Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

Marketing Objective & KPI

1. Who is the target audience of your campaign?

   A-Individuals 24-35 years,looking for career advancement/change ,worldwide, interested in Digital marketing .

   Target persona has Post Graduate/Graduate degree,3-8 years of work experience and looking at a career progression/change ,targeted individuals who are in marketing/sales/client servicing/advertising/PR.

1. What marketing objective did you aim to achieve with your campaign?

   A-To have atleast 100 E book downloads in 5 days with budget of 125 dollars.

1. What primary KPI did you track in your campaign and why?

   A-Number of Email ID s obtained after dowloading the Ebook downloaded

Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?- In preceeding *slide-screenshot-*

Worldwide-24-35 yrs,2-8years of work experience,sales,marketing,client servicing proffesionals looking for career advancement or change

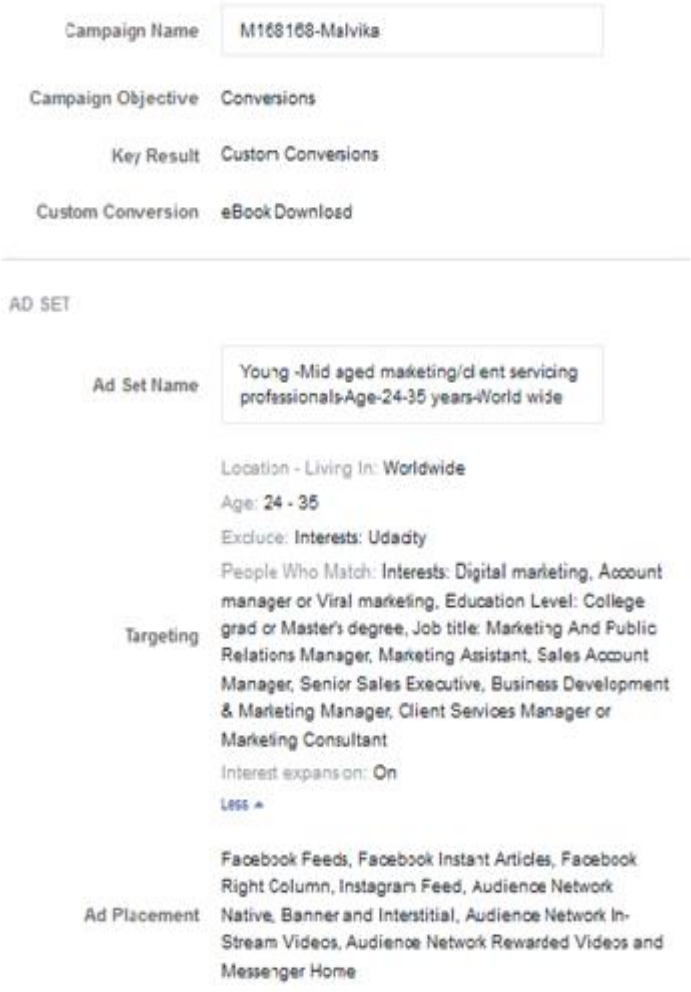
2.What Ad Copy and Ad Creatives did you use?

In predceeding slides

3.If you made any changes, please describe them.

