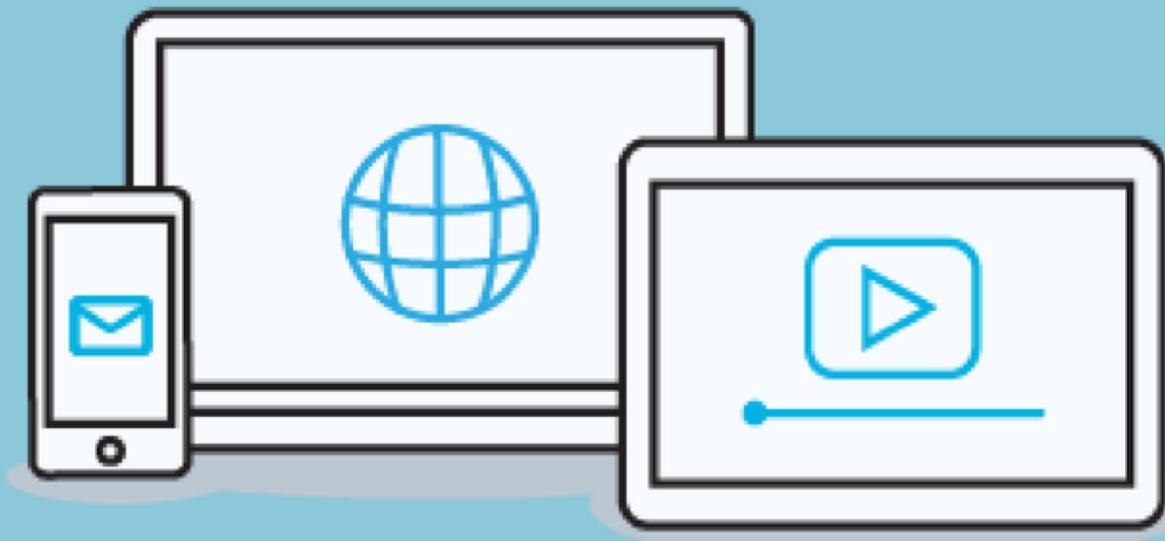
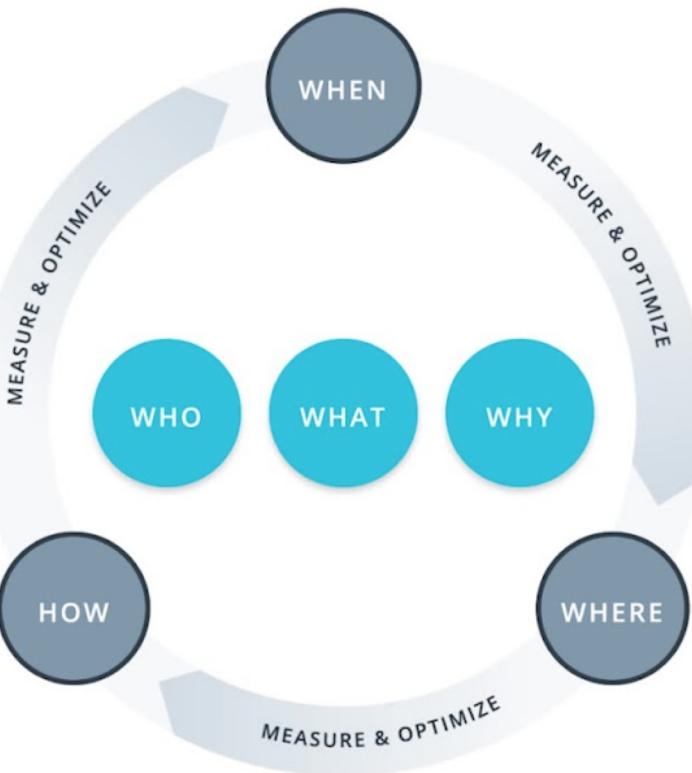
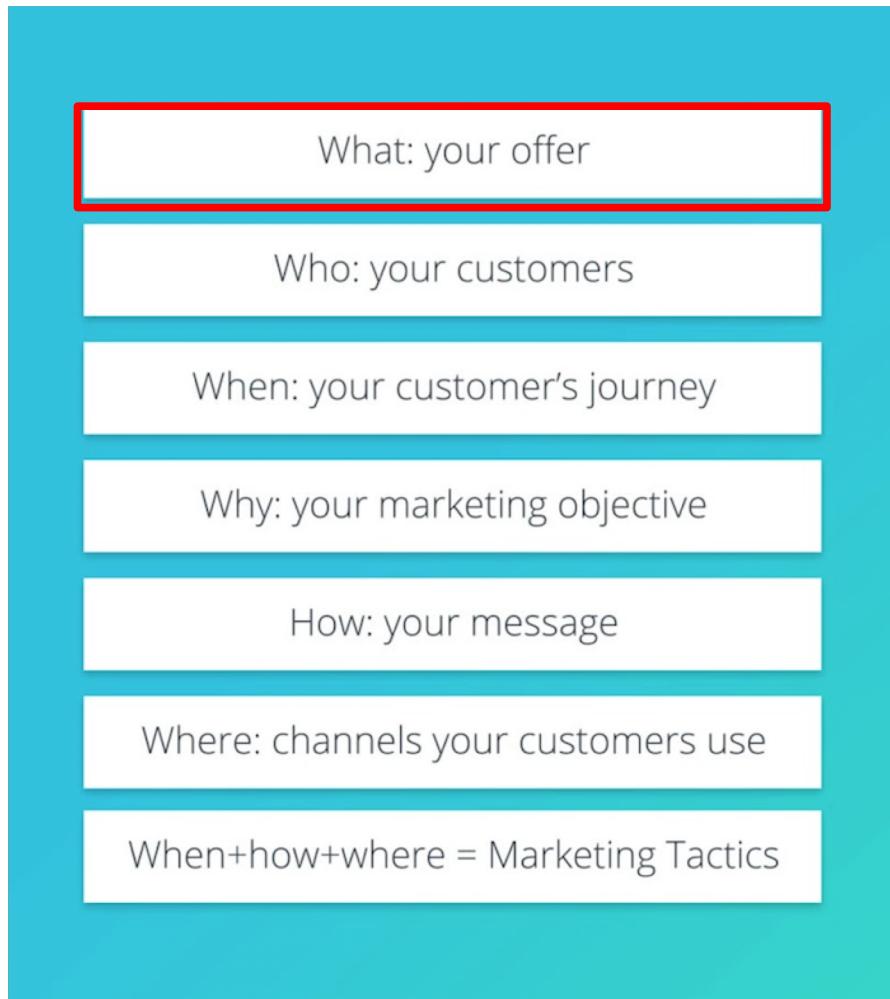


Project 8

Portfolio



1. Customer Journey Based Marketing Plan



What: Your Offer

Digital Marketing Nanodegree Program

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.

