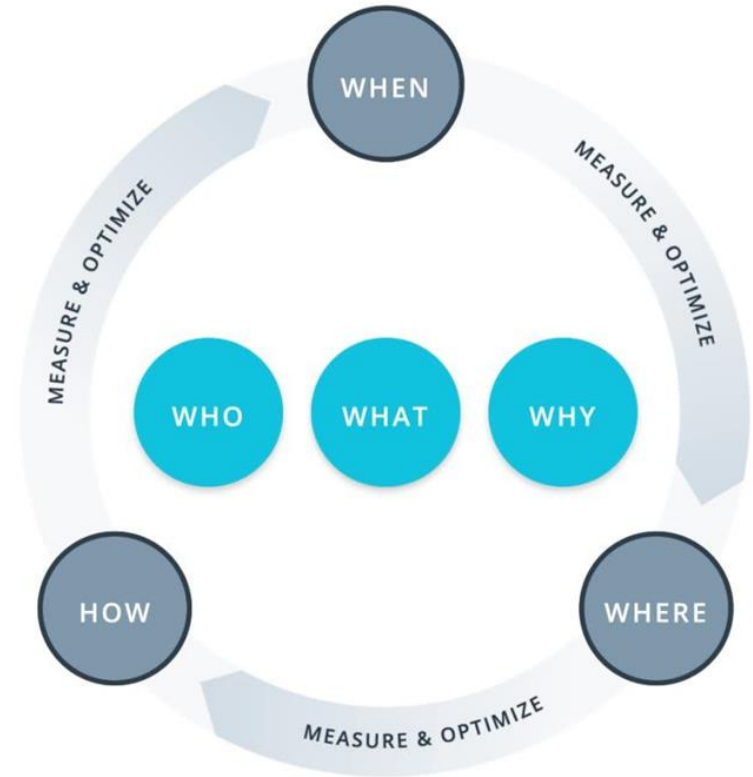# Who Are Our Customers

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

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO   WHAT   WHY

HOW   WHERE

MEASURE & OPTIMIZE

Target Persona

Background & Demographics
1. Female age 55
2. Lives in Houston, TX
3. Married to successful telecom manager
4. HH Income $250K+
5. Personal assistant to business owner

Violet Smith

Needs
1. Needs more time to manage her work
2. Uncomplicate work life by off-loading some work
3. Grow revenue
4. Increase new customer growth
5. Explore alternatives to business growth

Hobbies
1. Tarot for fun
2. Travel to warm places
3. Loves dogs
4. Quiet time

Goals
1. Work/Life balance
2. Healthy lifestyle
3. Help to grow the business to help ensure reveune targets are met.

Barriers
1. Needs to focus on a few effective solutions to grow business for employer
2. Not very technical/internet savy
3. Manages employers extensive travel needs
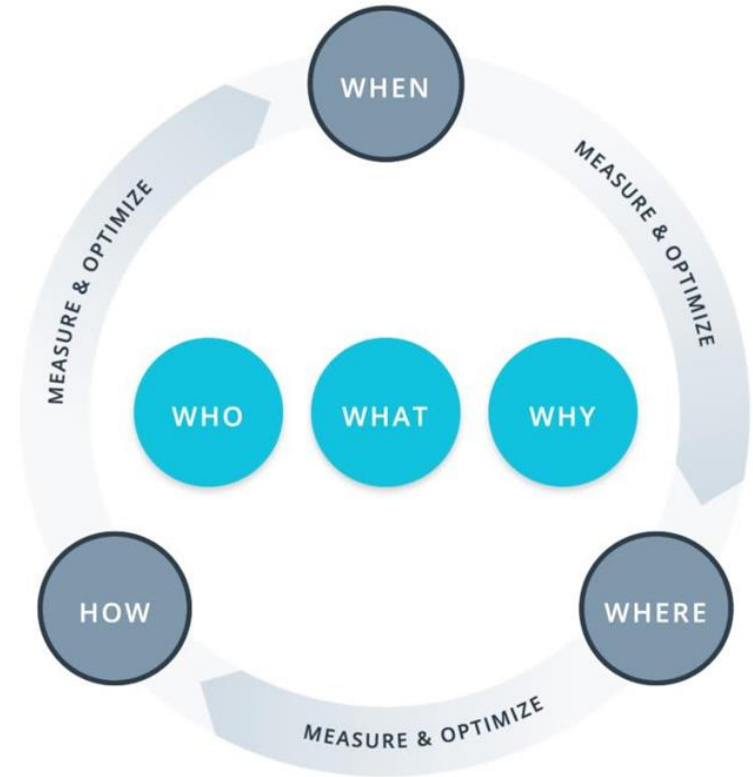4. On call 24/7 as needed