No

Demographic, Interest, Behaviour



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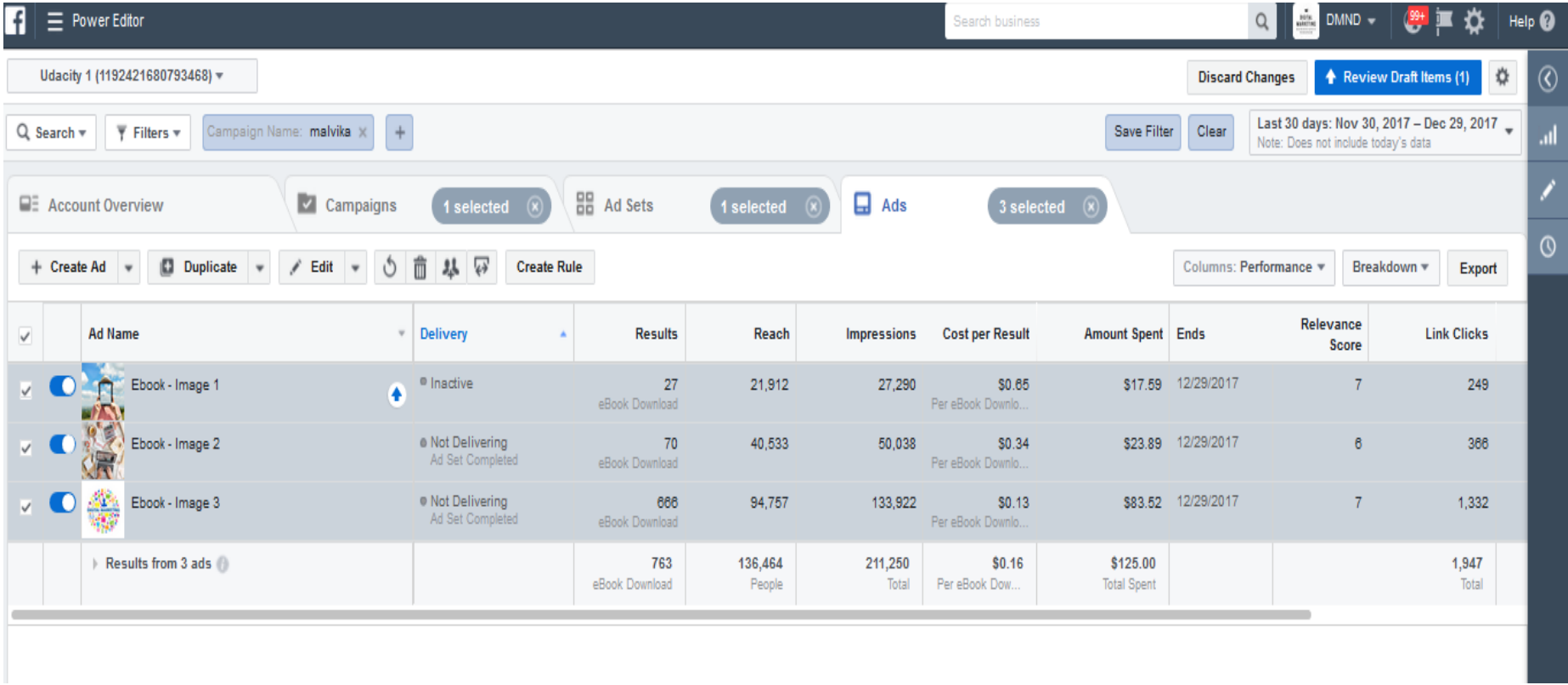
Ad copy and creative

Results-overview



Key Results

1. Present the most important metrics per ad

Most important metrics was number of E book dowloads(763 e books downloaded)

