Project 8: DMND Portfolio

Building a Marketing Strategy

1.Customer Journey Based Marketing Plan
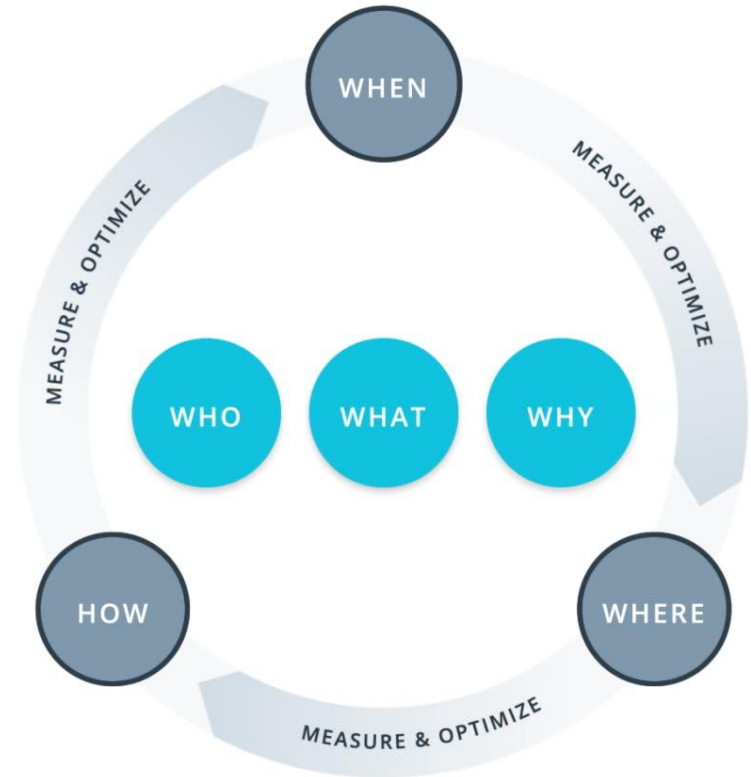
What: your offer

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

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO   WHAT   WHY

HOW   WHERE

MEASURE & OPTIMIZE

What: your 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.

Marketing Objective

Sign up 150 customers from Brazil to the DMND Program with a budget of US$ 50.000 between July and September 2018.