Phases of the Customer Journey

Awareness Interest Desire Action Post action
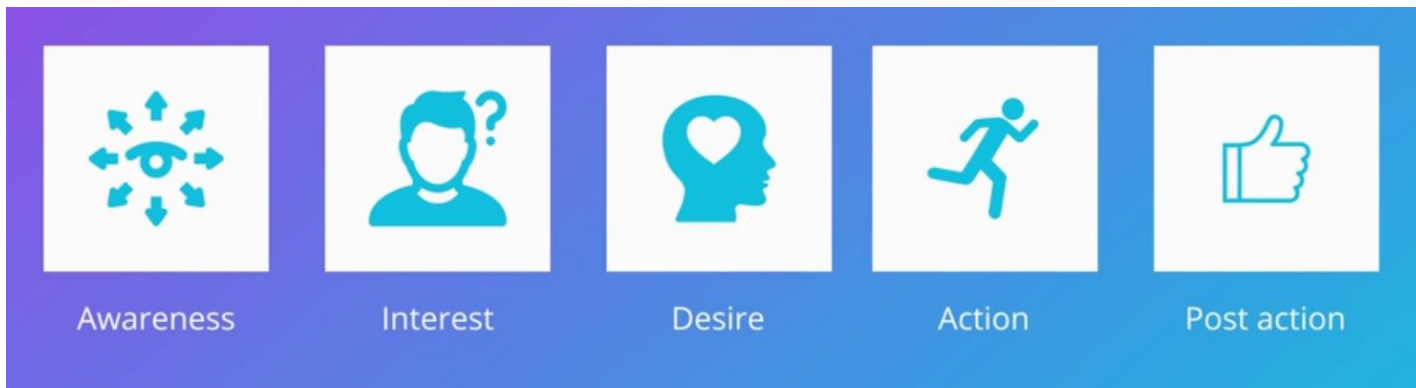
When+How+Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	• *"Increase your marketing and boost sales for you and your business."* • *"After graduating you will be ready to join a large company, a small firm, or even become a freelance digital marketer."* • *Ongoing during campaign*	• *"Become a Digital Marketer"* • *"Here's what's in it for you!"* • *This program allows you to master platform-specific skills valued by top employers while at the same time establishing a broad-based understanding of the digital marketing ecosystem*	• *"Take Charge of Your Future - Become a Digital Marketer!"* • *"Continue to be relevant!"*	• *"Join today, classes are available on your schedule"* • *Enroll today and take 10% off the cost of your tuition!"*	• *"Thank you for enrolling in DMND"* • *"Welcome to your future"*
Channel	• *content marketing via blog on Facebook and Twitter with links to landing page* • *Informative landing page requesting contact info to add viewers to newsletter* • *Display / Video ads utilizing Google Ad Words to increase brand awareness* • *CTA to encourage signup and view course catalog*	• *Google AdWords utilizing display and video content* • *Ensure ads appear in mobile format* • *Email marketing – capture data from landing page to feed email ads* • *CTA encouraging viewers to sign-up now – "Easy to get Started! Click Link Below"*	• *Google AdWords display, video, mobile ads.* • *A/B testing ongoing to drive greater response.* • *Repost blog to Facebook, Twitter, LinkedIn to cover more potential viewers.* • *Email campaign reaching out to all viewers who signed up for newsletter.* • *CTA to encourage signup*	• *content marketing via blog on Facebook and Twitter with links to landing page* • *Informative landing page requesting contact info to add viewers to newsletter* • *Display / Video ads utilizing Google Ad Words to increase brand awareness* • *CTA to encourage signup*	• *Email to all viewers who enrolled* • *Support positive decision through continued Social Media postings describing the benefits of DMND and Udacity Value Proposition* • *CTA – click here to view course catalog*

2. Budget Allocation

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	8000	$1.25	6400	0.05%	3
AdWords Search	1000	$1.40	714	0.05%	0
Display	500	$5.00	100	0.05%	0
Video	500	$3.50	143	0.05%	0
Total Spend	10000	**Total # Visitors**	**7357**	**Number of new Students**	3

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Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	12900	$0.50	25800	0.1%	26
AdWords Search	1500	$1.50	1000	0.1%	1
Display	300	$3.00	100	0.1%	0
Video	300	$2.75	909	0.1%	0
Total Spend	15000	**Total # Visitors**	**27809**	**Number of new Students**	27

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Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	17500	$0.30	58333	0.3%	175
AdWords Search	1500	$1.50	1000	0.3%	3
Display	3000	$3.00	1000	0.3%	3
Video	3000	$2.75	1091	0.3%	3
Total Spend	25000	**Total # Visitors**	**61424**	**Number of new Students**	184

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ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	10000	7357	3	$299	897	$ -9,103
Interest	15000	27809	27	$299	8073	$ -6,927
Desire	25000	61424	184	$299	55016	$30,016
Total	50000	**96590**	**214**		63,986	$13,986

Additional Channels and Recommendations:

Too much dependency on Facebook

- Recommend including **LinkedIn** as a channel – post ads and measure performance

  - This will provide access to additional working professionals who may be seeking additional skills to stay relevant in their profession, or, who may be looking for alternate and complimentary skills.

- Recommend posting video ads

  - Consider adding ads to Instagram, for instance, to appeal to a broad base of potential new students / new –to- workforce users of Social Video channels. This will appeal to users who are staying away from Facebook per se.

  - Video ads can deliver a meaningful message in a few seconds and may prove more cost-effective than traditional display ads.

- Keywords

  - Negotiate for more cost effective keywords during the Awareness phase.

  - Recommend bidding for $1.00 per click maximum and see if different keywords can bring down the CPC while helping to increase the Conversion Rate.

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Additional Channels and Recommendations (continued):

- Keywords

    - There is a need to increase the keywords associated with the website as these keywords will help drive additional search traffic to the site

- Backlinks

    - The addition of numerous backlinks should be a priority as this will help improve additional traffic from associated websites and searches forwarded through inbound links. This will help overall positioning of the site for future searches and will help to position the site near or on the first page of web searches. The significance of this can not be understated as statistics show that a majority of end users will not click past the first page without a compelling reason or interest driven by their initial search results.

- Mobile Devices

    - Ensure ads appeal to all mobile device users and that load speeds are meeting user expectations. The risk is that web searchers will quickly lose interest in a slow loading page and move on to a different site.
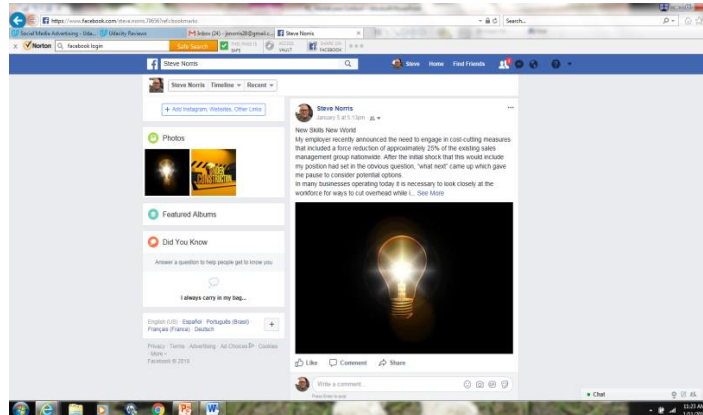
3. Showcase Work