Campaign Evaluation

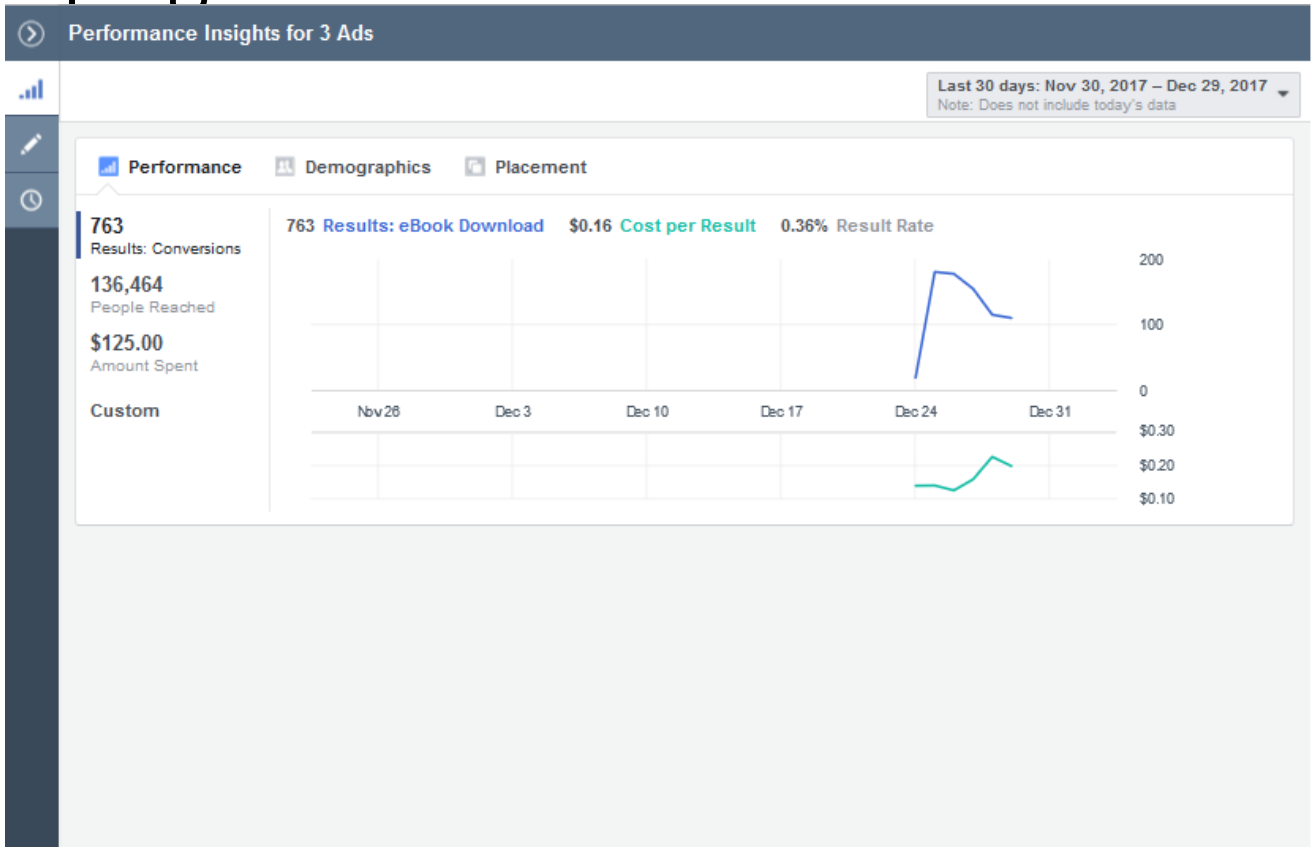
1. Evaluate the success of your campaign, given your marketing objectives.

The campaign was a success as 763 e books downloaded in 5 days with budget of 125 dollars,hence positive ROI

2.If you had additional budget, how would approach your next campaign?

Would run the campaign for longer duration and ensure that the best ad set copy should run only after initial A/B testing.

