Landing Page

UDACITY

Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program

DMND

SOCIAL MEDIA ADVERTISING GUIDE

SOCIAL MEDIA ADVERTISING GUIDE

Get your free copy of the eBook today!

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

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

✓ Everything you need to get started!

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Email

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Marketing Objective & KPIs

Marketing Objective: To collect the email addresses of 50 potential students for the Digital Marketing Nanodegree Program, with a campaign running for one week and having a lifetime budget of $1000

KPI: Number of eBook downloads

DIGITAL MARKETING
NANODEGREE PROGRAM

Target Persona

Background and Demographics	Target Persona Name	Needs
- Age 27 - Female - Graduated from university - Employed - Lives in a mid-size US city	Jessica	- Flexible study schedule "Bite-size" chunks of learning
Hobbies	**Goals**	**Barriers**
- Hiking - Photography - Walking her dog	- Transition into a new career in digital marketing - Get a job with higher earning potential/path to advancement - Meet other marketers	- Limited time for studying/learning new skills - Unsure how to break into a new industry

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Ad Set

The following three ads are the Ad Set we have designed to target that persona on the previous slide.

Ad One

Ad Two

Ad Three

Campaign Evaluation

Briefly describe the targeting of the ad set (demographics, location, interest, behavior etc.)

Background & Demographics
Age 27 Not Targeted (it can target it from Facebook Ads Manager)

Female Not Targeted (it can target it from Facebook Ads Manager)

Graduated from university Not Targeted (it can target it from Facebook Ads Manager)

Employed Not Targeted (it can target it from Facebook Ads Manager)

Lives in a mid - size US city Not Targeted (it can target it from Facebook Ads Manager)

Language Targeted (because she lives in US)

Hobbies
Hiking Not Targeted (it can target it from Facebook Ads Manager)

Photography Not Targeted (it can target it from Facebook Ads Manager)

Walking her dog Not Targeted (it can target it from Facebook Ads Manager)

Goals

Transition into a new career in digital marketing
Targeted (After she learn, she will get a new career in digital marketing)

Get a job with higher earning potential / path to advancement Targeted (After she learn more about digital marketing, her income will increase)

Meet other marketers Not Targeted

Barriers

Limited time for studying / learning new skills
Targeted (Because the book is short, and she can read it in her limited time)

Unsure how to break into a new industry Targeted (The book will teach her how to break into the new industry)

Needs

Flexible study schedule Targeted (Once she download the book, she can read it at any time)

"Bite - size" chunks of learning Targeted (she can read a few pages every day)

b   Provide the correct formulas for the following KPIs:

  i.   CPM (Cost per 1,000 Impressions)

  ii.   Link Click-Through Rate

  iii. CPLC (cost per link click)

  iv. Click To Lead Rate

  v.   Cost per Results

CPM = Advertising cost x 1,000 / # of impressions

CTR = Link clicks / # of impressions x 100

CPC = Advertising cost / total # of clicks

CLR = leads / # of clicks x 100

CPR = Total amount spent / total # of results

C   Based on the "Key Results" table, identify which ad performed best, and explain why you think this was the case.

Based on the "key results" table, I can say the ad two is the best one,
Because the most important thing is the results
And if we look to the "cost per results" =13.25$ and it's the lowest value

And the results =43 so it's very close to achieving 50
By spending only half of the budget

The click to lead rate = 29% and It is the highest percentage

d How would you optimize the campaign, and explain why do you think so?

• it would have been even better if we could check the site's Google Analytics data for the people coming from this campaign indeed convert better.

When running a Facebook campaign, it is important that you know the amount of referrals that you are getting from the platform. This allows you to gauge the performance of your ads.

The referral values you get from Facebook's inbuilt analytics tool can be misleading. Facebook Analytics can show you more traffic and referral numbers than your site actually sees.

How?

If you are promoting a Facebook ad and a ton of users click on the ad but close the window before the page loads, Facebook Analytics would still count it as a click.

If you used just Facebook Analytics, you would think you have a ton of referrals when in reality you have none because the page didn't actually load. You are more likely to see a higher number of clicks or traffic on Facebook Analytics than you actually got.

With Google Analytics, you would get a complete picture of your actual referral rate.

- consider including the brand name on the ad copy.
  This can add instant credibility.