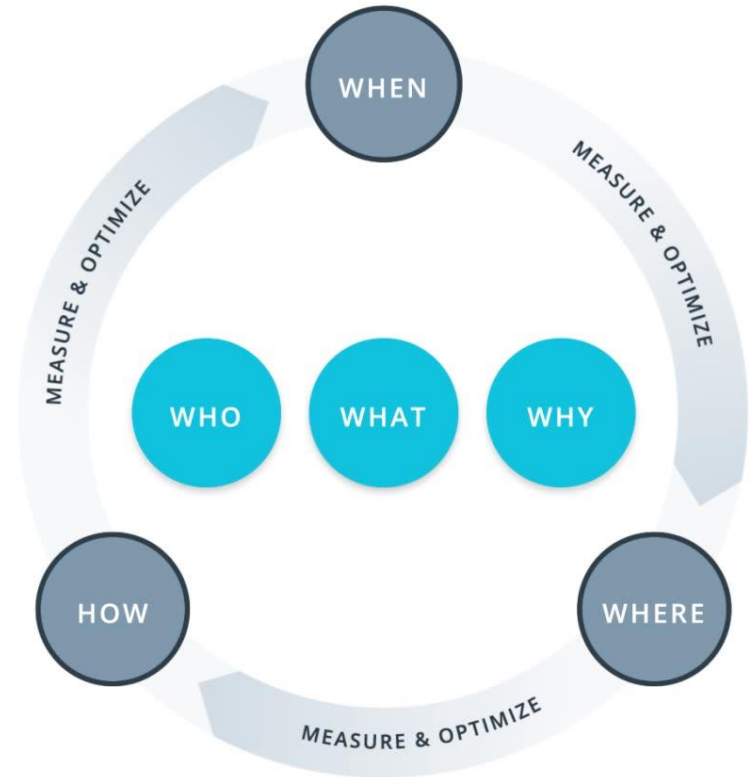# Who Are Our Customers

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 & 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
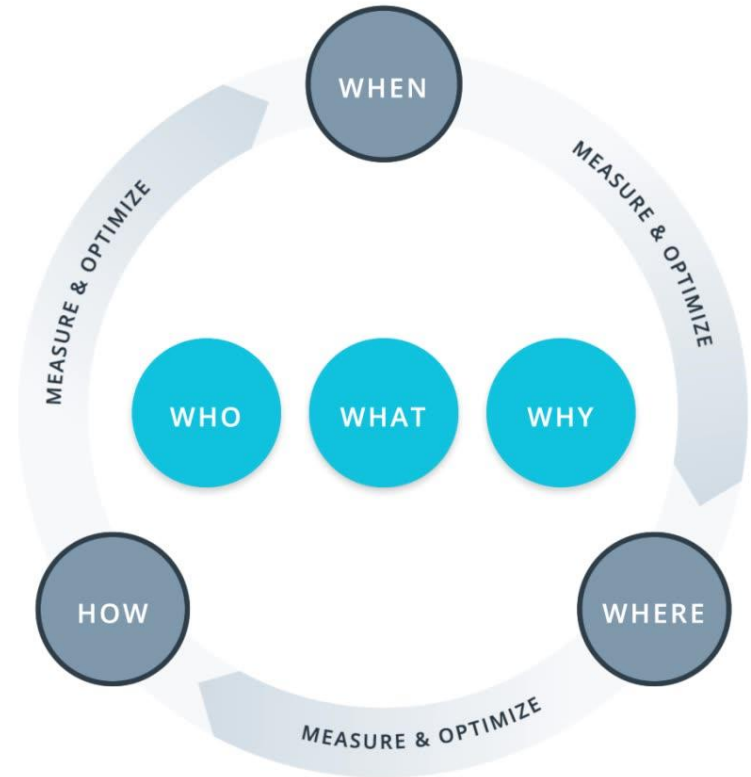
What: your offer

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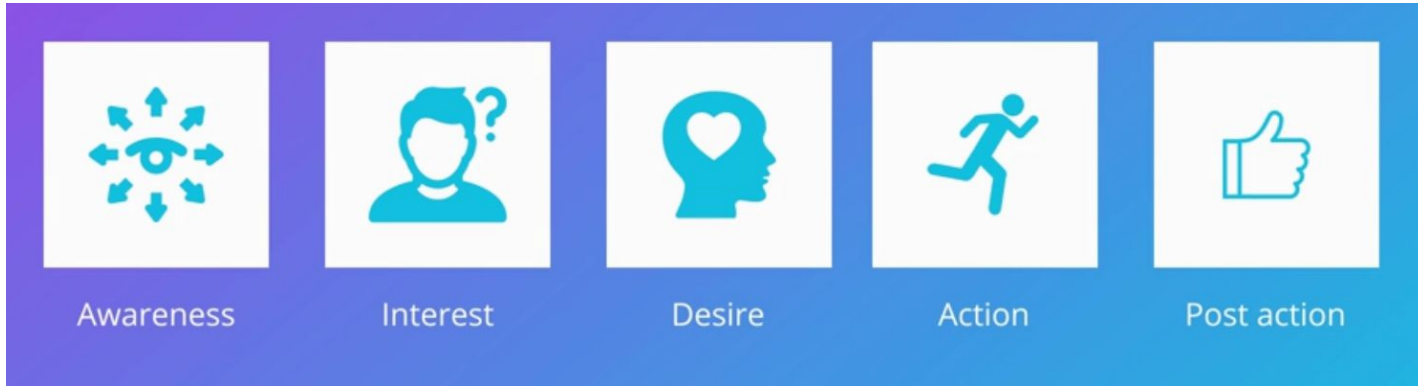
Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics

WHEN

MEASURE & OPTIMIZE

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WHO

WHAT

WHY

HOW

WHERE

MEASURE & OPTIMIZE

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	- Explain what is the DMND Program - Present the teachers and their experience - Explain how this course is good for those who is starting a new career or for those who just want specific knowledge.	- Describe the DMND Program differentiators - Focus on the partners of the program - Explain the advantages of this DMND	- Present success stories from Udacity's students - Show reasons to buy now - Offer the DMND Program trial for 10 days	- Thank you and welcome! - Students Manual - Program benefits such extracurricular classes	- New products - News about the DMND program - Tips about how to create and maintain a study routine - News about the Digital Marketing Market
Channel	- Content marketing (e.g. blog) - Informative landing page - Social Media Advertising - Display and video ads	- Organic Social Media - Search Engine Marketing - Social Media Advertising - Display and video ads	- Organic Social Media - Search Engine Marketing - Email marketing - Re-targeted ads	- Email marketing - Organic Social Media	- Email marketing - Content Marketing (blog) - Organic Social Media