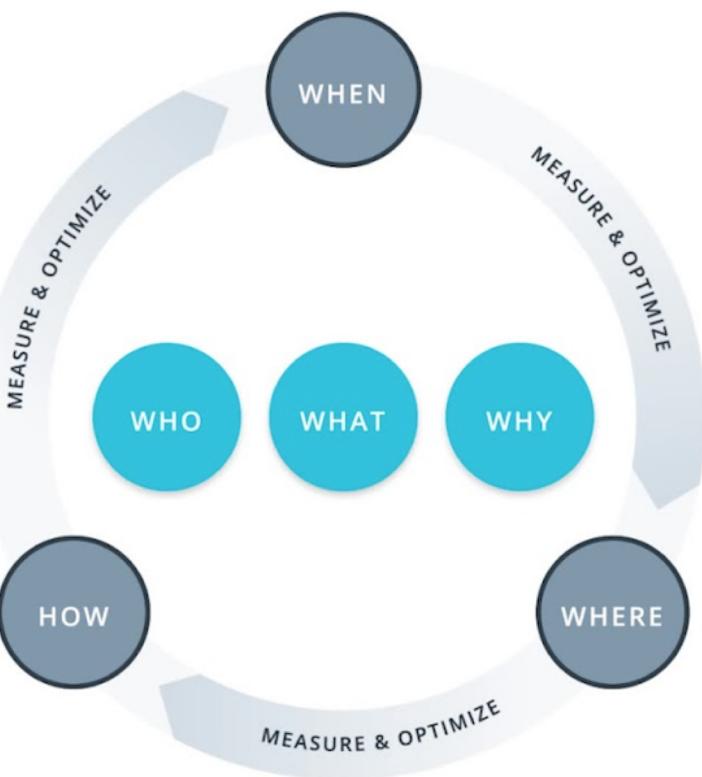
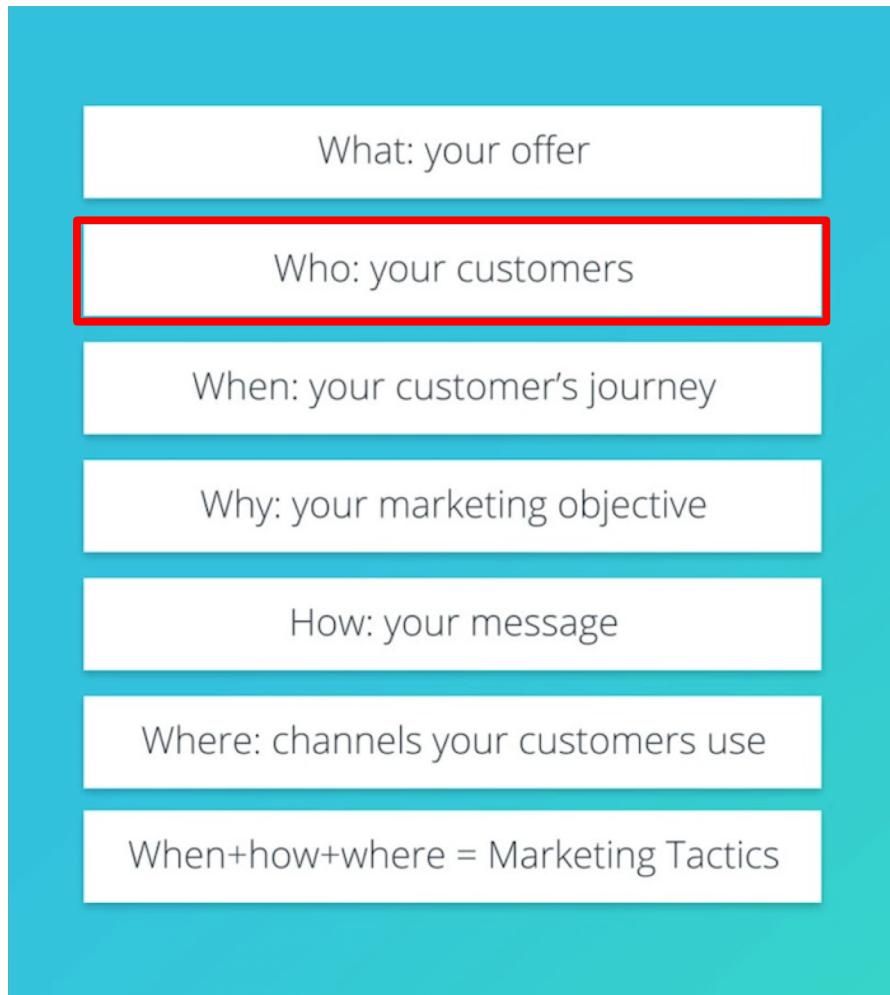
Campaigns: We want to aggressively grow the program, but, we want to do it without losing money.

Marketing Objective:

Digital Marketing Nanodegree Program

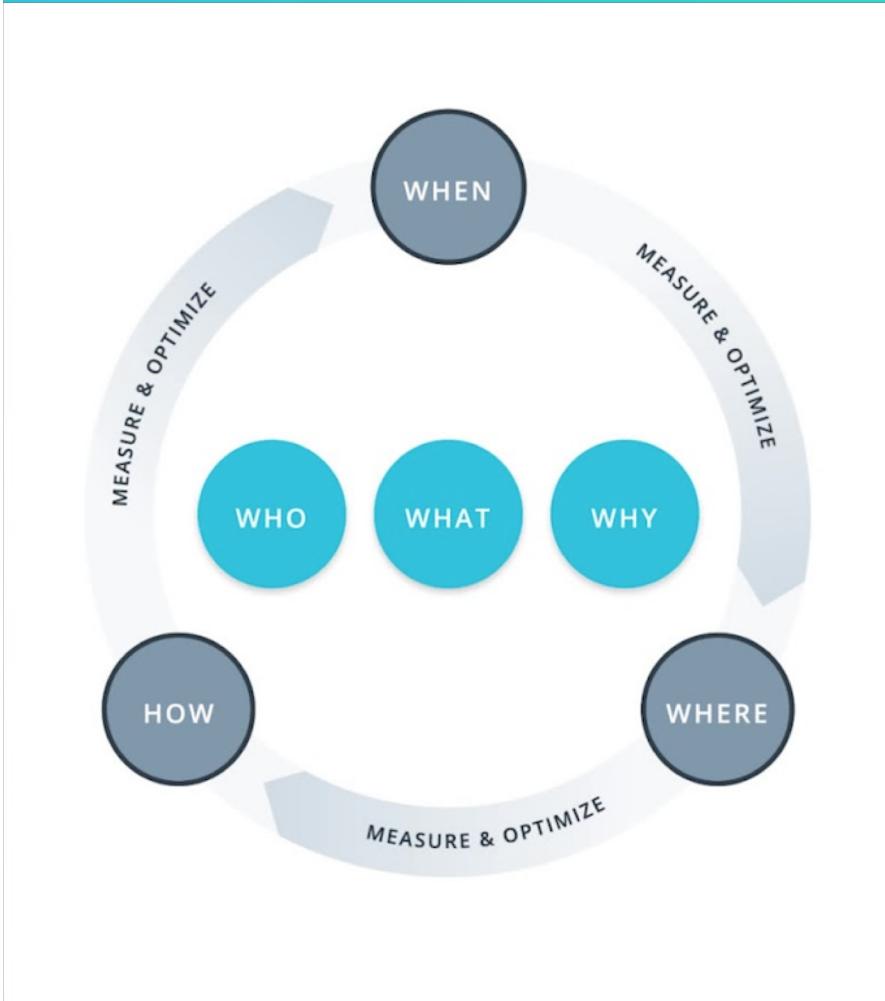
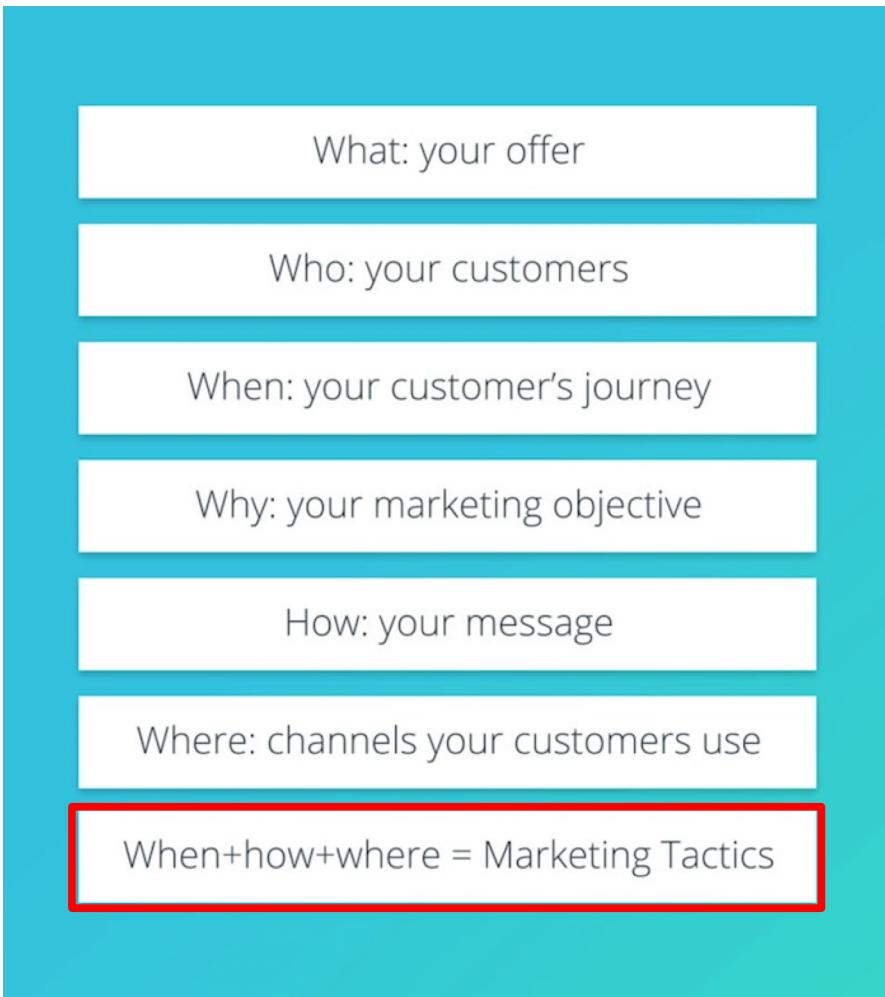
The marketing objective is to acquire 200 students to enroll to the Udacity DMND Program in one quarter (3 months) with an overall budget of \$50,000.