Market your Content

LinkedIn

Selected primarily because it is more frequented by businesses, recruiters, and business professionals who may have need of telecommunications sales professionals.

https://www.linkedin.com/in/steve-norris-71618513/

Facebook

As the most widely read social media platform, Facebook is a logical choice to reach mass audiences quickly and to expect more direct feedback as Facebook users tend to regularly offer comments.
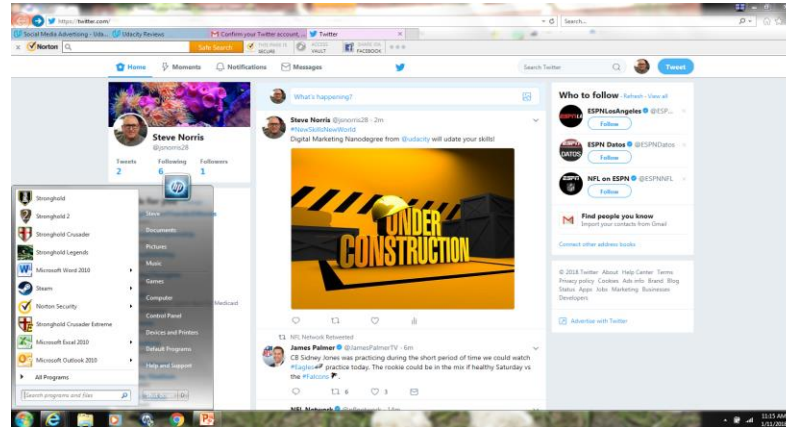
https://www.facebook.com/steve.norris.79656

Twitter

Twitter was chosen for it's simplicity, ease of use, and the likelihood users are used to offering quick replies and timely feedback without excessive dialogue; quick simple, direct.
@jsnorris28

Blog Post: New Skills New World

My employer recently announced the need to engage in cost-cutting measures that included a force reduction of approximately 25% of the existing sales management group nationwide. After the initial shock that this would include my position had set in the obvious question, "what next" came up which gave me pause to consider potential options.

In many businesses operating today it is necessary to look closely at the workforce for ways to cut overhead while increasing production across the enterprise. Too often this results in losing good long-term employees to other industries, or worse, the competition. Particularly painful is losing long-term sales employees since they are the face of the company to the customer and they typically are the employees who have long standing relationships with the customer. What to do?

Social Media marketing offers not only a wide variety of channels and methods to reach customers, and is, by definition an extension of marketing. Here's what's in it for you; whether employer or entrepreneur, developing skills which will afford you methods of reaching more potential customers with less resources has to be a good thing. Add to that the analytics to ensure your marketing efforts are, and remain, on track completes a winning scenario!
I would like to suggest Udacity Digital Marketing Nanodegree, www.udacity.com/nanodegree, as a great way to position yourself for the future!

Run a Facebook Campaign

Campaign and Ad Set

AD SET

Ad Set Name US - 18+

Targeting
Location: United States
Age: 18 - 65+
Exclude: Interests: Udacity, School: Udacity
People Who Match: Interests: Facebook for Business, Small and medium enterprises or Digital marketing, Behaviors: Small business owners
Interest expansion: On
Less ▲

Ad Placement Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Facebook Marketplace, Instagram Feed, Audience Network Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos and Messenger Home

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Campaign and Ad Set (continued)

Budget & Schedule	$125.00 Lifetime │ Jan 26, 2018 - Jan 30, 2018
Optimize For	Conversions
Bid	Automatic
Pay For	Impression

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Ad Summary

3 ADS

Ad Name | Default name - Conversions | - Image #

Headline Watch your business soar!

Text Equip your teams with Digital Marketing!
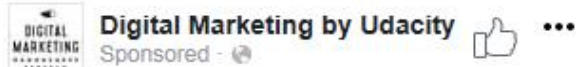
Images

Each image will create a different ad.

Ad Images

Key Results

Ad Name	Delivery ▲	Results	Reach	Impressions	Cost per Result	Amount Spent	Relevance Score	Link Clicks	Website Purchases	Button Clicks
Default name - Conversions - Ima...	Not Delivering / Ad Set Completed	4 / Corporate...	4,474	4,772	$18.32 / Per Corpor...	$73.28	5	32	—	8
Default name - Conversions - Ima...	Not Delivering / Ad Set Completed	— / Corporate...	1,633	1,769	— / Per Corpor...	$28.30	5	13	—	—
Default name - Conversions - Ima...	Not Delivering / Ad Set Completed	— / Corporate...	1,586	1,695	— / Per Corpor...	$23.42	5	11	—	—
▸ Results from 3 ads ⓘ		4 / Corporate...	7,657 / People	8,236 / Total	$31.25 / Per Corpor...	$125.00 / Total Spent		56 / Total	— / Total	8

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Campaign Results: Performance