2. Budget Allocation

Digital Marketing Nanodegree

Budget Allocation for Media

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$4,000	$1.25	3.200	0.05%	2
Display	$2,000	$5.00	400	0.05%	0
Video	$4,000	$3.50	1.142	0.05%	0
Total Spend	**$10,000**	**Total # Visitors**	**4.742**	**Number of new Students**	**2**

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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	$4,000	$0.50	8.000	0.1%	8
AdWords Search	$2,000	$1.50	1.333	0.1%	1
Display	$2,000	$3.00	667	0.1%	1
Video	$2,000	$2.75	727	0.1%	1
Total Spend	**$10,000**	**Total # Visitors**	**10.727**	**Number of new Students**	**11**

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook Re-targeted Ads	$15,000	$0.30	50.000	0.3%	150
AdWords Search	$10,000	$1.50	6.667	0.3%	20
Re-targeted Display	$5,000	$3.00	1.667	0.3%	5
Total Spend	**$30,000**	**Total # Visitors**	**58.334**	**Number of new Students**	**175**

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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	$10,000	4.742	2	$299	$598	-$9,402
Interest	$10,000	10.727	11	$299	$3,289	-$6,711
Desire	$30,000	58.334	175	$299	$52,325	$22,325
Total	**$50,000**	**73.803**	**188**		$56,212	$6,212

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Additional Channels/Recommendations:

- I would invest more money on Facebook, as this channel was responsible for more conversions at all stages of the Customer Journey.

- I would try to work more with content marketing both on the Udacity's blog and blogs about the job market. I would focus on telling stories about professionals who have had their careers transformed after they did the DMND program.

- I would use more email marketing at the desire stage as this channel have a low cost and a good return.

3. Showcase Work

Market your Content

Blog Post

It's always time to CHANGE. Why not start today?

This post talks about the last changes in my life, the challenges in a new moment of my career and explains why I've decided to do the Digital Marketing Nanodegree by Udacity.

SOURCE: PIXABAY

Read the full post here

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Facebook

Sometimes you have to do some changes in your life. To grow, to learn or just to live a different experience. If this not happened with you until now, probably will happen. I've just talked about the last changes in my life in my last post blog. Check it out: https://goo.gl/bzFNeA

SOURCE: PIXABAY

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Linkedin

Have you ever done a big choice in your life that changed everything that you expected? Have you ever felt lost and had to choose for a light in you way? This really happened to me and in my new post I explain better what was the big change and what I did. Read the full post here: https://goo.gl/bzFNeA

SOURCE: PIXABAY

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Twitter

In Brazil, I had a good job with a good salary in a good company, but I thought that my knowledge and my job were stagnant. Do you want to know what I did? Check it out in my new blog post: https://goo.gl/bzFNeA

SOURCE: PIXABAY

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Run a Facebook Campaign

Ad Images

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

Search Engine Optimization (SEO) Audit

Technical Audit: Metadata

DMND URL: http://dmnd.udacity.com		
	Current	**Revision**
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Digital Marketing Nanodegree Program by Udacity
Meta-Description	Empty	Become a Digital Marketer with a 360-degree approach, real projects and launch your career with the support of industry leaders such as Google and Facebook.
Alt-Tag - Image 1	Empty	Open notebook with an image of instructor Julia Aspinall
Alt-Tag - Image 2	Empty	Logos of the partners of Udacity's Nanodegree

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Technical Audit: Metadata

DMND URL: http://dmnd.udacity.com		
	Current	**Revision**
Alt-Tag - Image 3	Empty	Graphic of spent on digital marketing in USA
Alt-Tag - Image 4	Empty	Daniel Kob Digital Marketing nanodegree instructor in one of the online classrooms
Alt-Tag - Image	Empty	Open notebook with an image of Udacity's platform

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	https://creativecommons.org/2012/11/01/keeping-moocs-open/	100
2	https://pureperformanceinc.wordpress.com/	100
3	https://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html	99

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Link-Building

	Site Name	Site URL	Organic Search Traffic
1	Hubspot	hubspot.com	2 M
2	Los Angeles Times	http://www.latimes.com/	909 K
3	Buffer Social	bufferapp.com	371 K

Page Index

Google Indexed Pages Checker

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

The number of pages indexed is important because it makes the search engine drives traffic to the site. Also, the search robot can read the page easily in his database.