Who Are Our Customers?

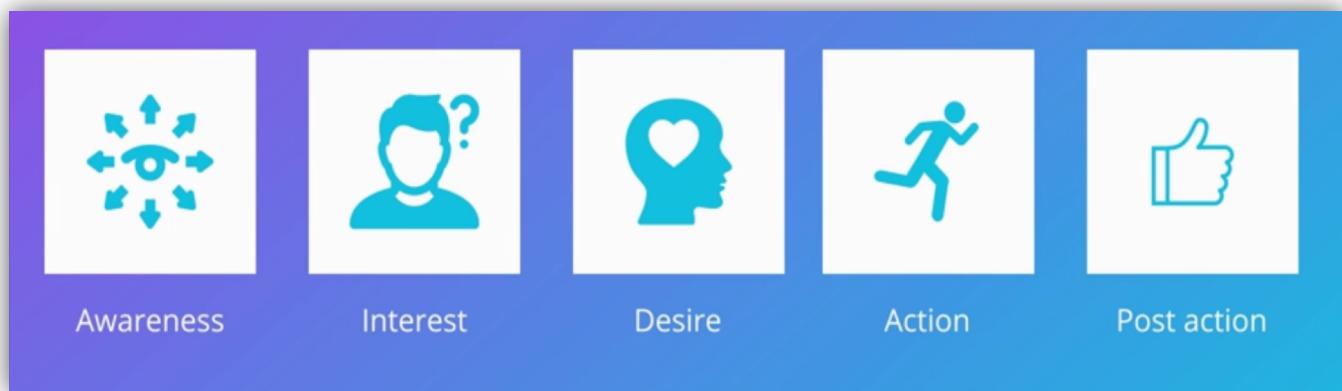


Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Female, 22 years old• Engaged• Lives in Jeddah• B.S. in Business Administration• Interested in technology	<p>Fresh Graduate Sarah</p> 	<ul style="list-style-type: none">• She want to acquire the needed skills in Digital Marketing• She is looking for reputable and reliable courses providers• Hands on experience• Affordable courses
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Addicted to surf social media, Twitter & Instagram• Reads articles in Business &Technology• Travelling & free diving	<ul style="list-style-type: none">• Be a professional Digital Marketer• Have an impact on friends & society	<ul style="list-style-type: none">• Difficulty finding courses ads/listings “on time”• Language• Affordability



Phases of the Customer Journey



When + How + Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> Digital marketing nanodegree program Explaining the growing demand of digital marketing Gain skill set beneficial to your career 	<ul style="list-style-type: none"> Explain the value of the Udacity DMND program Key differentiator Offer the free eBook 	<ul style="list-style-type: none"> Explain program benefits through online webinar with mentors Testimonials 10% off the course fee for early applicants 	<ul style="list-style-type: none"> Maintain engagement Personalized email Get feedback 	<ul style="list-style-type: none"> Access to resources Career support services
Channel	<ul style="list-style-type: none"> SEO/SEM Website (blogs, informative landing pages) Social Media Display and video ads 	<ul style="list-style-type: none"> SEO/SEM Website (blogs, informative landing pages) Social Media Retargeted ads Display and video ads 	<ul style="list-style-type: none"> Retargeted Ads Social media email 	<ul style="list-style-type: none"> Email 	<ul style="list-style-type: none"> Email

DMND

Budget Allocation

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
AdWords Search	\$4,000	\$1.40	2,857	0.05%	1
Display	\$2,500	\$5.00	500	0.05%	0
Video	\$1,500	\$3.50	429	0.05%	0
Total Spend	\$12,000	Total # Visitors	6,986	Number of new Students	3

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$5,100	\$0.50	10,200	0.1%	10
AdWords Search	\$3,000	\$1.50	2,000	0.1%	2
Display	\$2,450	\$3.00	817	0.1%	0.8
Video	\$2,450	\$2.75	891	0.1%	0.9
Total Spend	\$13,000	Total # Visitors	13,908	Number of new Students	14

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$19,500	\$0.30	65,000	0.3%	195
AdWords Search	\$4,000	\$1.50	2,667	0.3%	8
Display	\$750	\$3.00	250	0.3%	0.75
Video	\$750	\$2.75	273	0.3%	0.82
Total Spend	\$25,000	Total # Visitors	68,190	Number of new Students	205

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$12,000	6,986	3	\$299	\$897	-\$11,103
Interest	\$13,000	13,908	14	\$299	\$4,186	-\$8,814
Desire	\$25,000	68,190	205	\$299	\$61,295	+\$36,295
Total	\$50,000	89,084	222		\$66,378	+\$16,378

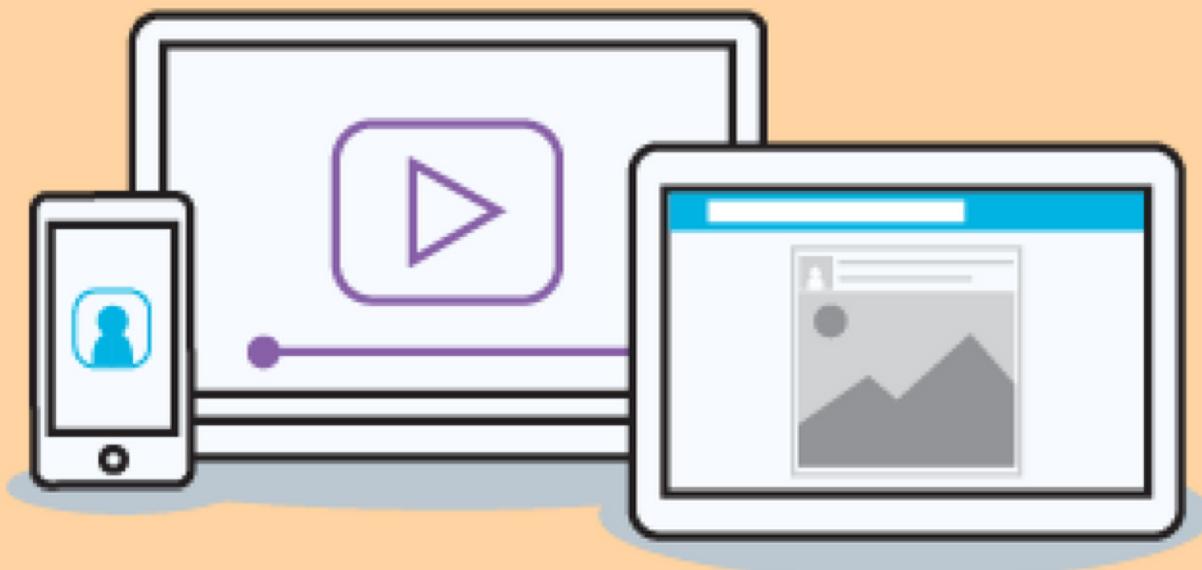
Additional Channels or Recommendations:

- **I would recommend focusing on acquisition for one cycle (three months) and allocate more spend towards the awareness stage. Then focus on the conversion stage (for the next three months) to drive direct revenue through enrolling to the DMND Program.**
- **Use Email Marketing to personalize communication and drive engagement and special offers.**
- **Enrich the website with more testimonials and successful stories because peer reviews and social proof grab the attention of potential students.**
- **Invest more in optimizing landing pages in terms of SEO as it is often better than paid search.**
- **Invest in social media advertising, display ads, and social content marketing to acquire potential students.**
- **Including LinkedIn in the channels to create brand awareness, even more engagement and website visits.**

3. Showcase Work

Project 2

Market your Content



Market your Content

The Campaign that Went Viral on the National Cookie Day!



Anoosh's Campaign



Photo by Anoosh

Earlier this month, one of the local cookies' stores in Saudi Arabia *Anoosh* launched a campaign that went viral.

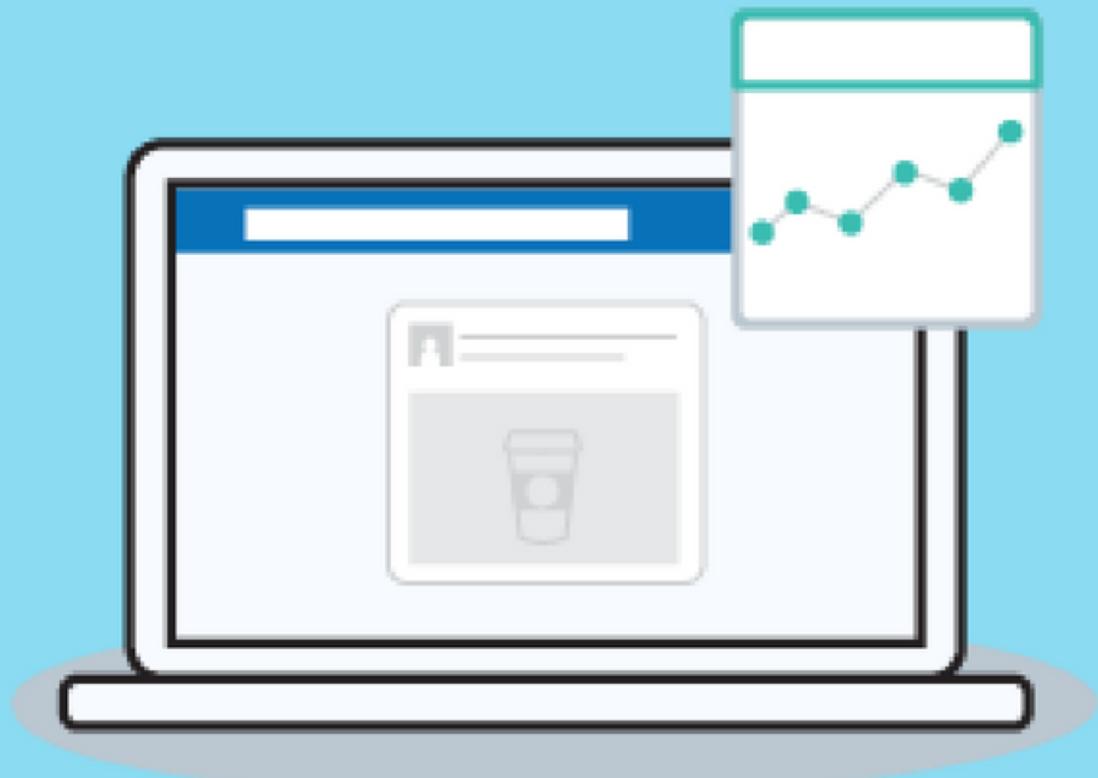
Anoosh introduces themselves on their website as

"Anoosh is a renowned cafe offering a range of exquisite chocolates with branches spread across the Middle East. We focus on serving our customer with the best desserts featuring chocolate as our main ingredient. We ensure to preserve the divinity and bliss that comes with every kind of chocolate by preparing delights that complement not only the kind of chocolate being used but also the needs of our customers."

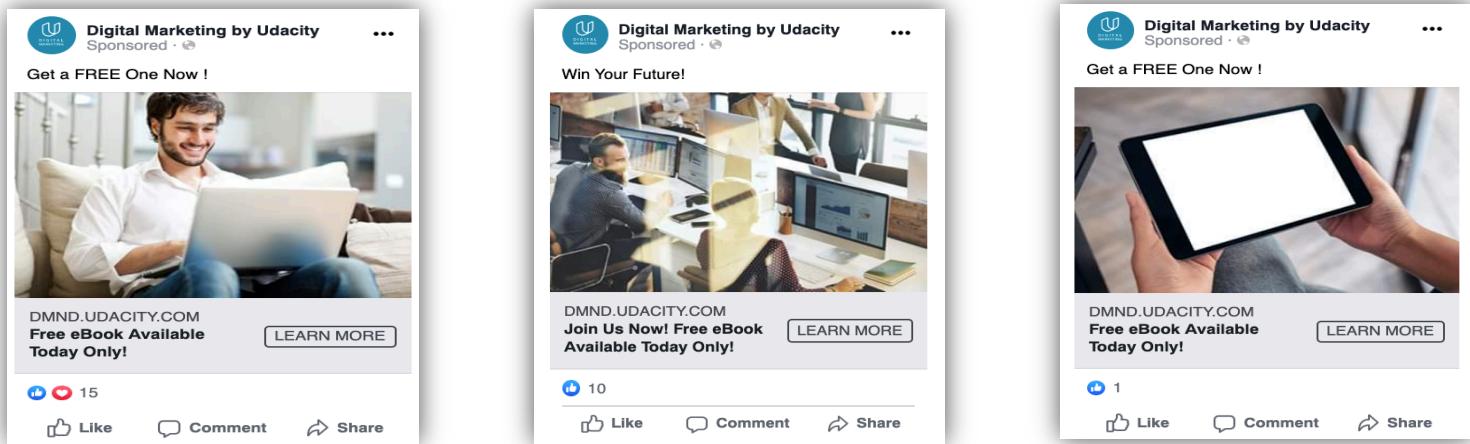
Anoosh's campaign focused on targeting major competitor brand "Golden Brown" using Twitter and Instagram alone, where the competitor fully depends on influencers to market their frozen cookies via Snapchat. While

Project 3 - Part 2

Run a Facebook Campaign



Run a Facebook Campaign



Key Results

Campaign	Results	Reach	Cost per Result	Amount Spent
Ad One	174	20,472	0.16	\$27.58
Ad Two	88	9,000	0.18	\$16.26
Ad Three	34	3,181	0.17	\$5.87
Overall	296	28,488	0.17	\$49.71