Charts for Campaign: N100464-John

Performance | Demographics | Placement

4
Results: Corporate Training Conversion Udacity 1

7,301
People Reached

$115.27
Amount Spent

Custom

4 Results: Corporate Training Conversion Udacity 1 | **$28.82 Cost per Result** | **0.05% Result Rate**

Jan 18 | Jan 19 | Jan 20 | Jan 21 | Jan 22 | Jan 23 | Jan 24

$10.00

$0.00

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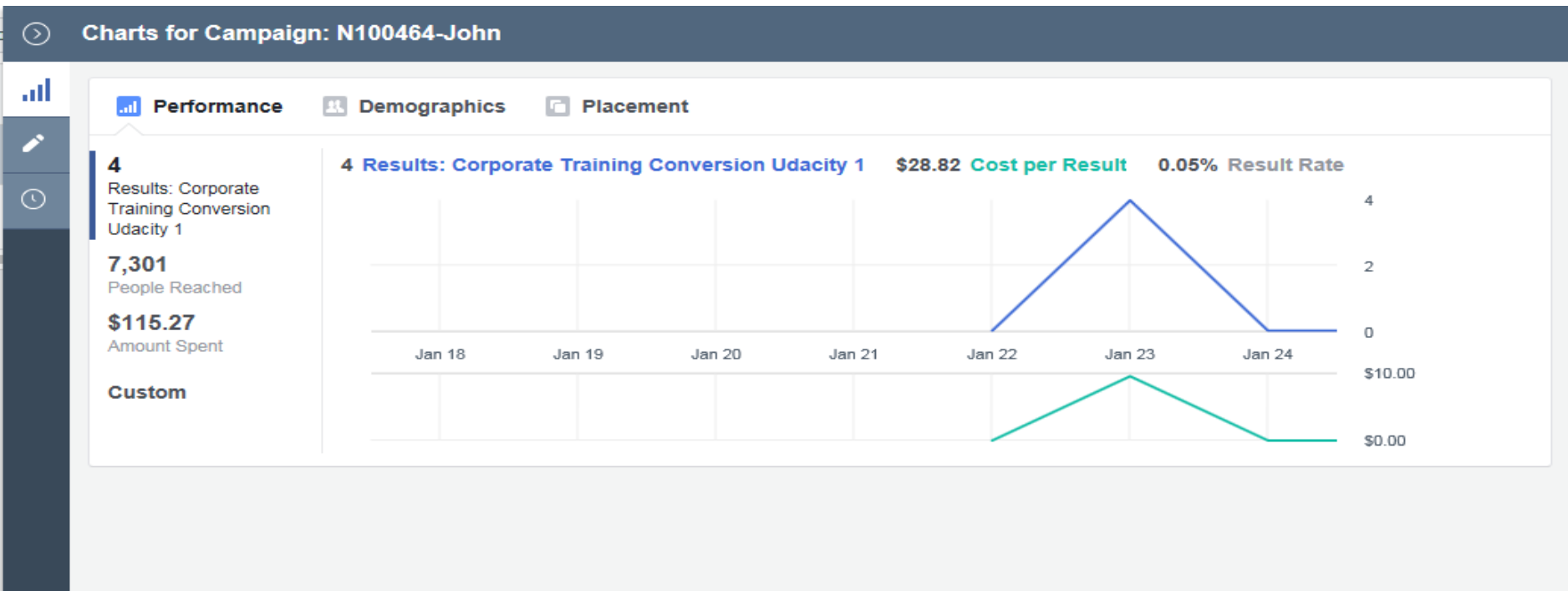
Campaign Results: Demographics

Charts for Campaign: N100464-John

Performance   **Demographics**   Placement

4 Results: Corporate Training Conversion Udacity 1 ▾   **7,301 Reach** ▾

Age

	All Women	Age	All Men	
	25% (1)	13-17	75% (3)	
	49% (3,562)	18-24	50% (3,679)	
		25-34		
	$50.66	35-44	$21.25	
	Cost per Result	45-54	Cost per Result	
		55-64		
		65+		

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Campaign Results: Placement

Charts for Campaign: N100464-John

Performance   Demographics   Placement

7,301 Reach ▾   4 Results: Corporate Training Conversion Udacity 1 ▾ $115.27 Amount Spent

Audience Network   Facebook   Instagram   Messenger *

* You may see low delivery of Messenger ads until they're available to all people in Messenger. A more accurate performance metric is cost per result.

Device Type

Mobile and Desktop ▾

About Placement Results

Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

Learn More

Ad Set Data Performance

| Account Overview | ☑ Campaigns | ⊞ Ad Sets | ☐ Ads | 3 selected ⊗ |

Create Ad ▼ | Edit | Duplicate Ads... | Preview | Create Rule | More ⇕ | Columns: Performance ▼

Ad Name	Delivery ▲	Results	Reach	Impressions	Cost per Result	Amount Spent	Relevance Score	Link Clicks	Website Purchases	Button Clicks
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▸ Results from 3 ads ⓘ		4 Corporate...	7,657 People	8,236 Total	$31.25 Per Corpor...	$125.00 Total Spent		56 Total	— Total	8

Ad Set Data: Performance

Ad Set Data: Delivery

Ad Set Data: Engagement

Search Engine Optimization (SEO) Audit

Page Index

The search on Pingler Index indicates that for the above url there are no pages indexed by Google. This is concerning as this would indicate the site is less likely to be discovered in a search of Google; in effect rendering the site not relevant.

Google Page Speed

The speed test indicates the time need to load the webpage on a mobile device and a desktop device. For this test, both platforms register more round trips needed to fully load the page than the average. The risk is that web searchers will quickly lose interest in a slow loading page and move on to a different site.

Mobile-Friendly Evaluation

http://dmnd.udacity.com/

3s

Loading time on 3G: **Excellent**

Low

Est. Visitor loss
(Due to loading time)

Looking good. Find out what went into your scores.

DIGITAL MARKETING

Become a Digital Marketer

LEARN MORE

Why Take This Nanodegree Program?
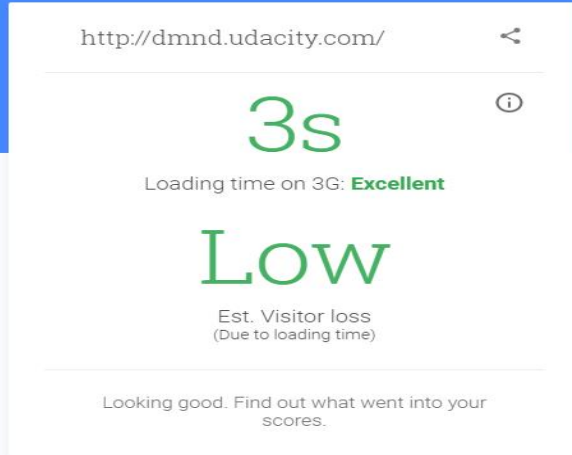
The mobile speed test indicates excellent loading speed over the 3G network. The significance of this test is that as more and more customers live and work in an untethered environment, relying almost exclusively on wireless devices, fast loading speeds and search speeds are essential to keep customers interested in your sight and continuing to click.