Page Speed

Results for dmnd.udacity.com/

4s

Loading time: Good
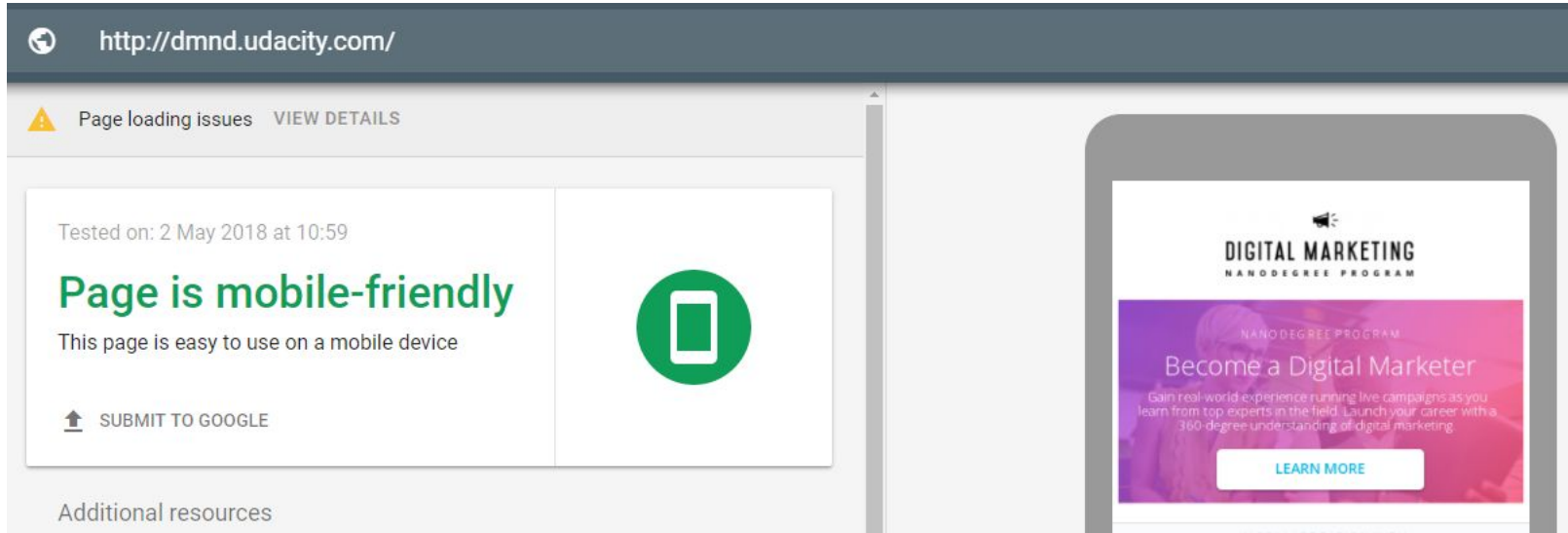
10%

Estimated visitor loss
(Due to speed)

3s The following recommendations could reduce loading time by ~3 seconds.

The Page Speed is important because it is used by the Google's algorithms as a ranking factor in search engine results. Also, a good page speed can improve the user experience.

Mobile-Friendly Evaluation

Mobile friendless is another factor that Google's algorithms use in determining ranking, coupled the fact that more people search on mobile than desktop.
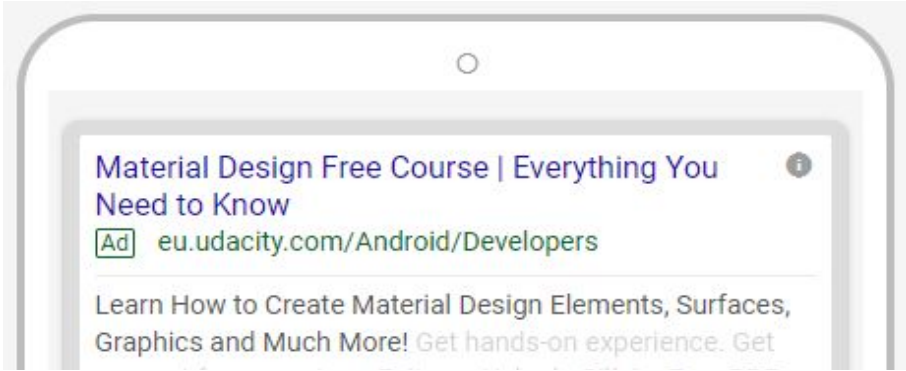
Recommendations

- Change meta description and alt tags of all images and videos.

