Project 8: DMND Portfolio

Building a Marketing Strategy

1.Customer Journey Based Marketing Plan

What: your offer

Who: your customers

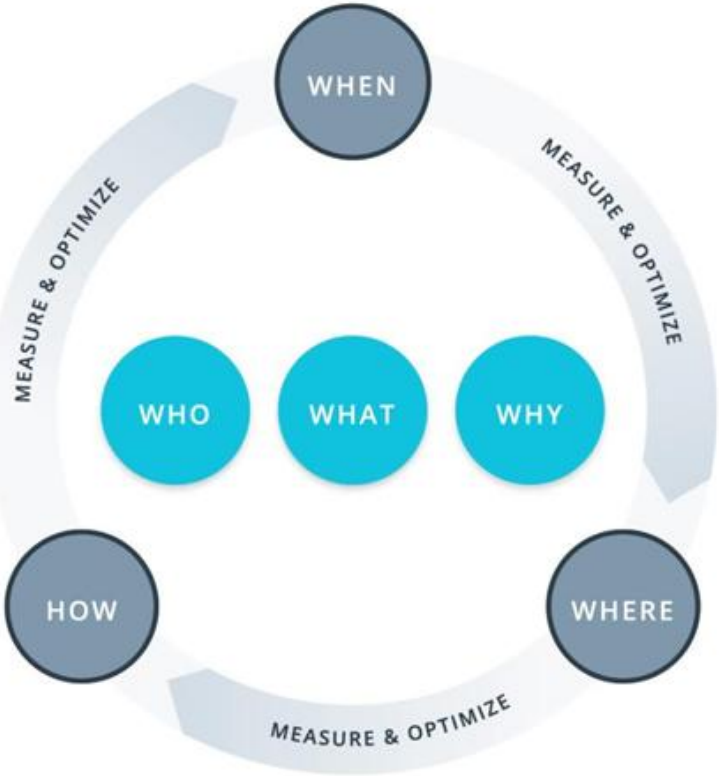
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



What: your offer

Marketing Objective: DMND

To get more than 180 students to sign up for the Digital Marketing NanoDegree in the next 3 months.

Who Are Our Customers

What: your offer

Who: your customers

When: your customer's journey

Why: your marketing objective

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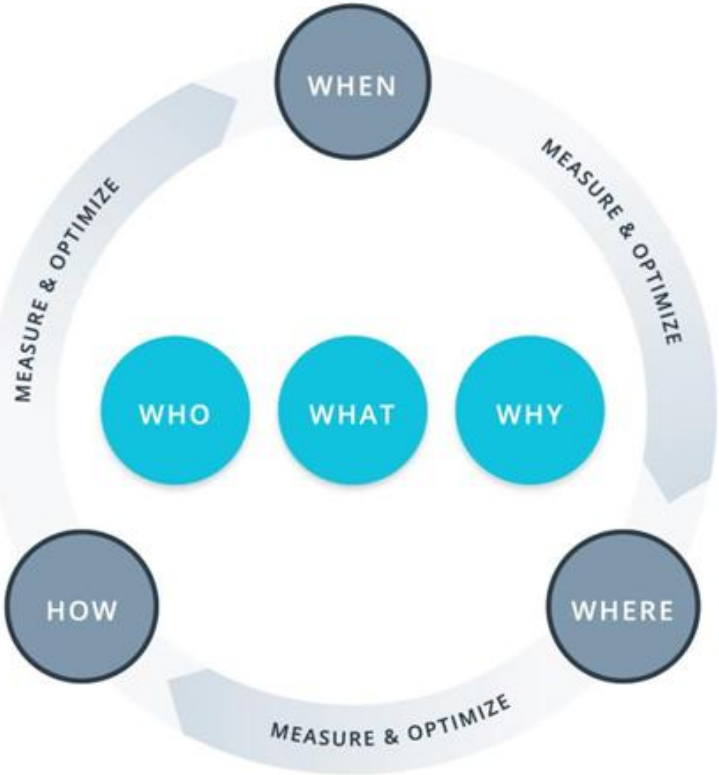

Target Persona

Background & Demographics

1.Female
2.29 years
3.New Delhi -India
4.Post Grad
5.Income-2L-8L

Malvika

Needs

1.A course that will require minimum time & not too expensive
2.Better growth
3.Guidance in career advancement

Hobbies

1.Reading
2.Travelling
3.Music

Goals

1.Wants to advance her career
2.Wants to be CEO in 5 years
3.Needs time for family & friends

Barriers

1.Time
2.Money
3.Slow Growth

What: your offer

Who: your customers

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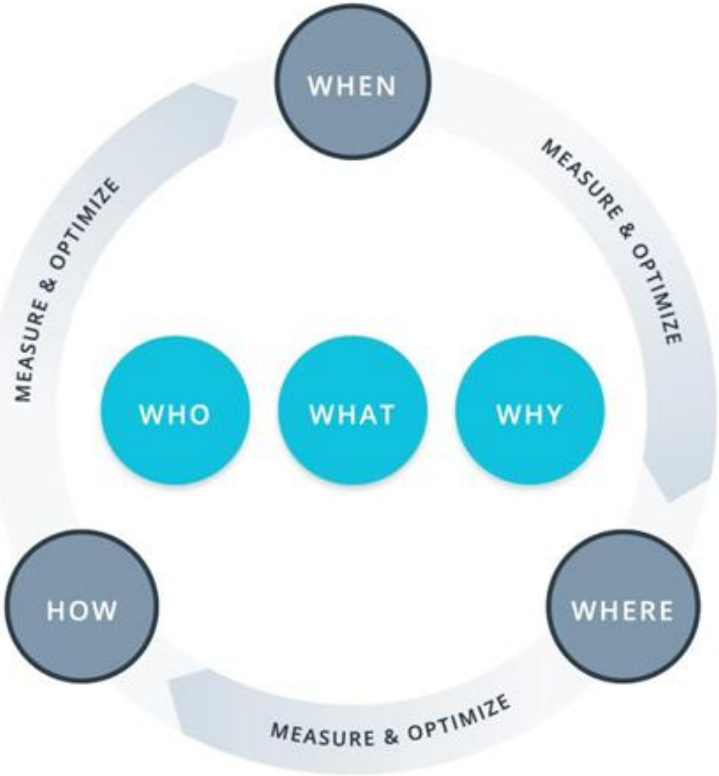
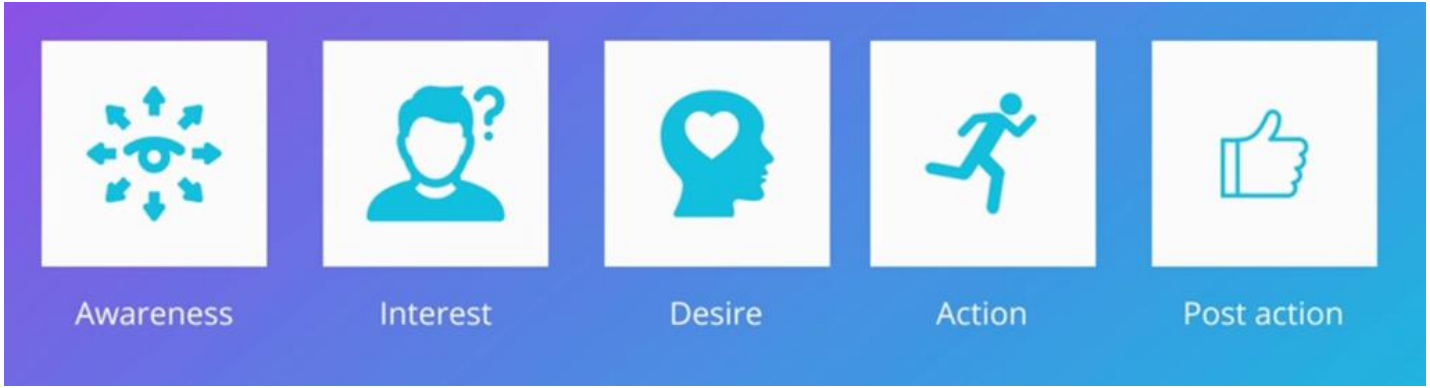