Campaign Results: Performance



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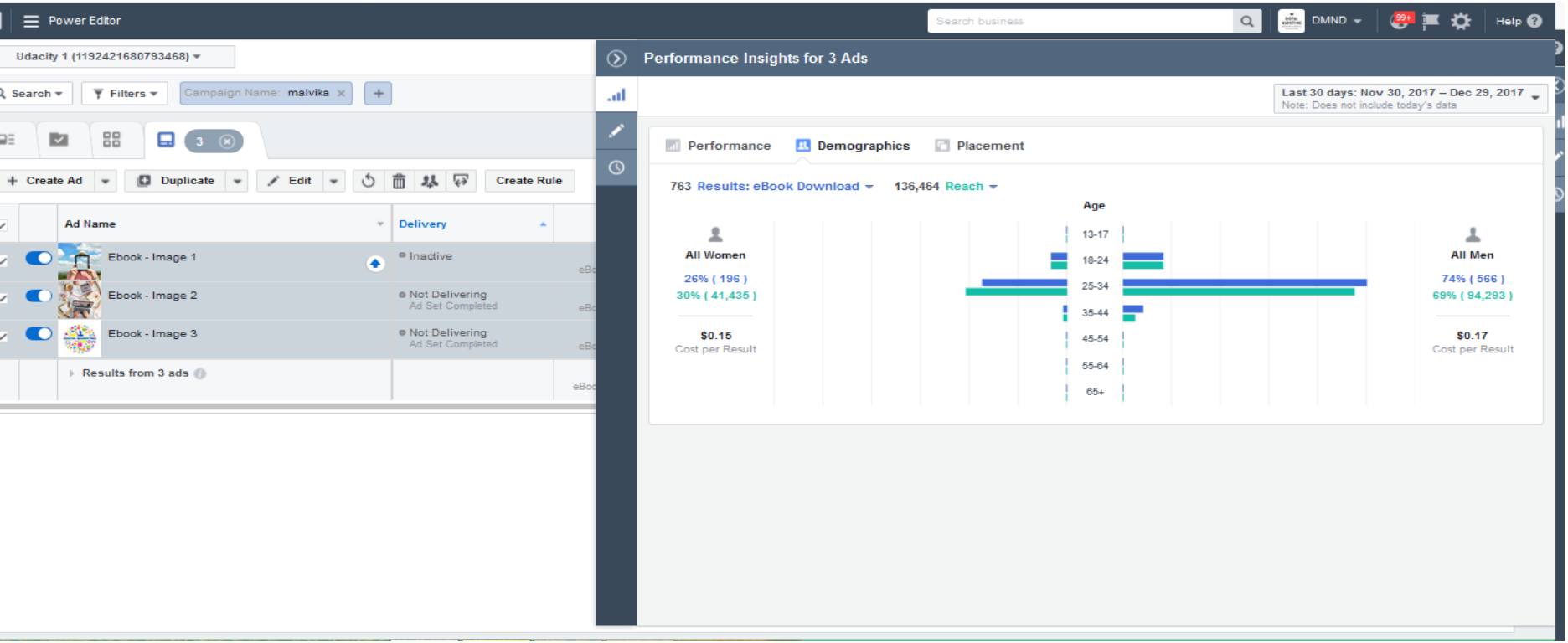
Campaign Results: Demographics