- Create a link building strategy with the websites suggested - Los Angeles Times, Buffer Social and Hubspot - to promote the DMND website's and improve the authority of the site in the eyes of search engines.

- Reduce Mobile site's loading time by 3 seconds: compress images, compress resources with GZIP, eliminate render-blocking JavaScript and CSS in above-the-fold content and leverage browser caching

- Index the page on Google: Use the robots.txt file, do a link building job, advertise the site on social networks and promote the website.

- Not all page resources could be loaded. This can affect how Google sees and understands your page. Fix availability problems for any resources that can affect how Google understands your page.
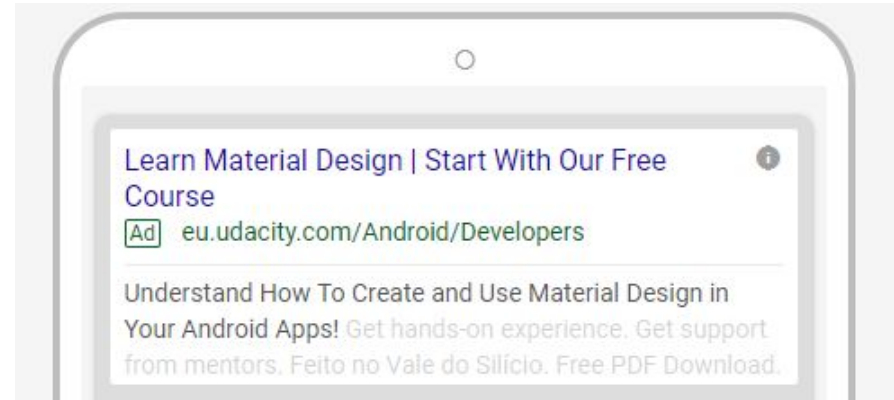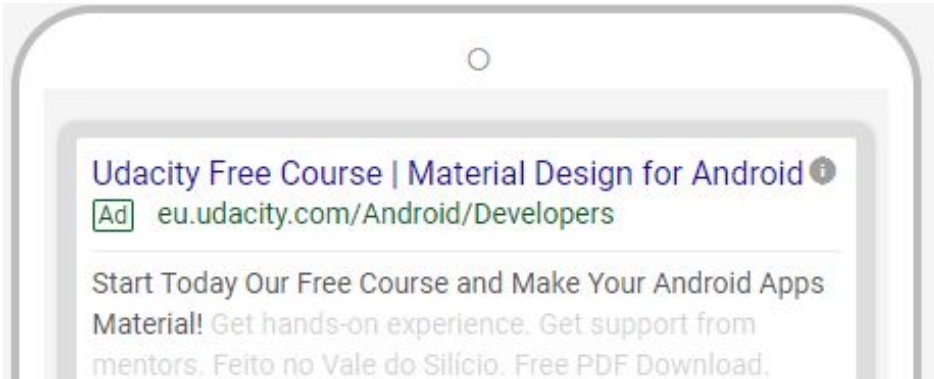
Run an Adwords Campaign

Ad Group #1: Awareness (Material Design Android Developers)

Material Design Free Course | Everything You Need to Know
Ad eu.udacity.com/Android/Developers

Learn How to Create Material Design Elements, Surfaces, Graphics and Much More! Get hands-on experience. Get

Material Design for Android | Principles and Implementation
Ad eu.udacity.com/Android/Developers

Make Your Android Apps Simple, Intuitive and Delightful with our Free Course! Get hands-on experience. Get

Keyword List: how to make android design, material design overview, how to be android developer, android app layout, what is material design, how to learn material design, google material guidelines,material design for android developers,android design fundamentals,how to create material design elements,how to make android apps material,material design define,material design website examples,google design app,how to make android design material,android material color,android user interface design,material design layout,google design tool,beautiful android app design,material design what is

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Ad Group #2: Interest (Material Design Android Developers)

Udacity Free Course | Material Design for Android ⓘ
Ad   eu.udacity.com/Android/Developers

Start Today Our Free Course and Make Your Android Apps Material! Get hands-on experience. Get support from mentors. Feito no Vale do Silício. Free PDF Download.