Phases of the Customer Journey



When+How+Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	Kickstart your Digital Marketing career-Come join the world of Udacity –offering the best Digital Marketing course today	Learn best practices for Digital Marketing –With Udacity-Download free Ebook!	Get your first job with Udacity s Digital Marketing Nano Degree program-Join today!	Enroll today & secure your career in the world of Digital Marketing with Udacity.	Thank you for choosing Udacitys DMND -Here is everything you need to know about starting this journey. All the Best!
Channel	Social Media ads Display ads Blogs Landing page	Social Media ads Display ads Blogs Informative Landing page	Social Media Post, Emailers,Display ads,Video ads,Search Engine optimization,Retarget	Facebook ads,Google Ads,Display ads,Informative landing,SEM	Emailer Social Media Post

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	3000	$1.25	2400	0.05%	1
AdWords Search	2000	$1.40	1429	0.05%	1
Display	500	$5.00	100	0.05%	0
Video	500	$3.50	143	0.05%	0
Total Spend	6000	**Total # Visitors**	**4072**	**Number of new Students**	2

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	5000	$0.50	10000	0.1%	10
AdWords Search	3000	$1.50	2000	0.1%	2
Display	1500	$3.00	500	0.1%	1
Video	2500	$2.75	727	0.1%	1
Total Spend	12000	**Total # Visitors**	**13227**	**Number of new Students**	15

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	18000	$0.30	60000	0.3%	180
AdWords Search	9000	$1.50	6000	0.3%	18
Display	2000	$3.00	667	0.3%	2
Video	3000	$2.75	1091	0.3%	3
Total Spend	32000	**Total # Visitors**	**67758**	**Number of new Students**	203

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	6000	4072	2	$299	598	-5402
Interest	12000	13227	15	$299	4484	-7516
Desire	32000	67758	203	$299	60697	28697
Total	50000	**85057**	**220**		65779	15779

Additional Channels/Recommendations:

•Link Building –New users can be targeted via link s from sites that they visit and hence it helps to build the credibility of DMND.

•Affiliate Marketing -New Users can be targeted via affiliate marketing

•Email marketing-We could use emails to target users in the interest/Desire stage

•Non Paid channels-like Social Media for users in the interest stage

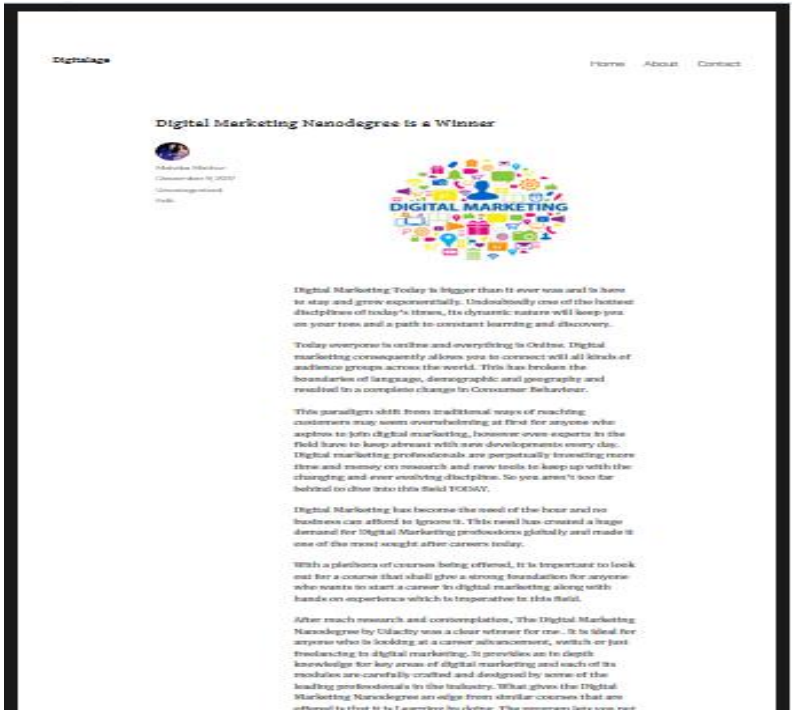
•Interactive marketing –Webinars can be organised for users in the interest/Desire stage which can help to get these users to sign up for DNND

•Offline events –Events/Seminars can be used to get more users

3. Showcase Work

Market your Content

BLOG -*LINK*-goo.gl/HiZnhf



Digitalage

Home About Contact

Digital Marketing Nanodegree is a Winner

Digital Marketing Today is bigger than it ever was and is here to stay and grow exponentially. Undoubtedly one of the hottest disciplines of today's times, its dynamic nature will keep you on your toes and a path to constant learning and discovery.

Today everyone is online and everything is Online. Digital marketing consequently allows you to connect will all kinds of audience groups across the world. This has broken the boundaries of language, demographic and geography and resulted in a complete change in Consumer Behaviour.

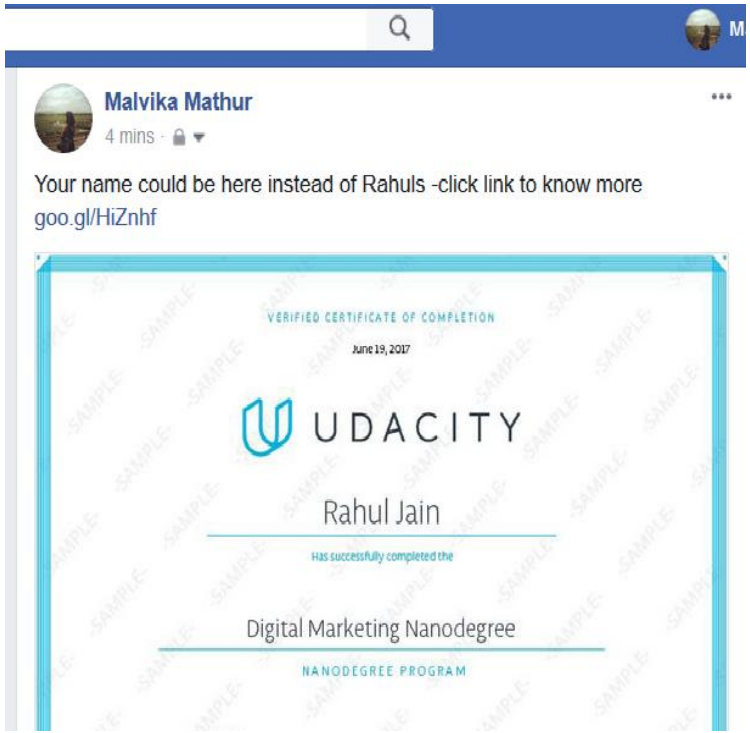
This paradigm shift from traditional ways of reaching customers may seem overwhelming at first for anyone who aspires to join digital marketing, however even experts in the field have to keep abreast with new developments every day. Digital marketing professionals are perpetually investing more time and money on research and new tools to keep up with the changing and ever evolving discipline. So you aren't too far behind to dive into this field TODAY.