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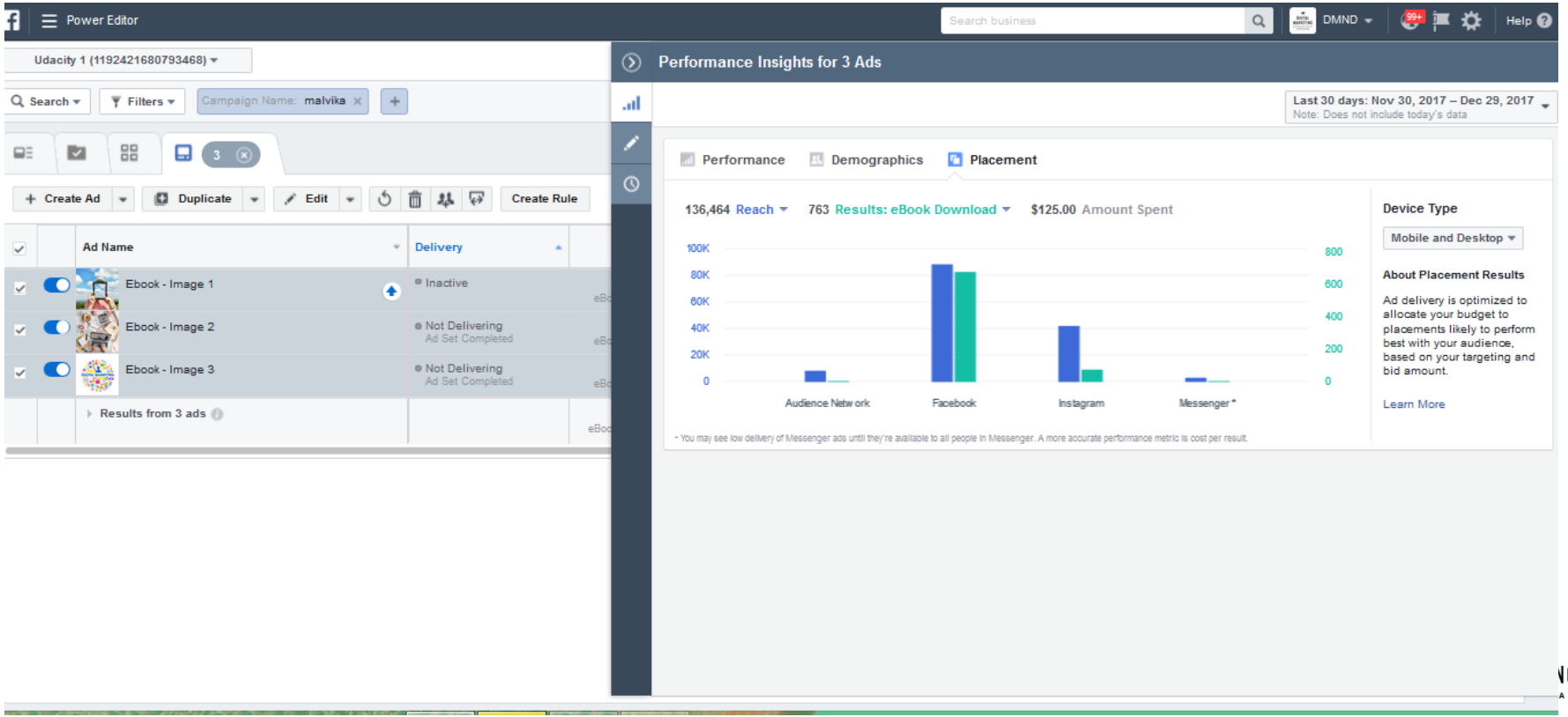