RESULT
OF BEST
PERFOR
MANCE
AD

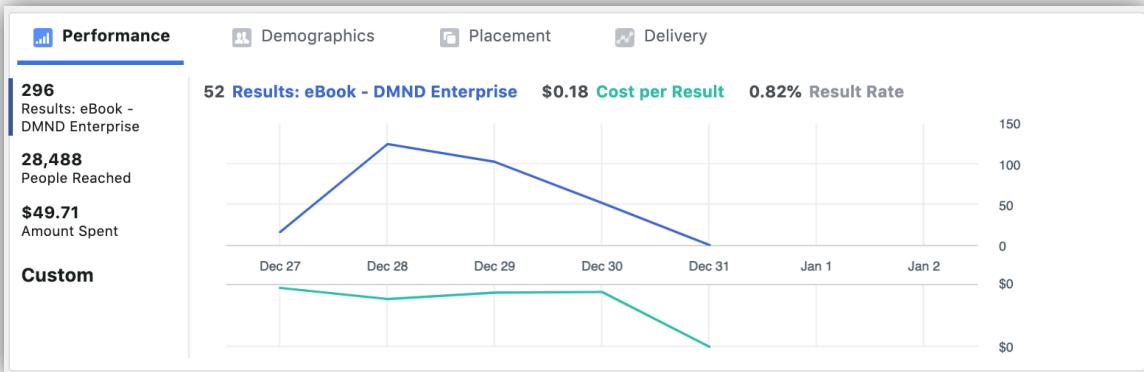
Campaign Evaluation

- Overall, the campaign was a success!
- The campaign exceeded the target by **64.4%**, generating **296** leads, and left us with **\$50.29** in my pocket, which given the assumed **\$15** conversion value – results in a positive **8,932% ROI**
$$((\$15 * 296) / 49.71)$$
- The first Ad had the best performance, generating **174** of the **296** leads at an average Cost per Result (CPR) of **\$0.16**
- Overall, men accounted for **84%** of all leads (**28,488**), especially men aged **18-24** (**23,968** leads). Women resulted in **4,520** leads with most from age group **18-24**

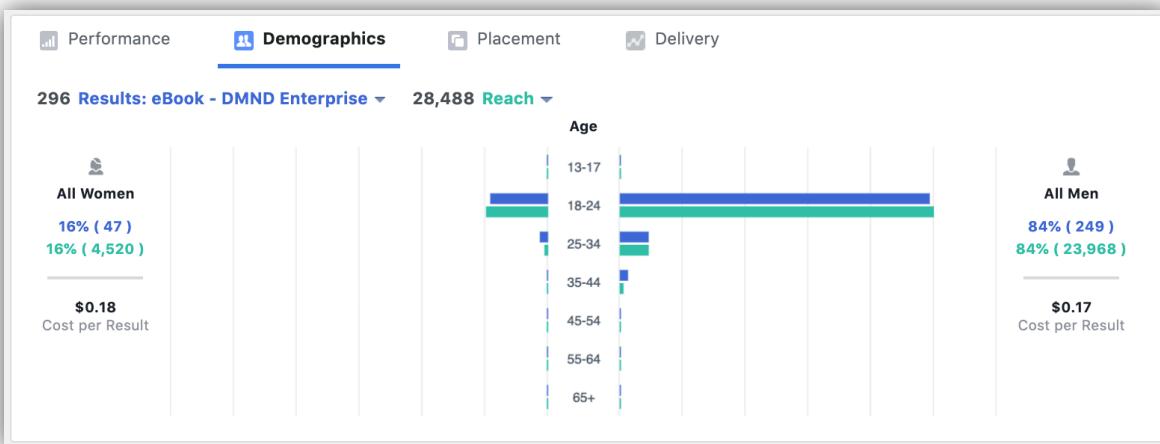
Campaign Evaluation: Insights & Recommendations

- For the fact that I met the target objective and spent only half the budget
I would either increase my objective, extend the campaign for more days, or lower the budget next time.
- Men performed exceptionally good compared to women, which could be due to many factors that I should take into consideration:
 - Ad Creatives and Ad Copy were not appealing to women
 - Women might be less interested in social media ads or the eBook, some studies shown that men like Facebook ads more than women, even though women dominate most of social media!
 - Men are more interested in learning Digital Marketing and in strengthening their skills
- For men and women aged 18-24 both performed exceptionally well. suggesting that the Ads were not appealing to older generation, so we could either narrow down the audience or test different Ad Creatives and Copies to make it more appealing to older demographics. Overall, 18-24 demographic should be targeted more heavily.
- Instagram had the most reach compared to Facebook, but the conversion rate for Facebook was higher with 1.5% vs 0.94%.

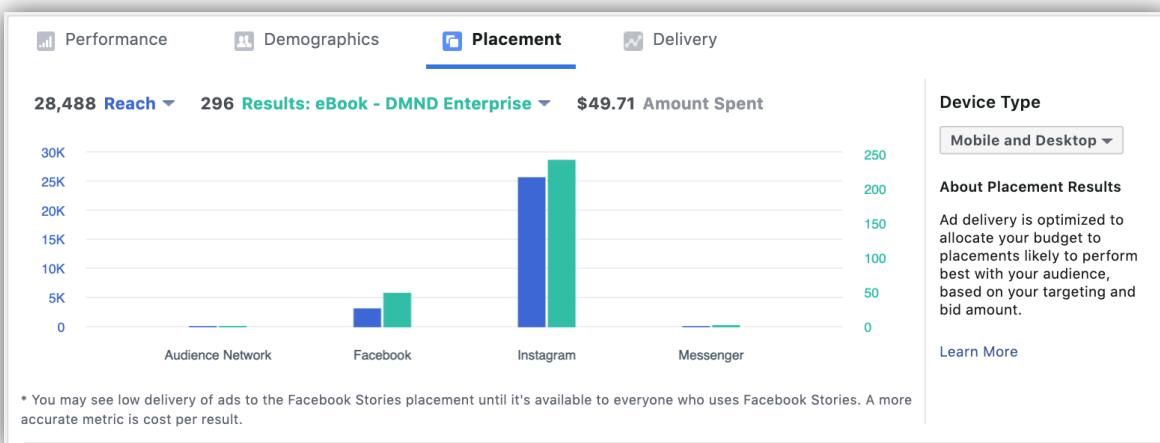
Campaign Results: Performance



Demographics



Placement



Ad Set Data: Performance

Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent	Ends	Link Clicks
					Ad Relevance...	Ad Relevance...	Ad Relevance...			
DMND eBook - Conversions - Image 3 eBook - ...	34	3,181	3,464	\$0.17 Per eBook ...	—	—	—	\$5.87	Jan 2, 2020	71
DMND eBook - Conversions - Image 1 eBook - ...	174	20,472	22,703	\$0.16 Per eBook ...	Above average	Average	Above average	\$27.58	Jan 2, 2020	560
DMND eBook - Conversions - Image 2 eBook - ...	88	9,000	9,803	\$0.18 Per eBook ...	Above average	Average	Above average	\$16.26	Jan 2, 2020	209
> Results from 3 ads	296	28,488	35,970	\$0.17				\$49.71		840
									Total Spent	Total

Delivery

Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
				People Reached		
DMND eBook - Conversions - Image 1	Account Error	20,472	1.11	\$1.35	22,703	\$1.21
DMND eBook - Conversions - Image 2	Account Error	9,000	1.09	\$1.81	9,803	\$1.66
DMND eBook - Conversions - Image 3	Account Error	3,181	1.09	\$1.85	3,464	\$1.69
> Results from 3 ads		28,488	1.26	\$1.74	35,970	\$1.38
				Per Person	Per 1,000 People Reached	Per 1,000 Impressions

Engagement

Ad Name	Delivery	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)	Effect Share
			Reactions	Saves	Shares			Per Link Click	
DMND eBook - Conversions - Image 1	Account Error	11	—	1	11	560	—	\$0.05	—
DMND eBook - Conversions - Image 2	Account Error	19	—	5	3	209	—	\$0.08	—
DMND eBook - Conversions - Image 3	Account Error	2	—	—	—	71	—	\$0.08	—
> Results from 3 ads		32	—	6	14	840	—	\$0.06	—
		Total	Total	Total	Total	Total	Total	Per Action	Total