Digital Marketing has become the need of the hour and no business can afford to ignore it. This need has created a huge demand for Digital Marketing professions globally and made it one of the most sought after careers today.

With a plethora of courses being offered, it is important to look out for a course that shall give a strong foundation for anyone who wants to start a career in digital marketing along with hands on experience which is imperative in this field.

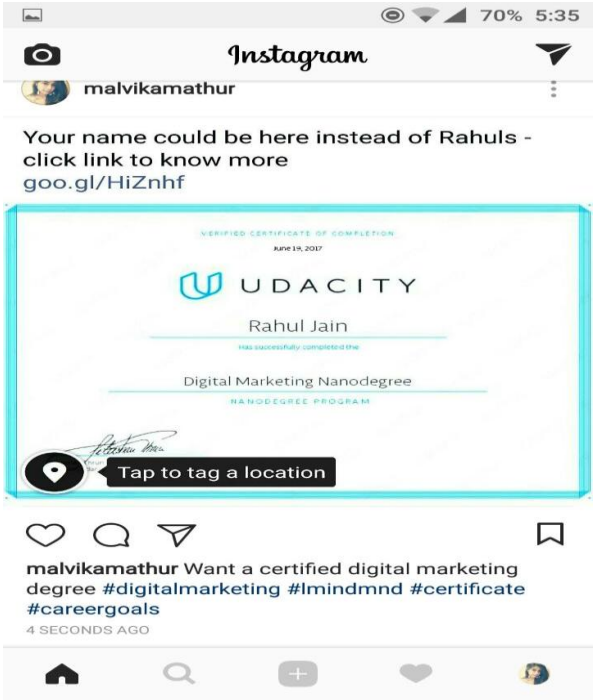
After much research and contemplation, The Digital Marketing Nanodegree by Udacity was a clear winner for me.. It is ideal for anyone who is looking at a career advancement, switch or just freelancing in digital marketing. It provides an in depth knowledge for key areas of digital marketing and each of its modules are carefully crafted and designed by some of the leading professionals in the industry. What gives the Digital Marketing Nanodegree an edge from similar courses that are

Platform 1 and Post-Facebook



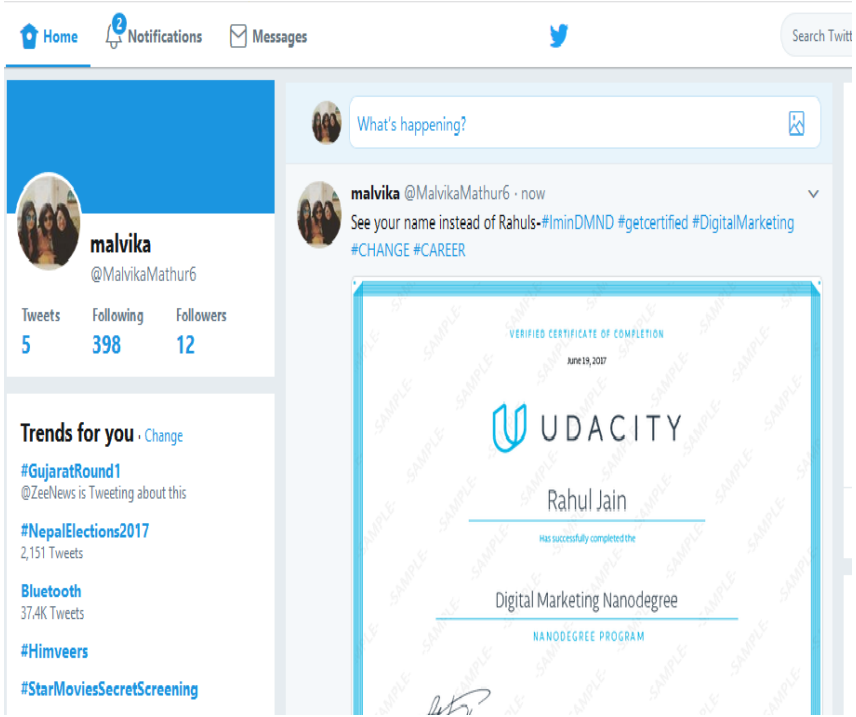
Reason for Choosing facebook-As target audience uses facebook and the certificate can catch their eye and arouse curiosity

Platform 2 -Instagram



Instagram is a visual medium and can be used to reach the target persona

Platform 3 -Twitter

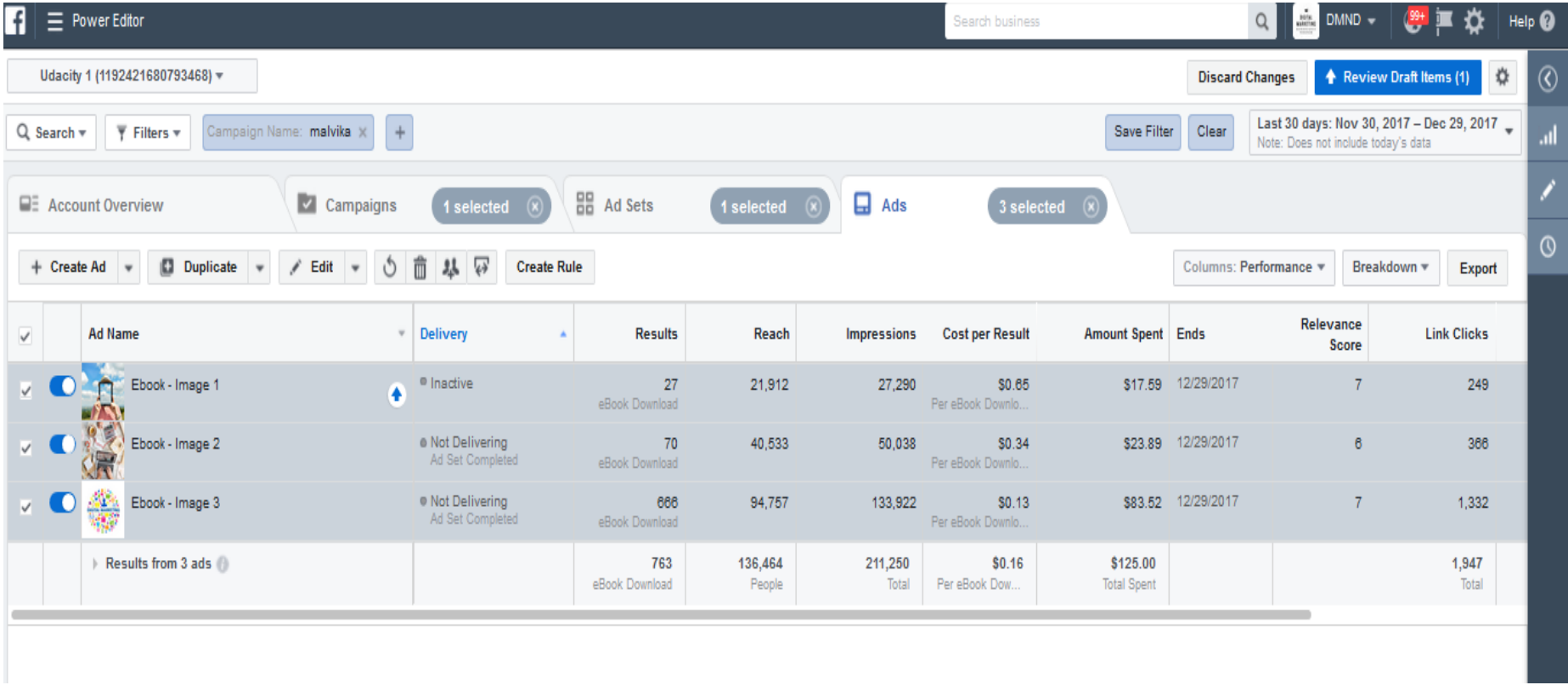


Twitter can be used to tap into many conversations around digital marketing by using the hash tags