- Tell them. If your offer is limited.
  It can help to communicate that to create a sense of urgency.
- With every ad you create, make sure that the ad copy matches the image and the content of your landing page.
- Make sure that whatever image you choose, represents your company or brand well and also speaks to your audience.

When picking images, have in mind that many people will see them on a mobile device so avoid images that show too many small details.

Because people should be able to grasp the image within a second.

Ad copies and creatives should be tested constantly.

marketing objective should be smart by determine the start and end times of the campaign

And running campaign for a month instead of a week, as written on the site

KPI should be changed to (The number of emails collected)

you need to be wary of ad fatigue.

Ad fatigue is a situation where one user sees an ad multiple times while scrolling through the feed. For example, if your ad was shown to 500 people and it has 5,000 impressions, that would mean that the average user saw your ad 10 times

A single user seeing an ad multiple times would reduce the amount of conversion your ads would generate. For instance, if your Facebook ad was shown 10 times to a user that has already been converted, it would be a waste of resources.

I say this because the ad two got high impressions.

It would be better for the paid ads to be distributed evenly to users who haven't viewed the ad before, or the ones who have viewed it once and need further convincing.
Not only can ad fatigue annoy your audience, but it can make your entire campaign expensive.

Once your Facebook ads reach a high frequency of impressions, you should pause the ads.

If you are running a ton of Facebook paid ads simultaneously, it would be tedious to do this manually. You can use Facebook's automated rules to automate the process.

Since you are pausing ads with high frequency, you would need to create new Facebook ads so you can keep generating revenue.

For ads, change the page image to the image of Udacity, to gain people's trust.

e Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective.

The marketing objective is collect the email addresses of 50 potential students

And the total of ads results is 66 email addresses

So the campaign achieved it's goal and more

Campaign Recommendations

Would you focus on certain ad groups or ads? If so, which ones and why?
I would focus on ad two, because it's achieved better results

Would you change any of the existing ad copy or add any new ones? What would you add or change and why?
I would change the ad copy of all ads, to be (Do you want to get a new career in digital marketing?
 Download your free ebook now and learn how to advertise on social media platforms)

Because one of the best practices for content on facebook pages is to keep it short and simple, because people like to scan facebook.

What iteration would you make to the A/B test?

The element that is being tested here is the image.
I set up an A/B test that testing three different ad creative elements to find the combination that works best for the audience.
It's three different versions of the same ad set
And It's changed only the images and keep all other variables the same. And I found that the creative of the Ad two is the best.

the strategy of the next A/B iteration, it will focus only on the CTA and keep all other variables the same,
Because if I change multiple factors at the same time, I cant be sure what exactly made one ad more successful than the other.
I want to change the color of the CTA button for ad one to blue, ad two to green and ad three to gray.
Also I want all ads images to be the same as the ad two image.

Ad Two

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Would you change any ad creative? If so, which ones and why?

 I would change the ad creative one and three, because the images should be on line with the brand or product that you're advertising and the landing page.
And people will often see the image before they reach your ad copy.
So it's important to capture their attention and get them interested in reading what you have to say.

Other changes
In the target persona we must specify the name of the city.

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

avoid using the default word "submit" on the form button, to increase the form conversion rate.
If you think about it, no one wants to "submit" to anything.
Instead, turn the statement into a benefit that relates to what prospects will be getting in return.
You can use "download" or "Get Your Free Ebook"

Use Proof Elements to reduce Anxiety, because people are even more resistant to give up their personal information now than ever before.
Add a privacy message (or a link to your privacy policy) that indicates visitors' email addresses will not be shared or sold.
Add testimonials or customer logos. It's a great way to leverage social proof.

Remove the two lines at the bottom because they contain the word submitting.

change (get your free copy of ebook today !) to
(Get your free copy of ebook now !)
To urge the potential customers to quickly send their names and emails
And download the ebook , and to be identical with the ad copys.

(Optional) use supporting elements such as testimonials or security badges

Encourage Social Sharing
By include social media sharing buttons that enable your prospects to evangelize your content and offers. To limit cluttering, just be sure to only include buttons for the social platforms your audience uses. And don't forget to add an email forwarding option, since people have different sharing preferences. Keep in mind that even if your social media contacts never buy from you, there's always a possibility that someone in their personal network will!