Keywords

	Head Keywords	Tail Keywords
1	Udacity DMND	Udacity online training for digital marketing
2	Digital Marketing	digital marketing using social media
3	Online marketing training	Training for small and medium businesses employees to increase business
4	Social media marketing	Increase exposure to new customers by offering products and services via social media
5	Udacity	Udacity training catalog for all online classes

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

	Keyword↓↑	Rank ⁱ ↓↑ ⊕ Add URL	Monthly Volume ⁱ ↓↑	Difficulty ⁱ ↓↑	Organic CTR ⁱ ↓↑	My Score ⁱ ↓↑	Priority ⁱ ↓≡	Analyze/Search
☑	**digital marketing** United States - en-US	no URL	11.5k-30.3k	79	48%	3 Neutral ▼	61	Analyzed 2/11/2018 🔍

Which Tail Keyword has the greatest potential?

	Keyword↓↑	Rank ⁱ ↓↑ ⊕ Add URL	Monthly Volume ⁱ ↓↑	Difficulty ⁱ ↓↑	Organic CTR ⁱ ↓↑	My Score ⁱ ↓↑	Priority ⁱ ↓≡	Analyze/Search
☑	**udacity dmnd** United States - en-US	no URL	0-10	46	94%	3 Neutral ▼	40	Analyzed 2/11/2018 🔍

Technical Audit: Metadata

DMND URL: http://dmnd.udacity.com/

	Current	**Revision**
Title Tag	<title>Udacity Digital Marketing Nanodegree Program</title>	**<title>Udacity Digital Marketing Nanodegree catalog with link to learn more</title>**
Meta-Description	<meta name="description" content="" />	<meta name="description" content**="Udacity DMND, Udacity Digital Marketing Nanodegree, use social media digital marketing, small and medium business digital marketing"**
Alt-Tag	**Blank**	**<img src="two people discussing digital marketing while using a tablet**."**

Technical Audit: Metadata

DMND URL: http://dmnd.udacity.com/		
	Current	**Revision**
Alt-Tag	Blank	<img src="list of logos partners working with udacity"
Alt-Tag	Blank	<img src="open laptop with image of woman speaking about nanodegree"
Alt-Tag	**Blank**	<img src="display with arrow with 70B spent on digital marketing"

Technical Audit: Metadata

DMND URL: http://dmnd.udacity.com/

	Current	Revision
Alt-Tag	**Blank**	<img src="image of man explaining 360 degree approach to digital marketing nanodegree training"
Alt-Tag	**Blank**	<img src="description of real world projects and support students have"

Suggested Blog Topics

Topic 1 – **Digital Marketing** – Digital marketing is a wide open field especially when considering the potential customer base of small and medium businesses. The average SMB business owner / operator has little or know knowledge of digital marketing nor the impact their business could receive from increasing their knowledge of digital marketing. The DMND blog should include why the owners should care about digital marketing, E.g. – "How will you growth your business in 2018? Let Udacity show you how with Digital Marketing" ; " Is your business losing customers to the competition? Udacity Digital Marketing Nanodegree will amp up your marketing skills and show you how to market before the competition."

Topic 2 - **Social media marketing** – I would focus on the value of training and re-tooling the Small and Medium business owners and their employees to drive revenue into their businesses. The Udacity DMND blog would include an average cost per class per student and a discussion on the timeline relevant to the classes taken. Most importantly, SMB owners are going to want a valid estimate of the ROI to their business since most owners have limited interest in

Suggested Blog Topics

Topic 2- **(Social media marketing continued)** - anything which increases their cost of business without a direct benefit and impact to their bottom line. The average business customer is not familiar with Udacity DMND and as such, specific information on the company and it's training programs would be beneficial to potential customers.

Topic 3 - **Udacity –** The first focus of a blog around "Udacity" would be to identify Who they are and Why does anyone care. More importantly, when considering today's cross-generational workforce, how will Udacity position itself to appeal to the diverse workforce. The blog would emphasize specifically, the "What's In It For Me" premise. When considering my personal experience in the workplace, I recently found myself on the "surplus" list which made it paramount that I explore new options in the workplace which includes learning new skills to remain relevant in the market. Too many workers today have no idea what Udacity can do for them so there is an opportunity here to expand upon this area.

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	http://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html	99
2	http://www.youtube.com/playlist?list=PLAwxTw4SYaPnIRwl6rad_mYwEk4Gmj7Mx	100
3	http://chuckbaggett.wordpress.com/author/chuckbaggett/	99

Link-Building

	Site Name	Site URL	Organic Search Traffic
1	Venturebeat.com	https://venturebeat.com/	761K monthly
2	Insidehighered.com	https://www.insidehighered.com/	449K monthly
3	Lifehack.org	http://www.lifehack.org/416881/30-best-websites-to-upgrade-your-mind	1.1M

Insights

At the conclusion of this SEO audit the following recommendations are made to improve the sight traffic in several key areas.

1. <u>Keywords</u> – there is a need to increase the keywords associated with the website as these keywords will help drive additional search traffic to the site. Specifically, a check of the source code indicates a lack of tail keywords which would help improve traffic by allowing search BOTS more ways to find the sight and to offer the end user specific details on what the site contains.