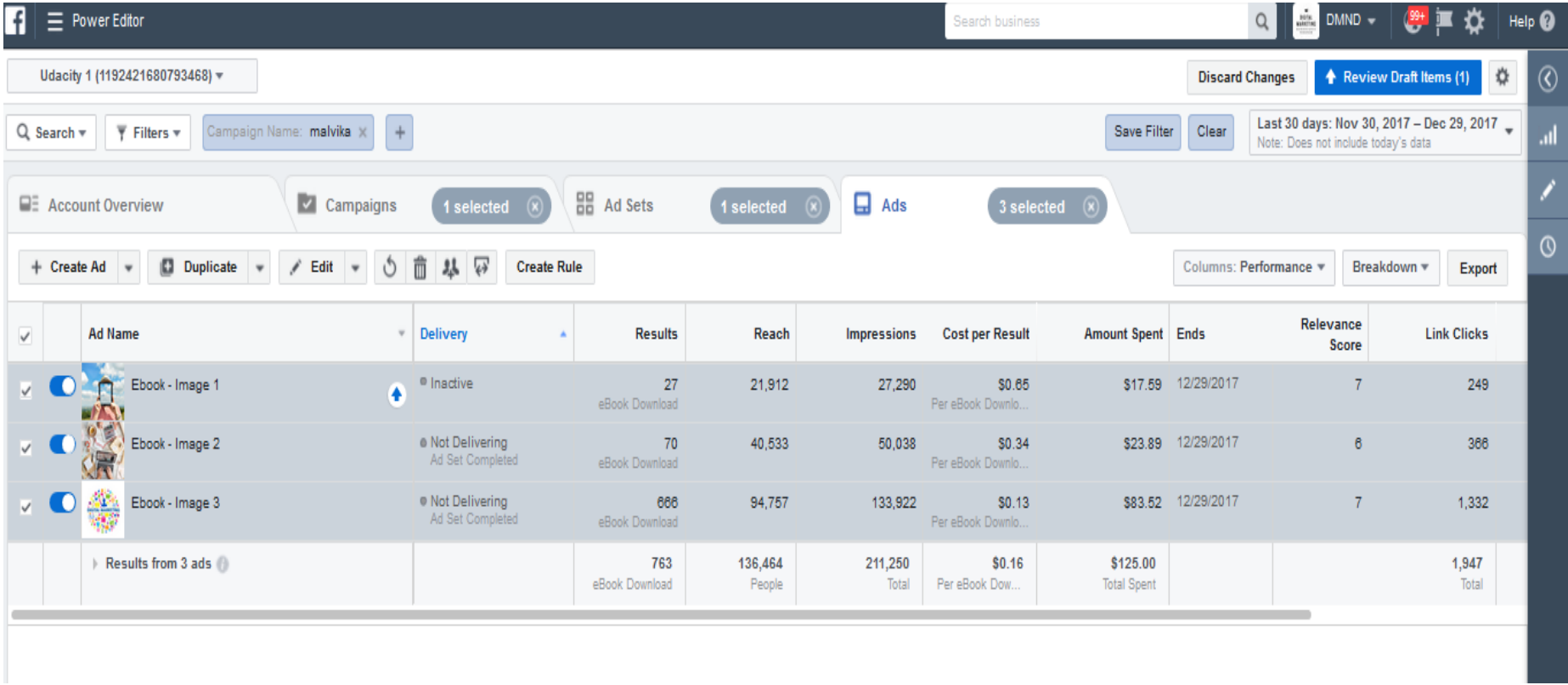
Run a Facebook Campaign

Facebook Ads

Results-overview



Ad Set Data: Performance



Search Engine Optimization (SEO) Audit

Keywords

	Head Keywords	Tail Keywords
1	Digital Marketing	Advance your career in Digital Marketing
2	Online Marketing	Learn Facebook's Social Media Marketing
3	DMND	Udacitys Digital Marketing Nanodegree is a winner
4	Udacitys Digital Marketing	Get that degree you have wanted with DMND from udacity
5	Social Media Marketing	Start your Digital Marketing career today

Technical Audit: Metadata

DMND URL:		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Become a Digital Marketer today with Udacitys Nanodegree program
Meta-Description	description" content="" />	A Degree in Digital Marketing with hands on projects and real world experience while learning from the best industry experts
Alt-Tag	Next page	

Ält tags

src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943484-13815763-960x480-medium.jpg" style="margin-top: 0px;" alt=Women with a coffee cup looking ahead and man looking with a laptop looking at her>

src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943485-13718463-189x64-horizontal-primary-b.png" style="margin-top: 0px;" alt=“Digital Marketing Nanodegree is written with a horn>

src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943491-13720038-892x44-logospartners.png" style="margin-top: 0px;" alt=“logos of partners such as facebook,google,hootsuite,Mailchimp,Hubspot & Moz are displayed>

src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943483-13814963-862x403-image-digital-market.png" style="margin-top: 0px;" alt=“image of an open laptop showcasing the digital marketing nanodegree content”>

src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943501-13815588-415x345-features1.png" style="margin-top: 0px;" alt=" Man wearing checked shirt with spectacles sitting and looking ahead.

src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943512-13834748-383x305-features-02.png" style="margin-top: 0px;" alt=“Laptop open on a table showcasing the digital marketing nanodegree course with a glass of water beside it”>

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	www.nytimes.com/2012/11/04/education/edlife/m	100
2	www.npr.org/2012/09/30/162053927/online-educ	98
3	www.cnn.com/2012/07/05/opinion/bennett-udaci	99

Link-Building

	Site Name	Site URL	Organic Search Traffic
1	Bbc.com	http://www.bbc.com/news/education-23069542	19.5 Million
2	Linkedin.com	business.linkedin.com/en-uk/marketing-solutions/bl	43.5 Million
3	huffingtonpost.com	www.huffingtonpost.com/scott-steinberg/free-onli	41.7 Million

Recommendations

1)Having Indexed pages-it is very important that- http://dmnd.udacity.com/ is indexed as it helps search engines to know what is the site about and accordingly send relevant traffic to the site. Pages/websites that are not indexed get much any traffic. Currently no pages are indexed and hence we know that the health of the site is very poor which will result in no traffic to the above mentioned site.

2) Mobile presence for Speed test-was unavailable. With the growing number of customers becoming mobile friendly , it would be a good idea to have a speed test results for mobile version of dmnd.udacity.com's.Currently the speed test is not available. A good in speed test for the mobile version of dmnd.udacity.com's will also help to improve customer experience. As google takes into account mobile friendliness as an important criteria for page ranking,it is critical to have an movile optimized page.Also today most people access any site via mobile has increased and is still growing ,therefore it has become the need of the hour.

3) Link building-having links from more high traffic and relevant sites keeping in mind target audience .Link building also helps to add authenticity to a website from the users perspective if the links to a site are from trusted sources or websites .For http://dmnd.udacity.com/ links from some high traffic websites which are from trust worthy websites with relevant content is missing. Along with this it is important to have links that are diverse too as it helps to reach different customers who may be present on different sites and hence increase the pool of customers.