Project 4

Conduct an SEO Audit



Search Engine Optimization (SEO) Audit

URL: <https://dmnd.udacity.com/>

Current		Revision
Title Tag	<title>Udacity Digital Marketing Nanodegree Program Website</title>	<title>Digital Marketing Nanodegree Program Udacity</title>
Meta-Description	—	Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.
Alt-Tag	—	<ul style="list-style-type: none">- A woman holding a cup of coffee, and a man holding a tablet- Udacity Logo- Tech industry leaders- Udacity instructor- Laptop with Udacity DMND videos displayed

Title Tag - Current Revision	
/v.fastcdn.co/t/beb60d38/d41f13af/1536606181-35155776-97x120-SOB-White.png	- Udacity nanodegree programs logo
/v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg	- A professional woman holding a cup of coffee and a man holding a tablet
/v.fastcdn.co/t/beb60d38/d41f13af/1536606168-13720038-892x44-logospartners.png	- Tech industry leaders logos
/v.fastcdn.co/t/beb60d38/d41f13af/1536606169-13814963-862x403-image-digital-market.png	- A laptop with DMND curriculum being displayed
/v.fastcdn.co/t/beb60d38/d41f13af/1536606173-13815588-415x345-features1.png	- Udacity instructor
/v.fastcdn.co/t/beb60d38/d41f13af/1536606178-13834748-383x305-features-02.png	- A laptop with DMND project displayed

Blog Topics

Topic 1: 10 Evidences How Digital Marketing Nanodegree Will Get you Your Dream Job.

Topic 2: Why you Should Shift your Career to Digital Marketing?

Topic 3: How Can Online Digital Marketing Course Increase Your Salary.

Those are the suggested blog topics with the high potential keywords. My target customer persona would be highly interested in the following topics as she is looking for a job in Digital Marketing and willing to strengthen her skills set.

Blog post #1 is meant to create brand awareness regarding Udacity Nanodegree Programs.

Blog post #2 is meant to target professionals who are looking for a career change to Digital Marketing.

Blog post #3 is meant to target potential students who wants to increase their salary.

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	educationblog.microsoft.com/2016/11/7-ways-to-figure-out-this-coding-thing/	100
2	www.youtube.com/playlist?list=PLAwxTw4SYaPmaHhu-Lz3mhLSj-YH-JnG7	100
3	www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&sa=D&sntz=1&usg=AFQjCNGdmrWTUY5b_qe3xle9-ddkB1YXqA	100

Link-Building

Site Name	Twitter
Site URL	<i>Twitter.com</i>
Organic Search Traffic	145M
Site Name	Forbes
Site URL	<i>Forbes.com</i>
Organic Search Traffic	48M
Site Name	CNN
Site URL	<i>Cnn.com</i>
Organic Search Traffic	91M

Recommendations

Based on the onsite and offsite audit, performance testing of <http://dmnd.udacity.com/> found the following:

- No meta and alt tags
- No indexed pages
- Poor page speed

The following recommendations should improve performance:

- Adding meta description and alt tags so the pages can be crawled and indexed by the search engine. Writing more concise captions for images in the website.
- Creating more keywords relevant to what potential students are searching for, for example, competitors' names keywords as Udacity would show up to them whenever they search for competitors. This will create brand awareness.
- *Pingler Google Checker* shows that *udacity.com* pages are not indexed, thus adding more pages linked to the landing pages should increase google indexing.
- Compressing and formatting images should improve the speed performance of the website for both desktop and mobile. Following the recommended fixes by *Think With Google* is important.

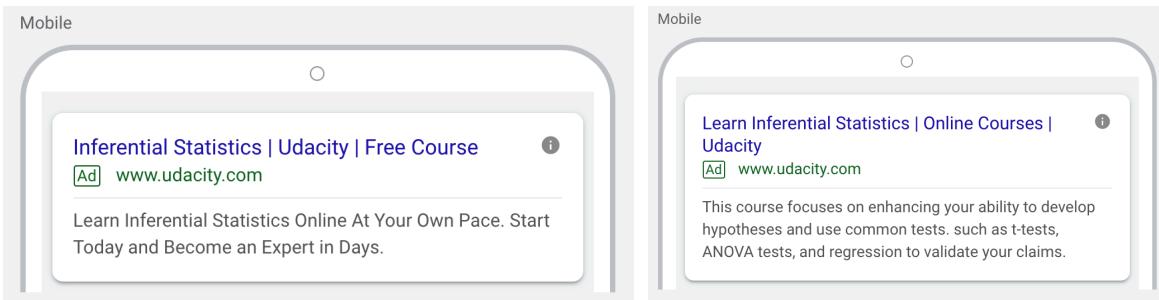
Project 5 - Part 2

Run an AdWords Campaign



Ad Group #1: Awareness

Ads & Keyword Lists

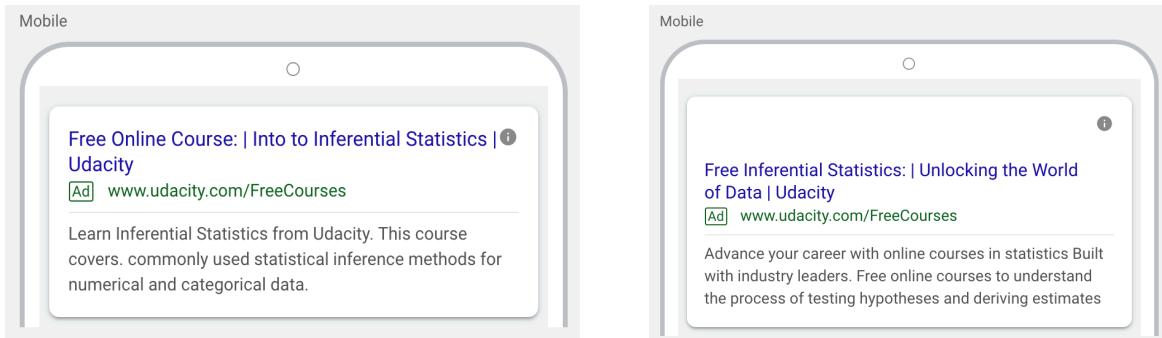


Keyword List:

school, tutorial, python, free online, online classes, online courses, programming language, learn online, algorithm, data structure, online statistics, normal distribution, courses free, udacity, online course, statistics beginners, practical stats, udacity courses, best stats software, requirements for data analysis.

Ad Group #1: Interest

Ads & Keyword Lists



Keyword List:

Sample, business analysis, decision tree, formula, statistics, population, data analysis, online courses, flow chart, t test, free analysis, statistics online course, statistics course, data science, how to report inferential statistics, full statistics course, learn stats, characteristics of inferential statistics, python tutorial udacity, Australian bureau

Key Campaign Results

(Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
<i>Awareness</i>	\$3.00	735	4	0.54%	\$2.08	0	0.00 %	\$0.00	\$8.32
<i>Interest</i>	\$3.00	590	16	2.71%	\$2.80	0	0.00 %	\$0.00	\$44.77
Total		1,325	20	1.51%	\$2.65	0	0.00 %	\$0.00	\$53.09

Key Campaign Results

(Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Awareness, Ad 1</i>	4	0.62%	\$2.08	0	0.00%	\$8.32
<i>Awareness, Ad 2</i>	0	0.00%	-	0	0.00%	\$0.00
<i>Interest, Ad 1</i>	14	3.20%	\$2.78	0	0.00%	\$38.98
<i>Interest, Ad 2</i>	2	1.31%	\$2.90	0	0.00%	\$3.79

Key Campaign Results

(Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Online Courses</i>	9	2.54%	\$2.82	0	0.00%	\$25.34
<i>Statistics Course</i>	3	7.89%	\$2.81	0	0.00%	\$8.42
<i>Statistics Online Course</i>	2	16.67 %	\$2.60	0	0.00%	\$5.19

Campaign Evaluation

- **Positive ROI?** Yes, my campaign for the Inferential Statistics course provided by Udacity had a positive ROI, 20 clicks.
- My conversion rate was lower than expected as there were only 20 clicks, and the goal was to reach 30 clicks.
- The highest paid for a click was \$2.98 for the keyword “Sample”, and there was only 1 click associated with this keyword.
- The three most clicked keywords had the highest cost per click of \$2.82 and lowest was \$2.60
- The “Interest” ad group had the highest click through rate, and the keywords “Online Courses” from the Interest ad group had the most clicks as well.