2. <u>Backlinks</u> – the addition of numerous backlinks should be a priority as this will help improve additional traffic from associated websites and searches forwarded through inbound links. This will help overall positioning of the site for future searches and will help to position the site near or on the first page of web searches. The significance of this can not be understated as statistics show that a majority of end users will not click past the first page without a compelling reason or interest driven by their initial search results.
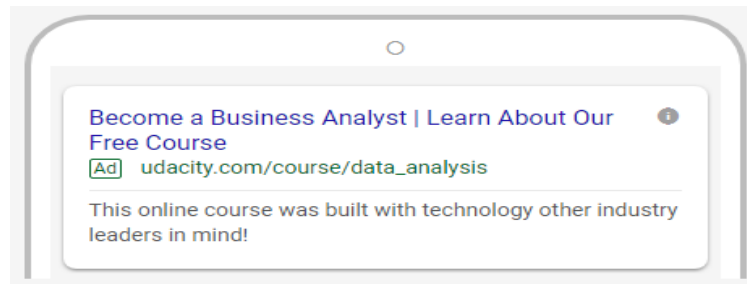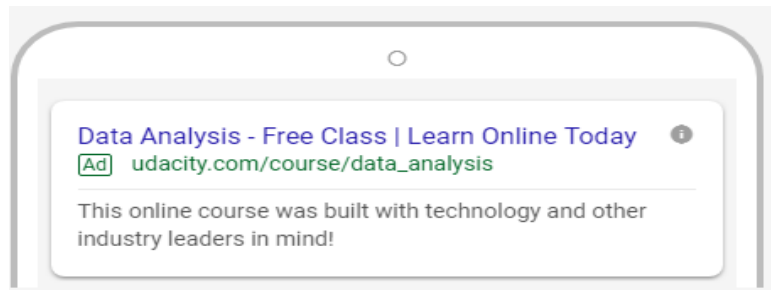
Insights (continued)

3. <u>Page Speed</u> - The speed test indicates the time need to load the webpage on a mobile device and a desktop device. For this test, both platforms register more round trips needed to fully load the page than the average. The risk is that web searchers will quickly lose interest in a slow loading page and move on to a different site. There are specific recommendations in a separate follow up report which identify options for minimizing the number of round trips needed for the page to fully load, such as, mitigating the text and associated images and applicable video so that the page loads faster.

With the advent of 5G for wireless networks, and given the fact that more and more all customers are moving to a completely wireless platform for personal and business needs, it is expected load speeds across all wireless devices will remain excellent.

Run an Adwords Campaign

AD Group 1 - Awareness

Data Analysis - Free Class | Learn Online Today ⓘ
[Ad] udacity.com/course/data_analysis

This online course was built with technology and other
industry leaders in mind!

Become a Business Analyst | Learn About Our
Free Course ⓘ
[Ad] udacity.com/course/data_analysis

This online course was built with technology other industry
leaders in mind!

Keyword List:

"data analysis"
business analyst course
"data analytics training"
what is data analysis
analyzing data
big data training
data science online course
analytics courses
data analytics courses online
big data online course

best online data science courses
data analysis courses for beginners
data analysis programs
"free data analysis information"
data analysis glossary
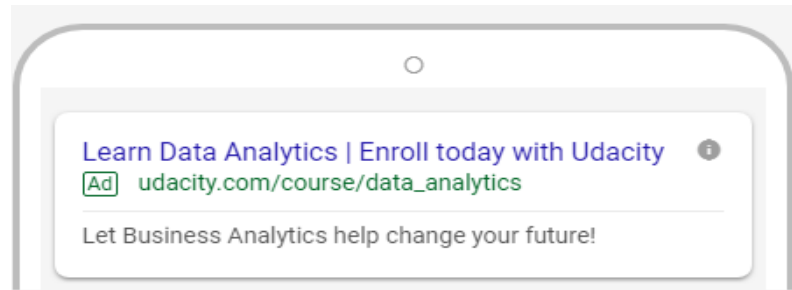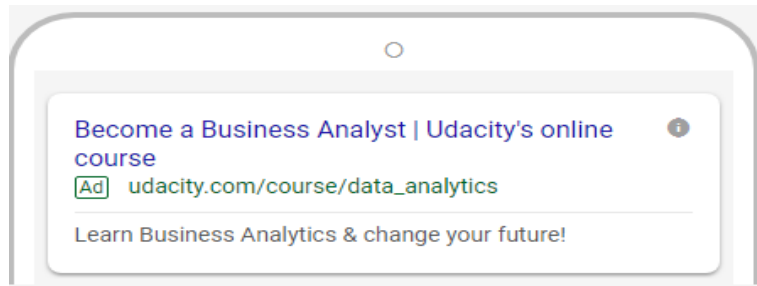most popular data analysis training
Udacity Data Analysis training
"basic data analysis"
data+analysis+free+online course
introduction to data analysis

AD Group 2 - Interest

Become a Business Analyst | Udacity's online course
Ad udacity.com/course/data_analytics

Learn Business Analytics & change your future!

Learn Data Analytics | Enroll today with Udacity
Ad udacity.com/course/data_analytics

Let Business Analytics help change your future!

Keyword List:

business analyst course
data analysis
data analytics training
data analysis methods
msc data science
big data training
what is data analysis
analyzing data
data analysis in research
statistical data analysis

big data courses
analytics training
analytics courses
data science online course
data science certification
data science training
data analytics courses online
data analyst qualifications
business data analytics
"Free online data analytics class"

Recommendations for future campaigns

- The following prompts can help you structure your answer:
  - Imagine you had additional budget, how would you use it, given your campaign evaluation?
    - Increased budget would allow for a longer duration campaign which lend itself to more data points allowing for a more precise evaluation of ad effectiveness
  - Would you focus on certain Ad Groups, ads or keywords?
    - Incorporating more "high-value"/higher bid keywords would allow for better ad positioning and presumably more clicks to conversions which would ultimately reduce overall cost while increasing the profit margin for the campaign
  - Would you change any of your existing ads or keywords or add any new ones?
    - Specific changes would include the addition of sitelinks to create a more appealing ad(s)
    - Do a better job of bundling keywords in the ad to generate a better response and better average position
    - Use of Match Types to ensure the ad is shown to those looking for exactly what is offered
    - Use of Negative keywords to eliminate those searches for unwanted products or services such as imitations or knockoffs.

Recommendations for future campaigns (continued)

- Would you set up an A/B test, and if so, how would you go about it?

  - I would incorporate A/B testing on the headlines and call-to-action areas

  - one at a time to see if a resulting increase in clicks, impressions, average position, or average CPC occurred

  - This would allow determination to be made if the headline, ad, or both needed to be changed

- Would you make changes to the landing page, and if so, what kind of changes and why?

