Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

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 Summary

Campaign Summary

1. The targeting options used in this Ad Set was Location (Brasilia, Brazil), Demographic (Engaged and Education Level) and Interests (Social Media, Digital Marketing, Books or Cooking).

2. The Ad Copy and Ad Creatives used in this Ad Set were:

Ad Copy: "Want to know how to use paid social marketing to amplify your message? This FREE Social Media Advertising Guide can help you!"
Ad Hideline: "Free Social Media Advertising Guide"
Ad Creatives:

3. No changes were made in this campaign.

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Ad Images

Ad One

Ad Two

Ad Three

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Key Results

Campaign	Results	Reach	Cost	Amount Spent
Ad One	3	6.204	$9,53	$28,60
Ad Two	4	6.896	$5,23	$20,91
Ad Three	21	15.824	$3,59	$75,48
Overall	28	21.896	$4,46	$124,99

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Campaign Evaluation

1. The **Ad Three** had the best performance with more downloads, reach, impressions and the least cost per result.

Ad name		⚠	Delivery ▲	Results	Reach	Impressions	Cost per result	Amount spent
BR - 25 - 35, Digital Marketing, Social Media - I... ✏ ⅡⅠView Charts ✏Edit ▯Duplicate			● Not delivering Ad set completed	3 eBook Dow...	6,204	8,313	$9.53 Per eBook Do...	$28.60

2. Because the conversion value per collected email address was $15, the ROI of this campaign was positive, with a conversion value of $3,36 for each email collected.

Campaign Evaluation: Recommendations

- For better results next time, it is recommended using more images with attractive text, such as 'Digital Marketing' or 'Be a Digital Marketer', because the best ad had the text 'Marketing Strategy'.

Appendix

Screenshots for Reference

Campaign Results: Performance

Charts for Ad set: BR - 25 - 35, Digital Marketing, Social Media

Last 30 days: 8 April 2018 - 7 May 2018
Note: Does not include today's data

📊 **Performance**   👥 Demographics   🔲 Placement

28
Results: eBook Download

28 Results: eBook Download   **$4.46 Cost per result**   **0.06% Result Rate**

21,896
People Reached

$124.99
Amount spent

Custom

Apr 8   Apr 15   Apr 22   Apr 29   May 6   May 13

10

5

0

$10.00

$0.00

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Campaign Results: Demographics

Charts for Ad set: BR - 25 - 35, Digital Marketing, Social Media

Last 30 days: 8 April 2018 - 7 May 2018
Note: Does not include today's data

Performance   **Demographics**   Placement

28 Results: eBook Download ▼   **21,896 Reach** ▼

Age

All Women	13-17
100% (28)	18-24
100% (21,896)	25-34
	35-44
$4.46	45-54
Cost per Result	55-64
	65+

All Men
0% (0)
0% (0)

$0.00
Cost per Result

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Campaign Results: Placement

Charts for Ad set: BR - 25 - 35, Digital Marketing, Social Media
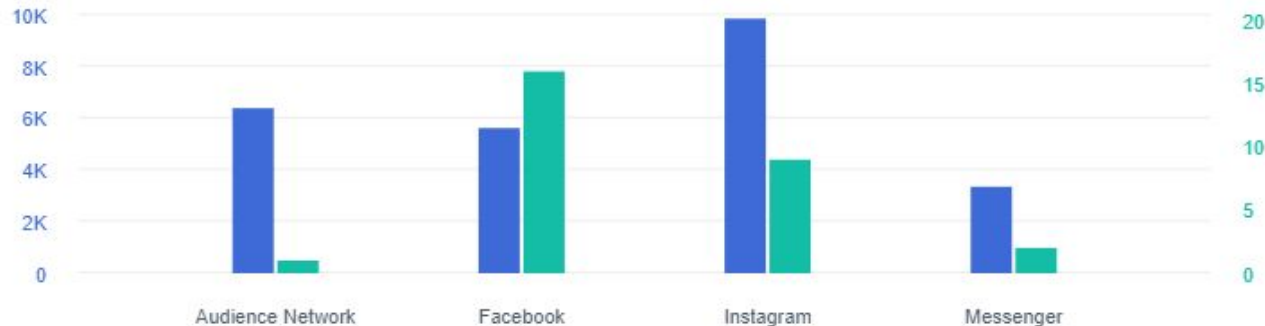
Last 30 days: 8 April 2018 - 7 May 2018
Note: Does not include today's data

Performance   Demographics   Placement

21,896 Reach ▾   **28** Results: eBook Download ▾   **$124.99** Amount spent

Audience Network   Facebook   Instagram   Messenger

Device type

Mobile and desktop ▾

About placement results

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

Learn more

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Ad Set Data: Performance

	Ad name	⚠	Delivery ▲	Results	Reach	Impressions	Cost per result	Amount spent	Ends
🔵	BR - 25 - 35, Digital Marketing, Social Media - Ima...		● Not delivering Ad set completed	3 eBook Dow...	6,204	8,313	$9.53 Per eBook Do...	$28.60	4 May 2018
🔵	BR - 25 - 35, Digital Marketing, Social Media - Ima...		● Not delivering Ad set completed	4 eBook Dow...	6,896	13,390	$5.23 Per eBook Do...	$20.91	4 May 2018
🔵	BR - 25 - 35, Digital Marketing, Social Media - Ima...		● Not delivering Ad set completed	21 eBook Dow...	15,824	26,662	$3.59 Per eBook Do...	$75.48	4 May 2018
	▶ Results from 3 ads ⓘ			28 eBook Dow...	21,896 People	48,365 Total	$4.46 Per eBook Do...	$124.99 Total Spent	

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Ad Set Data: Delivery

Ad name	⚠	Delivery ▲	Reach	Frequency	Cost per 1,000 people reached	Impressions	CPM (cost per 1,000 impressions)
BR - 25 - 35, Digital Marketing, Social Media - Image 2		● Not delivering Ad set completed	6,204	1.34	$4.61	8,313	$3.44
BR - 25 - 35, Digital Marketing, Social Media - Image 3		● Not delivering Ad set completed	6,896	1.94	$3.03	13,390	$1.56
BR - 25 - 35, Digital Marketing, Social Media - Image 1		● Not delivering Ad set completed	15,824	1.68	$4.77	26,662	$2.83
▶ Results from 3 ads ⓘ			21,896 People	2.21 Per Person	$5.71 Per 1,000 People R…	48,365 Total	$2.58 Per 1,000 Impressions

Ad Set Data: Engagement

	Ad name	⚠	Delivery	People taking action	Post reactions	Post comments	Post shares	Link clicks	Page likes
🔵	BR - 25 - 35, Digital Marketing, Social Media - Ima...		● Not delivering Ad set completed	66	32	—	1	31	6
🔵	BR - 25 - 35, Digital Marketing, Social Media - Ima...		● Not delivering Ad set completed	107	7	—	—	102	4
🔵	BR - 25 - 35, Digital Marketing, Social Media - Ima...		● Not delivering Ad set completed	162	46	—	3	119	8
	▶ Results from 3 ads ⓘ			316 People	85 Total	— Total	4 Total	252 Total	18 Total

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