Recommendations for future campaigns

If additional budget would be provided for this campaign, following will be my evaluation:

- I would focus on high performing ad group that has high CTR and conversion rate.
- I would include the word “Free” to the text as it apparently drove most clicks.
- I would optimize CPC bid value to increase ad rank.
- I would pause poor performing ads and keywords, and add long tail keywords with broad and specific keywords.
- I would perform A/B testing on two elements: Headline and Description.

Example: Ad Groups

	Ad group	Status	Default max. CPC	Ad group type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/> Inferential Statistics 1	Eligible	\$3.00 (enhanced)	Standard	4	735	0.54%	\$2.08	\$8.32
<input type="checkbox"/>	<input checked="" type="radio"/> Inferential Statistics 2	Eligible	\$3.00 (enhanced)	Standard	16	590	2.71%	\$2.80	\$44.77
	Total:... ?				20	1,325	1.51%	\$2.65	\$53.09

Example: Ads

	Ad	Ad group	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/> Learn Inferential Statistics Online Courses Udacity www.udacity.com This course focuses on enhancing your ability to develop hypotheses and use common tests, such as t-tests, ANOVA tests, and regression to validate your...	Inferential Statistics 1	Approved	Expanded text ad	4	646	0.62%	\$2.08	\$8.32
<input type="checkbox"/>	<input checked="" type="radio"/> Free Online Course: Into to Inferential Statistics Udacity www.udacity.com/Free_courses Learn Inferential Statistics from Udacity. This course covers commonly used statistical inference methods for numerical and categorical data.	Inferential Statistics 2	Approved	Expanded text ad	14	437	3.20%	\$2.78	\$38.98
<input type="checkbox"/>	<input checked="" type="radio"/> Free Inferential Statistics: Unlocking the World of Data Udacity www.udacity.com/FreeCourses Advance your career with online courses in statistics Built with industry leaders. Free online courses to understand the process of testing...	Inferential Statistics 2	Approved	Expanded text ad	2	153	1.31%	\$2.90	\$5.79
<input type="checkbox"/>	<input checked="" type="radio"/> Inferential Statistics Udacity Free Course www.udacity.com Learn Inferential Statistics Online At Your Own Pace. Start Today and Become an Expert in Days.	Inferential Statistics 1	Approved	Expanded text ad	0	89	0.00%	—	\$0.00
	Total: All but removed ads ?				20	1,325	1.51%	\$2.65	\$53.09

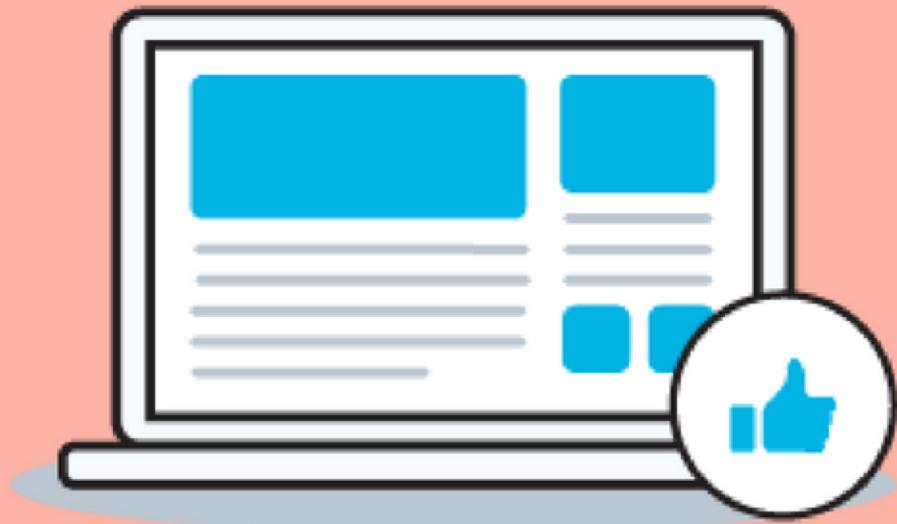
Example:

Keywords

<input type="checkbox"/>	<input checked="" type="radio"/> Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	<input type="button" value="↓ Clicks"/>	Impr.	CTR	Avg. CPC	Cost
	Total: All but removed k... ?						16	1,177	1.36%	\$2.66	\$42.56
<input type="checkbox"/>	<input checked="" type="radio"/> online courses	Inferential Statistics 2	Below first page bid (\$3.15)	\$3.00 	Eligible	—	9	354	2.54%	\$2.82	\$25.34
<input type="checkbox"/>	<input checked="" type="radio"/> statistics course	Inferential Statistics 2	Eligible	\$3.00 	Eligible	—	3	38	7.89%	\$2.81	\$8.42
<input type="checkbox"/>	<input checked="" type="radio"/> statistics online course	Inferential Statistics 2	Eligible	\$3.00 	Eligible	—	2	12	16.67%	\$2.60	\$5.19

Project 6

Evaluate a Display Campaign



Evaluate a Display Advertising Campaign

Assumptions

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

Cost: The cost of the degree is \$999

Profit: For the purpose of this assignment, 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. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page
 $*0.002 = \# \text{ of Student Sign Ups}$

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA

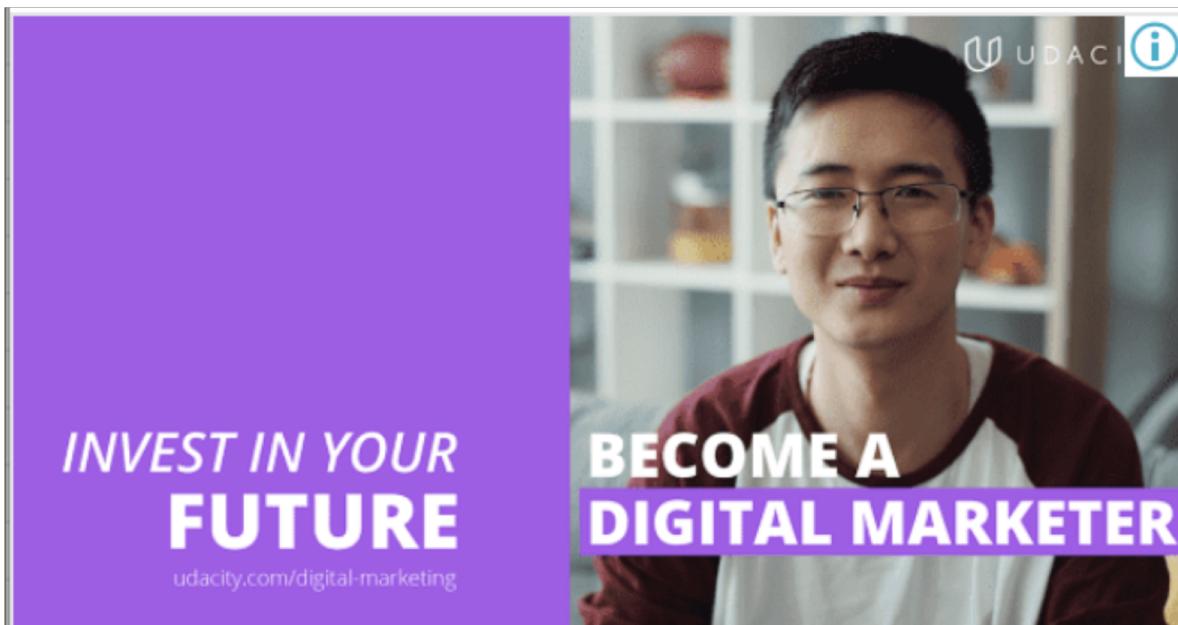
Note: Please round to the nearest cent

ROI: [(299 Profit) - CPA] * # of Student Sign Ups = ROI

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
Affinity Audience	Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36	\$448.95	Display	None