  - I would consider the Landing page only to ensure the reader is directed specifically to the information they requested.

  - Make certain the page is not "too busy" with information which risks turning the reader off and losing them

Evaluate a Display Advertising Campaign

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign

	● ↑	Ad group	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. CPM ?
☐	II	Keyword Targeted	Campaign paused	$3.00 (enhanced)	1,973	282,066	0.70%	$0.44	$872.51	$3.09
		Total - all but removed ad groups			1,973	282,066	0.70%	$0.44	$872.51	$3.09
		Total - all ad groups			1,973	282,066	0.70%	$0.44	$872.51	$3.09

Show rows: 50 ▼ | 1 - 1 of 1

Results: Calculate the ROI

1. Key Results
   - Overall CTR was good, .07%, resulting in an average cost per click of $.44 which is well below the budgeted $3.00
   - This campaign has a goal of signing up new students to the DMND program and resulted in 4 new students at a cost to run the campaign of $872.51.
2. The overall ROI of the campaign was a positive $323.48
   - based upon an assumed profit margin of $299.00 per student

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1973	282,066	0.70%	$0.44
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$872.51	.2%	4	$218.13	$323.48

Display Image Campaign: Ad Results

Review the Ad results below of Creative A and B for Display Image Campaign

	•	Ad	Status ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?
☐	‖	Become a Digital Marketer Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry, and gain experience with real-live projects Udacity **A** Preview ad	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	$0.45	$686.27
☐	‖	Become a Digital Marketer Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry and gain experience with real-live projects Udacity **B** Preview ad	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	$0.42	$186.24

Suggestions to optimize this campaign

Suggestion 1: Different creative : include the use of sitelinks to include
testimonials from past students and/or corporate sponsors

Suggestion 2 : Consult the current keywords list and eliminate any non-performing keywords; incorporate
long tail keywords to appeal to a broader search group

Suggestion 3 : Run an A/B test on the display images to see if different images will appeal to a broader
audience and result in more clicks increasing the number of sign-ups and reducing overall costs.

Display Video Campaign: Overall Results

Review below the overall results of the Display Video Campaign

		Ad group	Status ?	Max. CPV ?	Ad group type ?	Impr. ?	Views ?	View rate ?	Cost ?	Avg. CPV ?	Clicks ?	CTR ?	Avg. CPC ?
☐	‖	short trailer DM education keywords	Campaign paused ☑	$0.10	In-stream	54,312	10,622	19.56%	$290.21	$0.03	453	0.83%	$0.64
☐	‖	short trailer DM large keyword list	Campaign paused ☐	$0.10	In-stream	103,205	19,261	18.66%	$535.40	$0.03	1,439	1.39%	$0.37
		Total - all but removed ad groups				157,517	29,883	18.97%	$825.61	$0.03	1,892	1.20%	$0.44
		Total - all ad groups				157,517	29,883	18.97%	$825.61	$0.03	1,892	1.20%	$0.44

Show rows: 50 ▾   1 - 2 of 2

Results: Calculate the ROI

1. What was the overall ROI of the campaign? Was it Positive or Negative?
   ○ ROI for the Video Campaign is $370.40; positive.

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1892	157,517	1.20%	$0.44
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$825.61	.2%	4	$206.40	$370.40

Display Video Campaign: Ad Results

Review below the Ad Results of the Display Video Campaign

		Ad	Ad group	Status ?	Video	Impr. ?	Views ?	View rate ?	Avg. CPV ?	Cost ?	Clicks ?	CTR ?	Avg. CPC ?
☐	● A	**Short trailer**	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	$0.03	$290.21	453	0.83%	$0.64
☐	● B	**Short trailer 2**	short trailer DM large keyword list	Campaign paused	Become a Digital Marketer	103,205	19,261	18.66%	$0.03	$535.40	1,439	1.39%	$0.37

Campaign A - Short Keyword List

Campaign B - Large Keyword List

Suggestions to optimize this campaign?

Suggestion 1: Utilize a short-duration In-stream video which cannot be stopped; ideally sufficient to get viewrs to click on an ad within the first 5 seconds of running.

Suggestion 2: Use of In-feed Video in a social feed (e.g. Twitter) paired with a headline to offer a compelling view to further develop viewer interest.

Suggestion 3: Conduct an A/B test with different video types to determine which has the most postive interest based upon impressions and clicks.

Recommendations for future campaigns

- **Would you focus on certain Ad Groups, Ads or Keywords?**
  - Display ads need a careful evaluation of keywords that are working and the addition of new long-tail keywords to attract more viewers.
  - Eliminate all underperforming / nonperforming keywords to improve ad position, CPC and CTR
- **Would you change any of your existing Ads or Keywords or add any new ones?**
  - Incorporating more "high-value"/higher bid keywords would allow for better ad positioning and presumably more clicks to conversions which would ultimately reduce overall cost while increasing the profit margin for the campaign
  - Video ads could incorporate the following suggestions:
    - Utilize a short-duration In-stream video which cannot be stopped; ideally sufficient to get viewers to click on an ad within the first 5 seconds of running.
    - Use of In-feed Video in a social feed (e.g. Twitter) paired with a headline to offer a compelling view to further develop viewer interest.
  - Specific changes would include the addition of sitelinks to create a more appealing ad(s)
  - Do a better job of bundling keywords in the ad to generate a better response and better average position
  - Use of Match Types to ensure the ad is shown to those looking for exactly what is offered
  - Use of Negative keywords to eliminate those searches for unwanted products or services such as imitations or knockoffs.

Recommendations for future campaigns (continued)

- **Would you set up an A/B test, and if so, how would you go about it?**
    - For video ads, conduct an A/B test with different video types to determine which has the most postive interest based upon impressions and clicks.
    - For Display Ads, A/B test on the display images to see if different images will appeal to a broader audience and result in more clicks increasing the number of sign-ups and reducing overall costs.