Run an Adwords Campaign

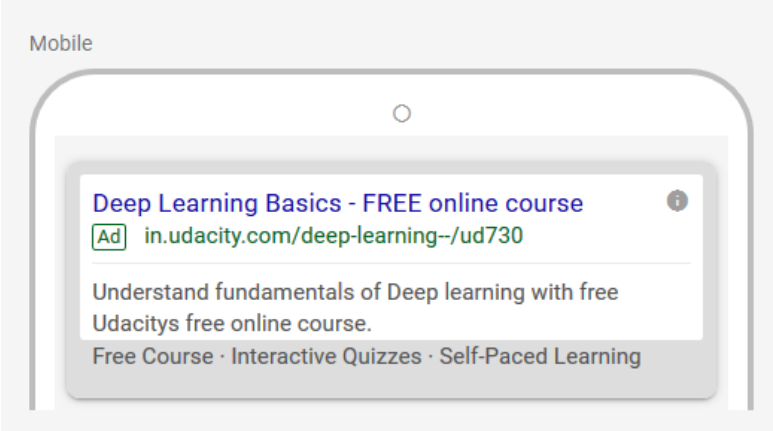
Approach Description – Course –Free Deep Learning Country-United Kingdom

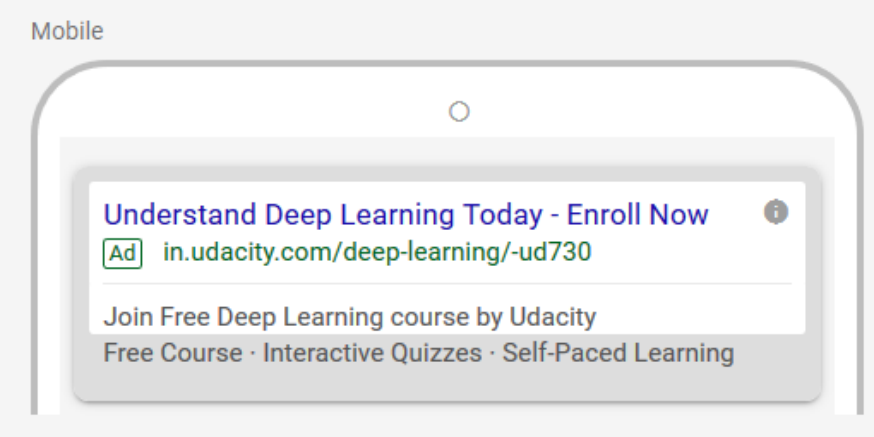
- As Deep Learning as a course is only taken after taking up Machine learning ,targeting in not very generic –i.e these ad sets are for a very specific group of people. The Target Audience-industrial engineers, researchers ,mechanical engineers, programmers, coders, developers, data science experts and students who have completed Machine Learning course.

- 2 Ad Groups were created-targeting different stages in a customer journey-1)Awareness 2)Interest
- Different ad group had 2 different ads, with different Headlines and Description
- Keywords for the same ad group are identical-same keywords for targeting the each group of our target audience depending on their customer journey.
- Keywords for the 1 st ad group-Awareness are more general and target those who are just new to this field Keywords for the 2nd group-interest stage focus on details that people may search for once they know and fully understand deep learning and want to advance their career in the field .

- Daily budget-15 $ per day
- Keyword selection-mixed keywords-long tail ,head keywords ,branded ,non branded with Exact match type and Phrase match

Ad Group 1-Awareness stage





Keyword List:NEXT PAGE

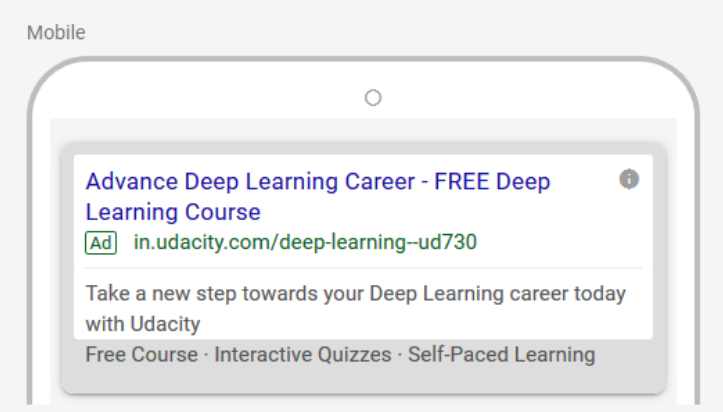
NOTE-instead of having 2 ad groups having 2 ad sets each i have 4 ad groups

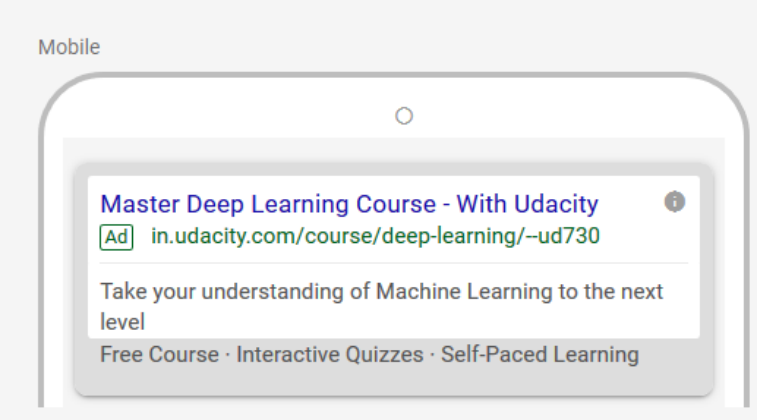
Ad group 1 & ad group 2 is awareness and has same keywords

KEYWORD LIST

"Fundamentals of Deep Learning "
"Deep Learning Simplified with udacity" [Deep learning]
[deep learning career]
engineering courses with udacity "udacitys deep learning course"
learn image recognition with udacitys free course Learn about artificial neural networks
[free deep learning online] "Master algorithm "
image generation for coders start today [Udacity Machine Learning Engineers]
understand deep learning is impacting our understanding of intelligence [coders learn deep learning today]
Machine Learning Engineers [Googles free deep learning]
begginers guide to understand deep learning basics
[basics for deep learning]
Start your machine learning career
special coding blueprint approaches with Udacitys free deep learning course "Take machine learning to the next level "

AD SET 2-Interest stage





Keyword List:NEXT SLIDE

NOTE-instead of having 2 ad groups having 2 ad sets each i have 4 ad groups

Ad group 3 & ad group 4 is interest and has same keywords

KEYWORD LIST

"after machine learning"
[Best advance Machine learning online]
chance for data science experts to enhance knowledge
[complete your machine learning course]
"Deep learning in neural networks advance training"
Deep Learning in Python
Learning with Tensor Flow [Enhance Deep Learning online] "how to advance machine learning"
[Jobs in Machine learning with udacitys deep learning course]
[Master algorithm with udacity]
[Mechanical engineers deep learning today]
"Neural networks and Deep Learning"
[new career with the Deep Learning Program]
"Reinforcing deep learning with udacity"
[Software engineers advance career]
"test your machine learning skills with udacity"
[The future of Machine learning] [Understand deep learning in detail]

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion	Cost
Interest	3 $	493	16	3.25%	2.36	0	Na	0	37.69
Interests 2	3 $	553	1	0.18 %	2.43	0	Na	0	2.43
Awareness	3 $	787	5	0.64%	2.05	0	NA	0	10.26
Awareness 2	3 $	1597	18	1.13%	2.83	0	NA	0	50.93
Total		**3430**	**40**	**1.17%**	**2.53**	**0**	**Na**	**0**	**101.31**

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
Ad Group 1, Ad 1-Interest	16	3.25%	2.36	0	NA	NA
Ad Group 1, Ad 2-interest	1	0.18 %	2.43	0	NA	NA
Ad Group 2, Ad 1-Awareness	5	0.64%	2.05	0	NA	NA
Ad Group 2, Ad 2-Awareness	18	1.13%	2.83	0	**NA**	**Na**