Launch Your New Career



This course is designed for students like you, who have a passion for digital marketing



Results:

Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	2	\$224.5	+\$149

The ROI for this campaign was positive with a profit of \$149 due to a CPA of \$224.5

Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
1	Site Targeting	Campaign ended	\$5.00 (enhanced)	-	407	67,833	.6%	\$0.57	\$231.99	Display	None

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Anke A. | Program Lead, Digital Marketing

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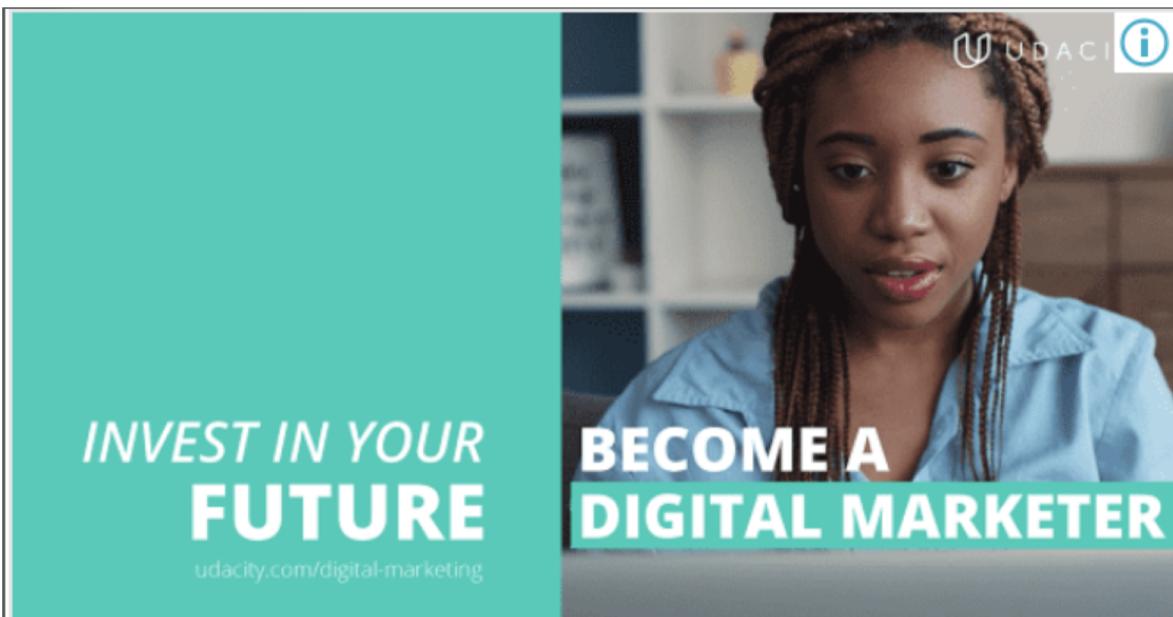
Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	\$231.99	+67.01

Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
Remarketing	Campaign ended	\$3.00 (enhanced)	-	670	109,994	.61%	\$0.35	\$234.50	Display



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Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	\$234.50	+64.5

Which campaign performed the best? Why?

The first campaign had the best performance.

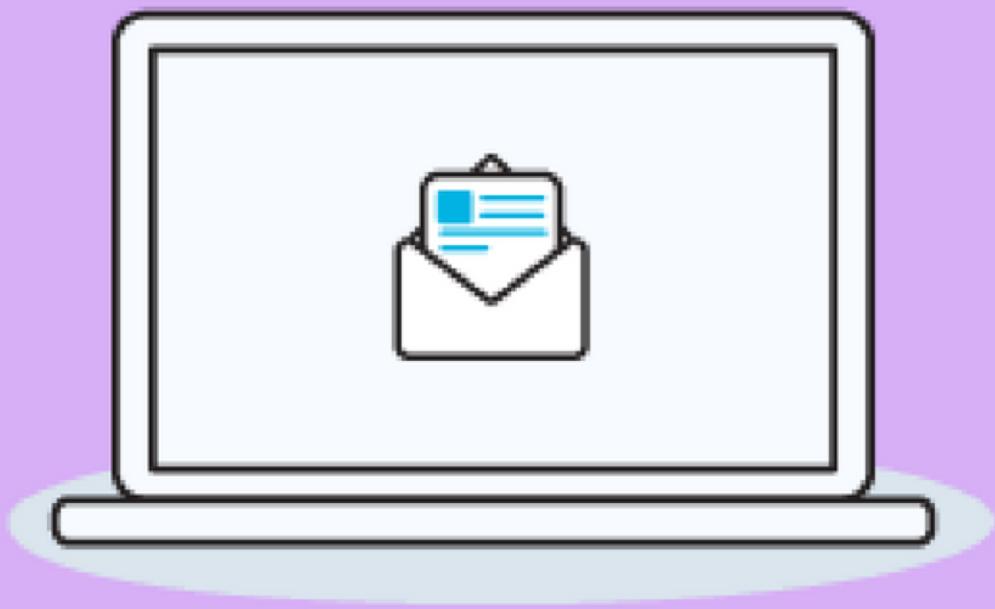
It earned double the clicks and impressions, which means it drove more students with higher ROI.

Recommendations for future campaigns

- I would edit Creative 2 with an exciting approach to generate more impressions.
- Invest more in the keywords that performed successfully in the campaign.
- Remove keywords with high CPC.
- I would perform A/B test for different keywords, location, and creative.

Project 7

Market with Email



Creative Brief: Email 1

	
General	<i>A logo of Udacity and social media logos</i>
	
Subject Line 1	The Complete Digital Marketing Guide
Subject Line 2	<i>Udacity</i>
Preview Text	
Body	<p><i>Learn in this course Digital Marketing & Social Media Marketing Mastery, Facebook Ads, Instagram Marketing, SEO, and more!</i></p>
Outro CTA	<i>Read More!</i>

Creative Brief: Email 2

	
General	<i>A photo of the eBook with a student reading into it.</i>
	
Subject Line 1	Get Your Free eBook Now!
Subject Line 2	<i>Udacity</i>
Preview Text	
Body	<i>Get your free eBook now and learn how to advertise on the leading social media advertising platforms.</i>
Outro CTA	<i>Download Now!</i>

Creative Brief: Email 3

	
General	<i>A photo of 15% off discount on the screen of the laptop</i>
	
Subject Line 1	Get 15% Off and Enroll Now!
Subject Line 2	<i>Udacity</i>
Preview Text	
Body	<p><i>Get 15% off any Nanodegree Program by using the promo code Nano2020.</i></p>
Outro CTA	<i>Get Discount Here!</i>

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	Monday Tuesday	Wednesday	Thursday	Monday Tuesday
Email 2	Thursday Friday	Monday	Tuesday	Friday Monday
Email 3	Wednesday Thursday	Friday	Monday	Thursday Friday

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Final Email



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Results Email #1

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

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3%	30

Final Recommendations

- Based on the work I did throughout this project, I would keep optimizing the Email content and subject based on the results.
- I would perform A/B Testing for different subject lines, visuals, CTR..etc. and compare the Open Rates, Click Through Rate, and Conversions.

[REDACTED]