- **Would you make changes to the landing page, and if so, what kind of changes and why?**

    - I would consider the Landing page only to ensure the reader is directed specifically to the information they requested.

    - Make certain the page is not "too busy" with information which risks turning the reader off and losing them
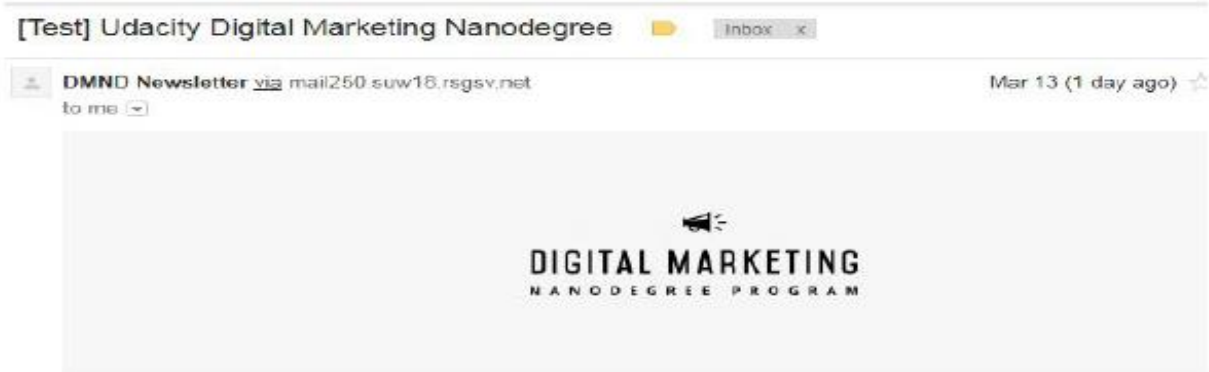
Market with Email

DMND Campaign Email Content:

	Email Content Plan		
	Email Topic	**Marketing Objective**	**KPI**
Email #1	*Sign up for our newsletter*	Engagement	*100 opens out of 1000 emails sent*
Email #2	*Thanks for signing up*	Engagement	*30 sign-ups out of 100 opens*
Email #3	*Our gift to you! 10% off when you enroll!*	Conversion	*15 new conversions out of 30 sign-ups*

Screenshot of Test Email

[Test] Udacity Digital Marketing Nanodegree   Inbox   x

DMND Newsletter via mail250.suw18.rsgsv.net   Mar 13 (1 day ago)
to me

DIGITAL MARKETING
NANODEGREE PROGRAM

Become a Digital Marketer

Screenshot of Test Email (continued)

What's in it for you?

This program offers you the opportunity to master platform-specific skills valued by top employers, while at the same time establishing a broad-based understanding of the whole digital marketing ecosystem. After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.

Our expert content partners represent the entire digital marketing ecosystem, and this program instills a 360-degree understanding of the field.

It's easy to get started! Just click the button below:

Click Here

New classes are starting in April

Now's the time to get started learning!

This program offers you the opportunity to master platform-specific skills valued by top employers, while at the same time establishing a broad-based understanding of the whole digital marketing ecosystem. After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.
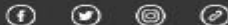
Our expert content partners represent the entire digital marketing ecosystem, and this program instills a 360-degree understanding of the field.

It's easy to get started! Just click the button below:

Click Here

New classes are starting in April

Now's the time to get started learning!

Email Copy: Email #1

Body: **What's in it for you?**

This program offers you the opportunity to master platform-specific valued by top employers while at the same time establishing a broad-based understanding of the whole digital marketing ecosystem. After graduating you'll be ready to join a large corporation, a small firm, or even go independent as a freelance digital marketer.

Our expert content partners represent the entire digital marketing ecosystem, and this program instills a 360 degree understanding of the fiel

CTA: It's easy to get started! Just click the link below:

Link for CTA: https://www.udacity.com/course/digital-marketing-nanodegree--nd018

DMND Email Campaign Calendar

A/B Testing Email

You need a relatively large list to conduct an A/B test. If you send your test to a sample size that is too small, your results may not be statistically significant. It is important to test only one variable at a time to ensure the results are meaningful and that you know what is working, or not. Changing multiple variables within the same email simultaneously will leave you wondering what is really working and why.

A/B Testing		
	Subject Line	**CTA**
Email #1	*Digital Marketing - Always be relevant*	*Don't Hold Back! Click here*

Open Rate Results Email #1

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

CTR and Conversion Rate Results Continued Email #1

Results and Analysis				
Clicked	**CTR**	**Take Action**	**Conversion**	**Unsubscribed**
180	.08	75	3.3%	30

Note about Unsubcribed email customers:
As a matter of course all customers selecting the "unsubscribe" link in the email must immediately (within seven days) be removed from the email database to avoid the risk of possible fines; up to $16K per email; and also to avoid having future emails being labeled as SPAM by such organizations as MailChimp. Being labeled as a SPAM generated email would prevent future email campaigns from being delivered and would damage the companies reputation in the marketplace.

Final Recommendations

For email #2:

1. A/B test for subject line, preheader, email content, email images, and CTA can all be tested and compared against the original email as test (one change at a time) to modify subsequent emails; keep what works and discard what doesn't.
2. Higher CTR can be obtained by changing the CTA to include a special offer such as "Click Here to receive a 10% discount on your next class" or "Sign up now and receive a 10% discount on your tuition".
   a. CTR will increase (this was the same hook that got me to enroll in DMND!)
3. Incorporate video as a means to improve visuals on ad
4. Change / add color to background for text where appropriate. (as long as it does not become a distraction to the overall ad)
5. Incorporate merge tags to keep the email personalized

Final Recommendations

For Email #3:

1. Change color scheme on subject line, and CTA to coincide with color scheme of visual.
2. Include more than one visual and include video
3. Focus on making mobile ads more compelling and visually stimulating reducing text.
4. Try bullet points in the text body to increase white space of ad.
5. Consider changing the CTA to include a special discount for enrolling now which will boost CTR.