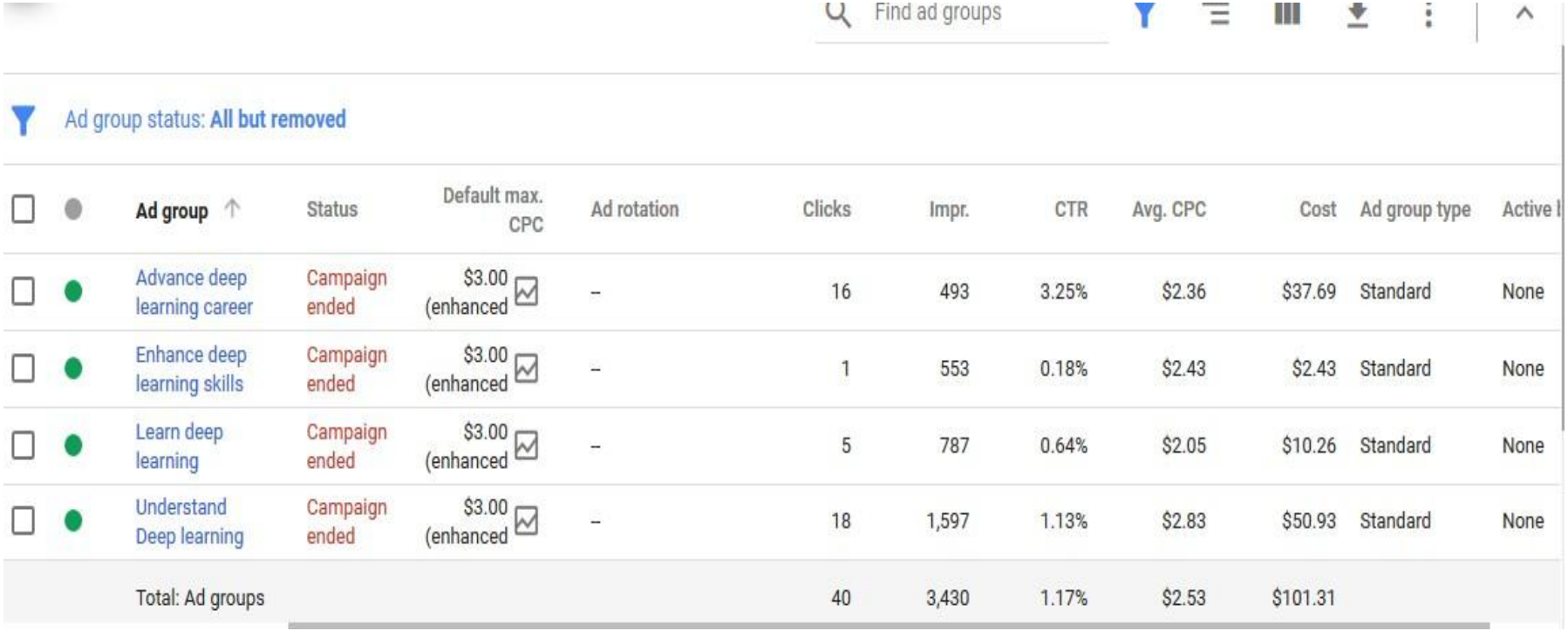
Campaign Evaluation

- The Campaign was not successful as we did not have any conversions (which was sign up for the free Deep learning course in 5 days)
- The Campaign got a total of 40 clicks ,however none of the people who were clicking registered for the free course. The Average CPC was 2.57 which is lower than the MAX CPC which was 3 $ but close enough to it .However effort to make the CPC to be lower ,could have helped the campaign. The impressions were 3430 ,a higher number of audience could be targeted which would lead to higher impressions .
- The Awareness ad group did better overall than the interest Ad group as it had higher number of clicks as it had higher number of clicks and keywords chosen were ore generic
- The Keywords that performed better than the rest are [Deep learning],Deep Learning with Tensor Flow,Machine Learning
  Engineers which were more generic in this case as deep learning as a course is advance course after machine learning.

Recommendations for future campaigns

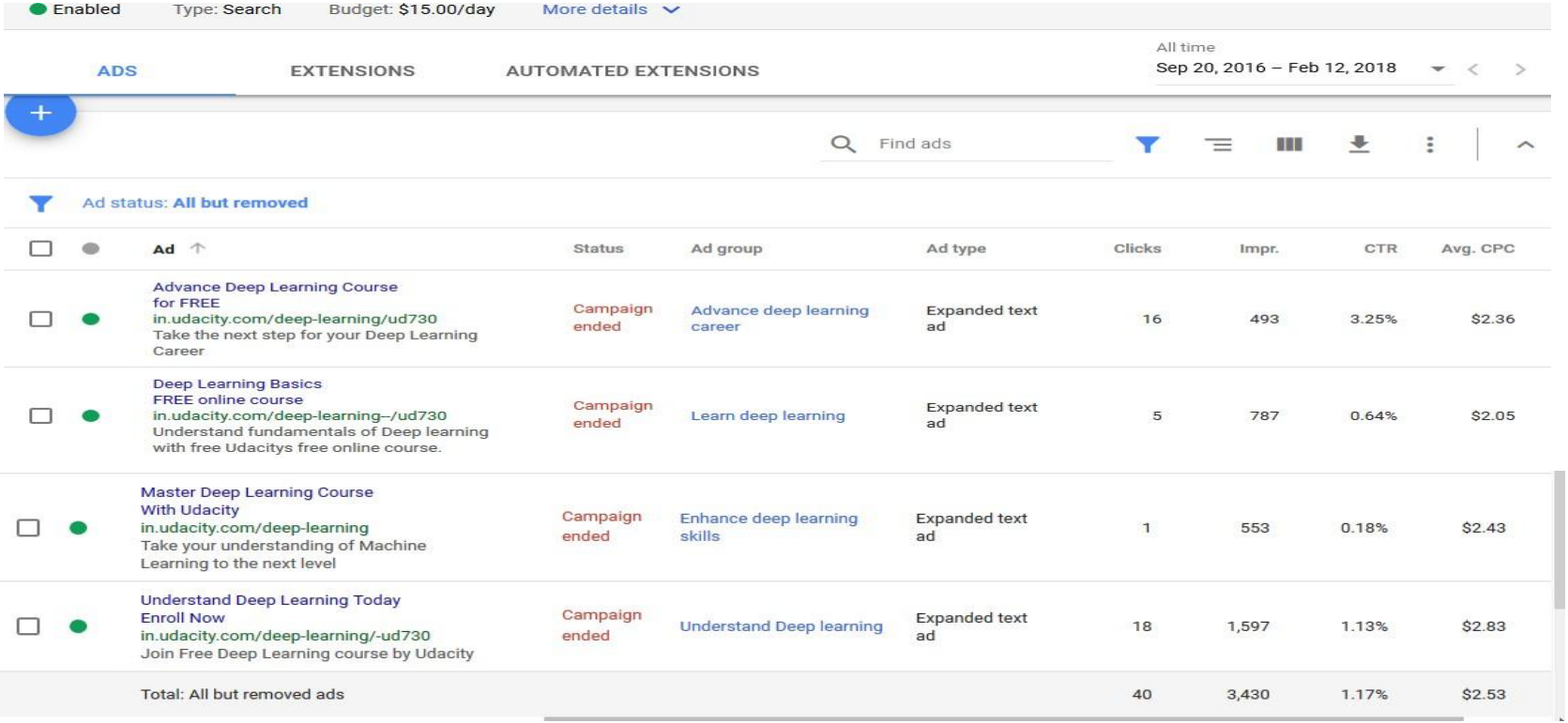
- As seen both ad groups did not get any conversion, most of the keywords selected were exact match or phrase match and might have been too specific for a course like deep learning and keywords that arent exactly searched for ,hence maybe using broad match could have been better here.
- Most keywords that got clicks had high competition and other keywords could have been used in their place
- Run A/B test for other factors such as headline, body of ad, target audience .
- Use negative keywords which will help to filter words that ensure that the ad does not show up for few words.
- Monitor the campaign and tweak the not performing ad groups.
- Improve the Landing page –clearly give a USP for taking the Deep learning course .
- Optimizes the landing page for mobile device as well.