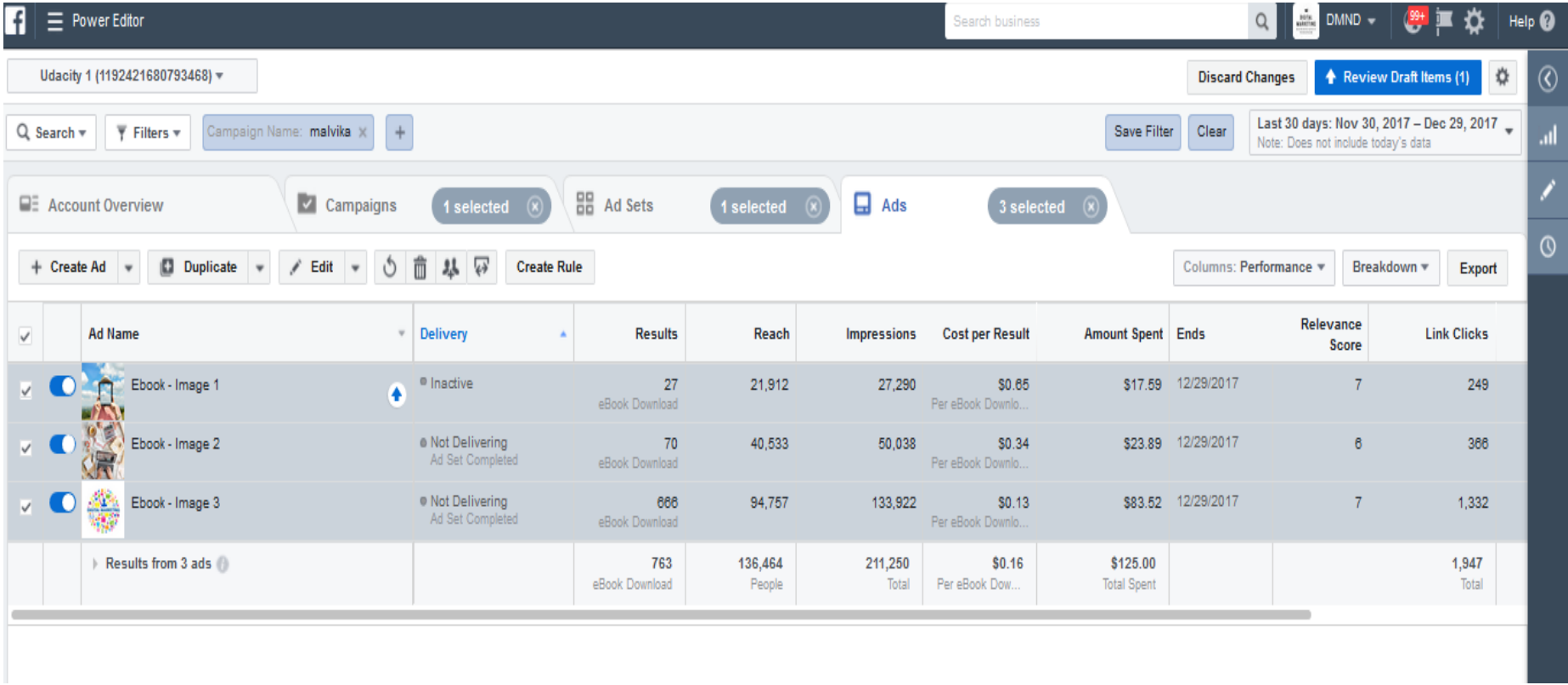
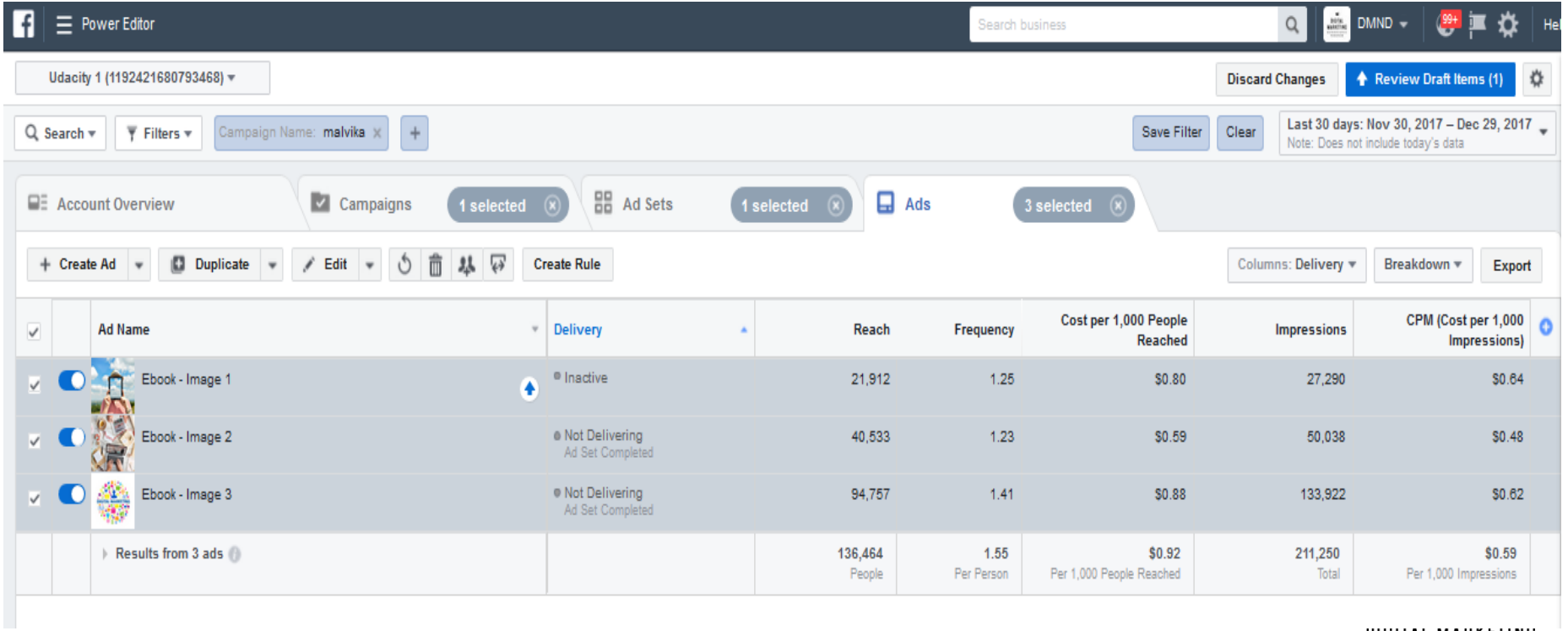
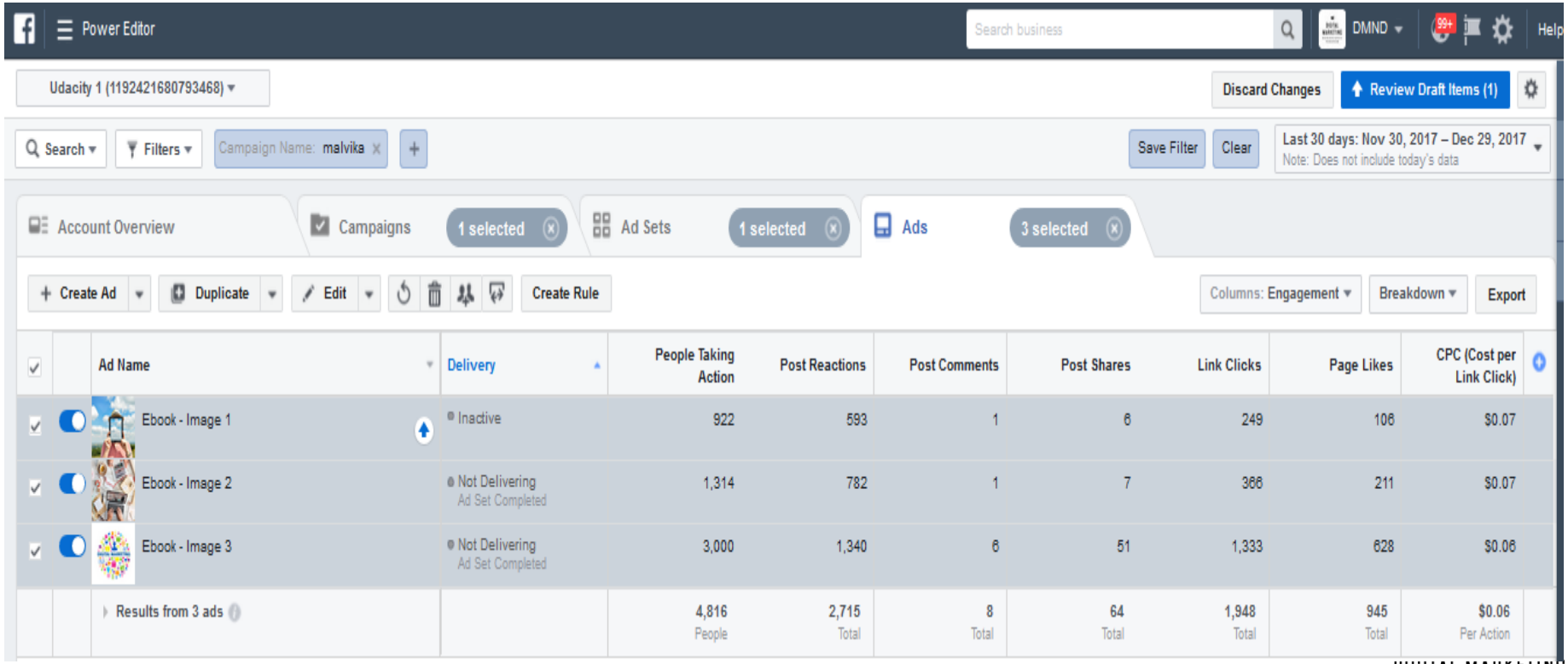
Campaign Results: Placement



Ad Set Data: Performance



Ad Set Data: Delivery



Ad Set Data: Engagement