



Project 3: Run a Facebook Campaign

Part One

Campaign Approach

*The product challenged chosen was the **Digital Marketing Nanodegree Program**.*

The main objective of this campaign is to share the Free Social Media Advertising Guide and get emails address of prospect students. The approach for this campaign is focused on women, between 25 and 35 years old, who lives in Brasilia, Brazil, and have interests in social media, social issues, digital marketing, cooking and books. The idea of this campaign is to show that the free e-book can help this prospect students to amplify their message with paid social marketing.



Target Persona | Digital Marketing Nanodegree

Background & Demographics

1. Female, 29 years old
2. Engaged, no children
3. Lives in Brasília
4. HH income 36k
5. Graduate degree
6. Journalism in Uniceub
7. Social Media

Hobbies

1. Watching TV series
2. Reading
3. Cooking



Karen Fernandes

Goals

1. To be an important Digital Marketing professional
2. To work in a large company
3. To have more qualification

Needs

1. More professional training and knowledge about the changes in the market
2. More focus

Barriers

1. To have more knowledge in the area of digital marketing
2. Lack of time, opportunities and recognition

Marketing Objective

Achieve 100 leads of potential students in Brazil between April 29th and May 4th with a budget of US\$ 125.00.



KPI

The KPI of this campaign is the number of email address got from prospective students from Brazil between April 29th and May 4th.



Campaign Screenshots

Campaign & Ad Set

For this campaign, the targeting options used was Location (Brasilia, Brazil), Demographic (Engaged and Education Level) and Interests (Social Media, Digital Marketing, Books or Cooking).

Campaign name	LARALB7MAR18
Campaign objective	Conversions
Key result	Custom conversions
Custom conversion	eBook Download

Create New Ad Set ↕

Ad set name	BR - 25 - 35, Digital Marketing, Social Media
Targeting	Location: Brazil: Brasília (+40 km) Federal District Age: 25-35 Gender: Female Language: Portuguese (Brazil) People who match: Interests: social issues, Digital marketing, Books, Cooking or Social media, Education Level: Professional degree, Relationship Status: Engaged 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
Budget & schedule	\$125.00 Lifetime 29 April 2018 - 4 May 2018

Ad Summary

Ad name

BR - 25 - 35, Digital Marketing, Social Media

- Image no.

Headline

Free Social Media Advertising Guide

Text

Wants to know how to use paid social marketing to amplify your message? This FREE Social Media Advertising Guide can help you!

Images



Each image will create a different ad.

Ad Images



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Want to know how use paid social marketing to amplify your message? This FREE Social Media Advertising Guide can help you!



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