Learn Material Design | Start With Our Free Course
Ad   eu.udacity.com/Android/Developers

Understand How To Create and Use Material Design in Your Android Apps! Get hands-on experience. Get support from mentors. Feito no Vale do Silício. Free PDF Download.

Keyword List: material design elearning,material design certificate,course android developers,android developers certificate,material design course,material design online,android developers training,material design academy,android developers elearning,android design fundamentals course,course constraint layout android,meaningful motion android course,adaptive design android elearning,material design android developers course,android apps material training,android material design course,android developers course,material design training, course manual design android app

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Recommendations for future campaigns

- Focus on the 'Awareness' ad group, since the 'Interest' ad group did not perform well.

- Focus on the keywords with the best performance.

- Pause keywords with high CPC and low CTR.

- Add keywords similar to the keywords that performed better.

- Add more ads in the 'Awareness' ad group.

Evaluate a Display Advertising Campaign

Display Image Campaign: Ad Results

	●	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 Preview ad	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	$0.45	$686.27
☐ A	‖	**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 Preview ad	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	$0.42	$186.24

B

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Results: Calculate the ROI | Display Image

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1.973	282.066	0.70%	0.44

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$872.51	0.2	4	218	324

- The average cost per click (CPC) was $0.44, below the 3 dollars we were willing to spend.
- The average click through rate (CTR) of the ads was not so bad (0.70%)
- The ROI was positive, once the number is higher than the CPA.

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Display Video Campaign: Ad Results

		Ad	Ad group	Status ?	Video	Impr. ?	Views ?	View rate ?	Avg. CPV ?	Cost ?	Clicks ?	CTR ?	Avg. CPC ?
☐	•	**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
☐	•	**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

A

B

Campaign A - Short Keyword List

Campaign B - Large Keyword List

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Results: Calculate the ROI | Display Video

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1.892	157.517	1.20%	0.44

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$825.61	0.2	4	$206	$372

- The ROI was positive, since the number was higher than the CPA.

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Results

- **Campaign with the best performance**

Although the two campaigns achieved the same number of students, the Display Video Campaign had the best performance, with a lower CPA and a higher ROI.

	Image Display	Video Display
CPA	218	206
ROI	324	372

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Recommendations for future campaigns

- Since the Video Display Campaign had the best performance, try to use more this channel.
- Add more ad groups.
- Try different creatives (videos) for each ad group.
- Use a large keyword list in all ad groups.
- Add keywords similar to the keywords that performed better.
- Pause keywords with high CPC and low CTR.
- Pause the ad group that doesn't deliver as well.
- Try to improve the landing page.

Market with Email

Email Content Plan | Digital Marketing Nanodegree Program

Email Content Plan			
	Email Topic	**Marketing Objective**	**KPI**
Email #1	*Free Social Media Advertising Guide*	Conversion	*(Number of leads)*
Email #2	*DMND's Social Medias*	Engagement	(Number of clicks)
Email #3	*Digital Marketing Nanodegree trial*	Conversion	*(Number of new students)*

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Email Screenshot: Email #1

[Test] Your Free Social Media Advertising Guide   Inbox   x

Udacity Digital Marketing via mail121.sea41.rsgsv.net
to me

Images are not displayed. Display images below

View this email in your browser

U U D A C I T Y

Free Social Media Advertising Guide

A comprehensive overview of the leading social media advertising platforms
Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat.

DMND
SOCIAL MEDIA
ADVERTISING
GUIDE

SOCIAL MEDIA ADVERTISING GUIDE

✓ Learn how to target specific
audiences
✓ Plan your budget and schedule
your campaigns
✓ Measure the success of your
ads

Everything you need to get
started!

Get your Free Copy!

Email Screenshot: Email #1

Final Recommendations

- Write Subject Lines and Copies more attractive to get a better Open Rate.
- Delete hard bounce emails and try to send again after a certain period to soft bounce emails.
- Make an A/B test with Call To Action to get a better CTR.
- Delete from the mailing list emails for anyone who unsubscribed the list to not indicate SPAM.
- Try to reduce the unsubscribe rate: make a content more relevant and engaging and analyze if the frequency of the email is too high.
- Try to change the visual of the landing page to get a better Conversion.