Ad Groups



Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active l
Advance deep learning career	Campaign ended	$3.00 (enhanced	–	16	493	3.25%	$2.36	$37.69	Standard	None
Enhance deep learning skills	Campaign ended	$3.00 (enhanced	–	1	553	0.18%	$2.43	$2.43	Standard	None
Learn deep learning	Campaign ended	$3.00 (enhanced	–	5	787	0.64%	$2.05	$10.26	Standard	None
Understand Deep learning	Campaign ended	$3.00 (enhanced	–	18	1,597	1.13%	$2.83	$50.93	Standard	None
Total: Ad groups				40	3,430	1.17%	$2.53	$101.31		

Ads



Ad	Status	Ad group	Ad type	Clicks	Impr.	CTR	Avg. CPC
Advance Deep Learning Course for FREE in.udacity.com/deep-learning/ud730 Take the next step for your Deep Learning Career	Campaign ended	Advance deep learning career	Expanded text ad	16	493	3.25%	$2.36
Deep Learning Basics FREE online course in.udacity.com/deep-learning--/ud730 Understand fundamentals of Deep learning with free Udacitys free online course.	Campaign ended	Learn deep learning	Expanded text ad	5	787	0.64%	$2.05
Master Deep Learning Course With Udacity in.udacity.com/deep-learning Take your understanding of Machine Learning to the next level	Campaign ended	Enhance deep learning skills	Expanded text ad	1	553	0.18%	$2.43
Understand Deep Learning Today Enroll Now in.udacity.com/deep-learning/-ud730 Join Free Deep Learning course by Udacity	Campaign ended	Understand Deep learning	Expanded text ad	18	1,597	1.13%	$2.83
Total: All but removed ads				40	3,430	1.17%	$2.53

Evaluate a Display Advertising Campaign

Display Image Campaign: Overall Results

Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. CPM
Keyword Targeted	Campaign paused	$3.00 (enhanced)	1,973	282,066	0.70%	$0.44	$872.51	$3.09
Total - all but removed ad groups			1,973	282,066	0.70%	$0.44	$872.51	$3.09
Total - all ad groups			1,973	282,066	0.70%	$0.44	$872.51	$3.09

Show rows: 50 | 1 - 1 of 1

Results:

1. Highlight Key Results –Find below results
2. ROI is positive

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1973	282066	0.70 %	0.44 %
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
872.51	0.2%	3.946 new students i.e=4 new students	218.12$	+ 323.43

Display Image Campaign: Keywords

	Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost
	facebook marketing course	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	4	0.00%	$0.00	$0.00
	digital analytics training	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	0	0.00%	$0.00	$0.00
	digital analytics course	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	0	0.00%	$0.00	$0.00
	social media marketing online course	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	14	0.00%	$0.00	$0.00
	adwords course	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	8	0.00%	$0.00	$0.00

Full keyword list in separate file [here]

Image Campaign: Ad Results

Display

		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										

Which Ad Group Performed Better?

Ad A performed better as it meets the marketing objective that is get students to sign up=3 new students signed up and higher ROI,higher CTR rate .

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1531	216199	0.71%	0.45 $	686.27 $	**.2%**	3.062=3	229.09	279.64
Creative - B	442	65867	0.67%	0.42 $	186.24	**.2%**	0.884=1	186.24	112.76

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	online marketing course	226	38259	0.59%	0.28	63
2	marketing online	236	20750	1.14%	0.5	118.64
3	digital marketing training	57	8224	0.69%	0.54	30.75
4	marketing courses	19	1999	0.95%	0.27	5.14
5	digital media online course	1	25	4.00%	1.64	1.64

How would you optimize this campaign?

Suggestion 1: Better ad-creative and shorter body

Suggestion 2: Branded keywords are missing along with long tail and phrase & exact match

Suggestion 3: Try have a call to action or convey what action a person should take after seeing the ad

Display Video Campaign: Overall Results

Ad group	Status	Max. CPV	Ad group type	Impr.	Views	View rate	Cost	Avg. CPV	Clicks	CTR	Avg. CPC
short trailer DM education keywords	Campaign paused	$0.10	In-stream	54,312	10,622	19.56%	$290.21	$0.03	453	0.83%	$0.64
short trailer DM large keyword list	Campaign paused	$0.10	In-stream	103,205	19,261	18.66%	$535.40	$0.03	1,439	1.39%	$0.37
Total - all but removed ad groups				157,517	29,883	18.97%	$825.61	$0.03	1,892	1.20%	$0.44
Total - all ad groups				157,517	29,883	18.97%	$825.61	$0.03	1,892	1.20%	$0.44

Show rows: 50 | 1 - 2 of 2

Results: Calculate the ROI

What was the overall ROI of the campaign? Was it Positive or Negative?-
ANSWER-POSITIVE ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1892	157517	1.20 %	0.44 %
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
825.61	**0.2 %**	**3.78=4**	**206.4 $**	**370.4**

Results: Calculate the ROI

What was the overall ROI of the campaign? Was it Positive or Negative?-
ANSWER-POSITIVE ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1892	157517	1.20 %	0.44 %
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
825.61	**0.2 %**	**3.78=4**	**206.4 $**	**370.4**

Which Ad Group Performed Better?

B performed better ,better ROI ans sign up that is 3 new students which is the marketing objective .Ad b also has highter CTR and lower cost per aquision.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54312	0.87%	0.03	290.1	**.2%**	0.906=1	290.1	8.9
Campaign B	1439	103205	1.39 %	0.03	535.40	**.2%**	2.878=3	178.46	361.8

Display Video Campaign: Keywords

		Keywords	Max CPV	Ad group	Status	Impr.	Views	View rate	Avg. CPV	Cost	Clicks	CTR
☐	●	internet marketing program	$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	$0.00	$0.00	0	0.00%
☐	●	online marketing course	$0.10	Video DMDN Launch	Campaign paused	1	0	0.00%	$0.00	$0.00	0	0.00%
☐	●	web metrics	$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	$0.00	$0.00	0	0.00%
☐	●	web analysis	$0.10	Video DMDN Launch	Campaign paused	2	0	0.00%	$0.00	$0.00	0	0.00%
☐	●	online marketing strategies	$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	$0.00	$0.00	0	0.00%

Key Campaign Results (Keywords)

1.F**ive** keywords you consider most successful based on the results of the campaign?

- online marketing video
- ad advertisement
- business training course
- digital learning courses
- Digital Marketing

2. Highlight the best performing keyword from the results. *Why* was this the best performing keyword?-ad advertisement is the best performing keyword as it got 1 student to sign up which is the marketing objective, has a positive ROI-213.42 and low CPC that is 0.17 and high CTR 2.11%

Keyword	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	CPA	# New Students	ROI +/-
online marketing video	495	42440	1.17%	$0.51	$253.23	.2%	253.23	0.99=1	45.8
ad advertisement	510	24172	2.11%	$0.17	$85.58	.2%	85.58	1.02=1	213.42
business training course	163	17437	0.93%	$0.63	$103.43	.2%	NA	0.32=0	Na
digital learning courses	207	14198	1.46%	$0.31	$64.99	.2%	NA	0.41=0	Na
Digital Marketing	63	13634	0.46%	$1.01	$63.42	.2%	NA	0.12=0	Na

How would you optimize this campaign?

Three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or removing keywords, etc...)

Suggestion 1: Different video creative should be run for both ads

Suggestion 2: Modify keyword list -Branded creatives and long tail keywords

Suggestion 3:Call to action in the video

Recommendations for future campaigns

- Having more ad groups for the campaign ,each group should have more ads which helps to run different versions of the ad and target different customers
- Use more long tail & branded keywords for display ads
- Try different body which is more concise & compelling for the display ad
- Use a different creative for the display ad
- Use a different video creative for the video ad
- A clearer message regarding the call to action that we want the person seeing the ad

- The campaign the performed better was the Display Video campaign as the ROI is higher, the Display image campaign & display Video campaign had the same number of student sign up which was the ultimate marketing objective (4 new students signed up for both),however display video campaign got a higher ROI ,higher CTR and lower CPA.

Market with Email

Email Content:

Email Content Plan			
	Email Topic	**Marketing Objective**	**KPI**
Email #1	*Welcome to the world of Digital Marketing*	Engagement	*Number of opens*
Email #2	Best jobs in Digital Marketing waiting for you	Engagement	*Number of opens*
Email #3	Festive offer -10 %off for Udacitys Digital Marketing Nano degree	Conversion	No of enrollment

Email #1

Email Content Plan				
Subject Line	**Body Summary**	**Visual**	**CTA**	**Link**
Welcome to the World of Digital Marketing with Udacity	*1)Welcome to Digital Marketing* *2)Growing importance of digital marketing and how it is the need of the hour today* *3)Ever evolving discipline & need for Digital marketing professionals*	*1)Udacity logo* *2)Picture with future of digital Marketing* *3)A Picture with Careers in Digital Marketing* *4)Digital marketing Nano Degreee Logo*	*Know more*	*Link taking them to DMND page*

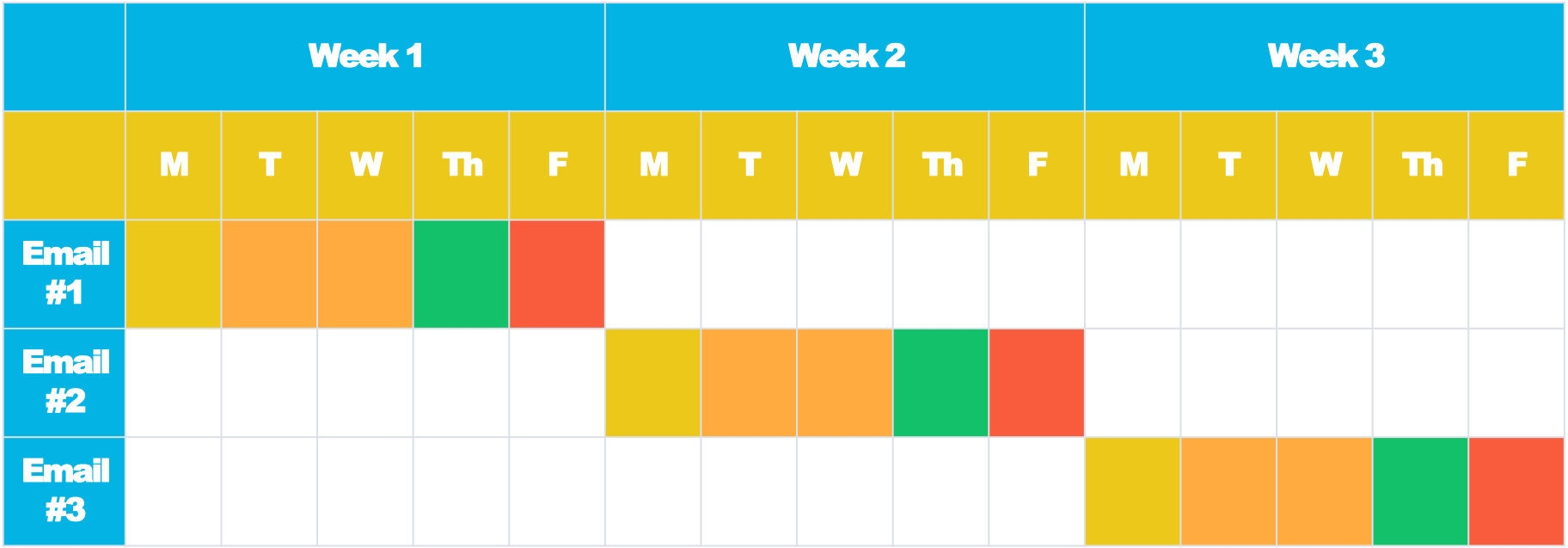
Email #2

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Engagement	Best jobs in Digital Marketing waiting for you	*Know More*

Email #3

Email Content Plan		
Marketing Objective	**Subject Line**	**CTA**
Conversion	Festive offer -25 % off for Udacitys Digital Marketing Nano degree	*Enroll now*

Email Campaign Calendar



KEY PHASES

Planning | Tests | Send | Analyze

Email Copy: Email #1

Subject Line:**Welcome to the World of Digital Marketing with Udacity**

Body:

Greeings xyz

Welcome to the world of Digital Marketing -one of the hottest disciplines right now.Today everyone is online and everything is online.Digital Marketing has become instrumental for the survival of any business.

Digital Marketing has become the need of the hour and no business can afford to ignore it. This need has created a huge demand for Digital Marketing professions globally and made it one of the most sought after careers today.

Digital Marketing has enabled to connect audience across the world. This has broken the boundaries of language, demographics ,race and geographies and resulted in a complete change in Consumer Behavior.

Digital marketing professionals are perpetually investing more time and money on research and new tools to keep up with the ever evolving discipline.

Watch this space for more in our up coming newsletters or click below to know more..

Email Screenshot: Email #1

Click here to enable desktop notifications for Dineout Mail. Learn more Hide

More

Digital Marketing has enabled to connect audience across the world. This has broken the boundaries of language, demographies ,race and geographies and resulted in a complete change in Consumer Behavior.

Digital marketing professionals are perpetually investing more time and money on research and new tools to keep up with the ever evolving discipline.

Watch this space for more in our up coming newsletters or click below to know more..

DIGITAL MARKETING NANODEGREE PROGRAM

Know More

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|LIST_ADDRESS_HTML|

ARKETING
E PROGRAM

Results Email #1

After you have hit send on the first email of your campaign, you can spend some time analyzing the results.

1. Calculate the Open Rate

Results and Analysis				
Sent	**Delivered**	**Opened**	**Opened Rate**	**Bounced**
2500	2250	495	0.22%?=22 %	225

DIGITAL MARKETING
NANODEGREE PROGRAM

Results Continued Email #1

Results can be monitored within the first 24 hours of an email send, after a couple days or even after a week.

1. Calculate the CTR and the Conversion Rate

Results and Analysis				
Clicked	**CTR**	**Take Action**	**Conversion**	**Unsubscribed**
180	0.08=8%	75	0.03=3.33%	30

Final Recommendations for Email Campaign

-Would like to make the creative more visually appealing as thats the first thing the user sees

-More attractive pictures

-Encourage social Sharing

-Run A/B test

-Have engaging content