DMND

UDACITY

Campaign Approach Description

Marketing Objective & KPI

1. Approach Description

- To create awareness of the free Intro to HTML and CSS course of udacity Nanodegree. The Google ads will be made exclusive to users who reside within the United Kingdom. Users who click on the ad will be brought to a landing page where they can sign up for the HTML and CSS course.

- I created two ad groups and made two ads for each group as required. Ad group #1 and Ad group #2 , to having two groups for potential customers at different parts of the customer journey. I chose keywords that related directly to those users might use to search for answers in how to learn web programming . keywords such as "html and css tutorial" "web developing for beginner " . Keywords such as these are believed to be best for converting potential customers into customers.

- Course: Intro to HTML and CSS .

- Country: United Kingdom
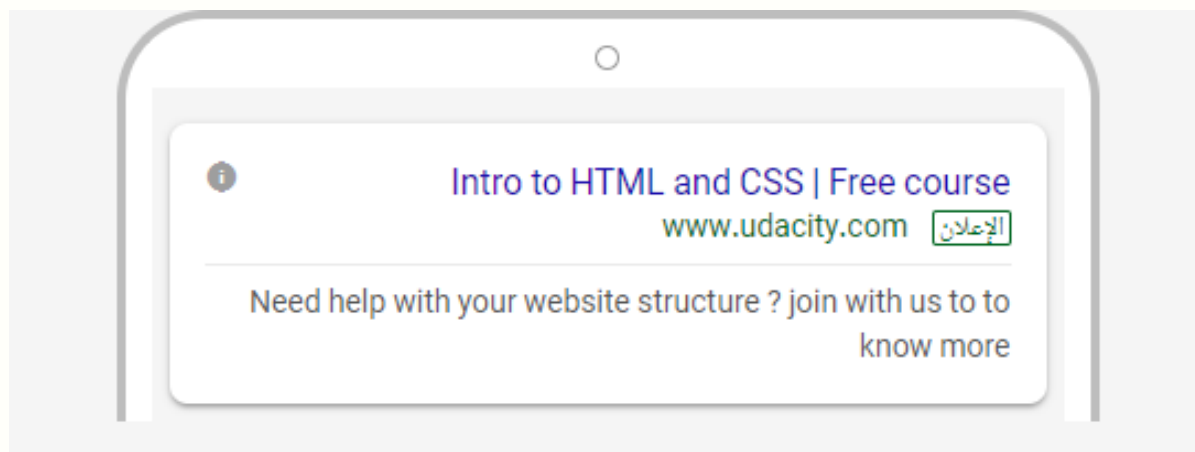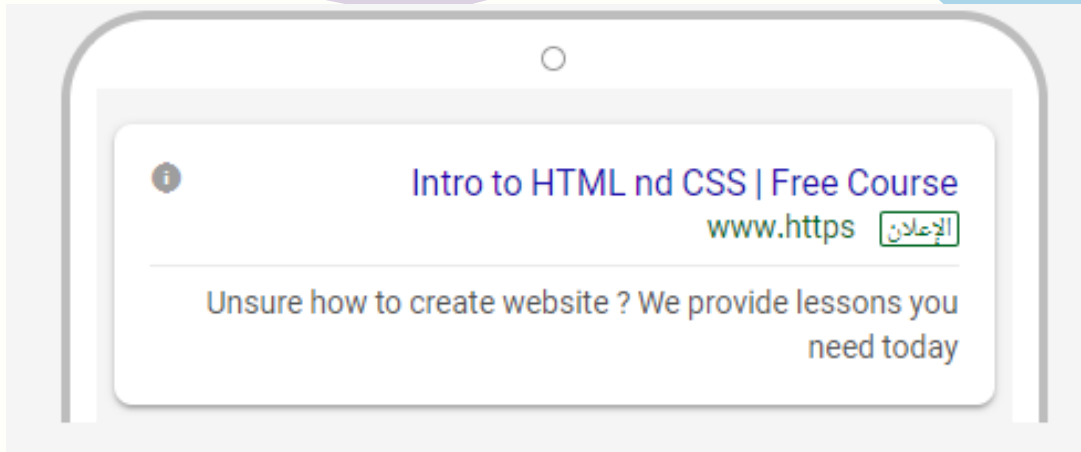
2. Marketing Objective & KPI

Objective: Convert 50 potential customers by having them enroll in the intro to html and css course starting December 5 and ending on December 10. KPI: The number of people enrolling in the intro to html and css course .
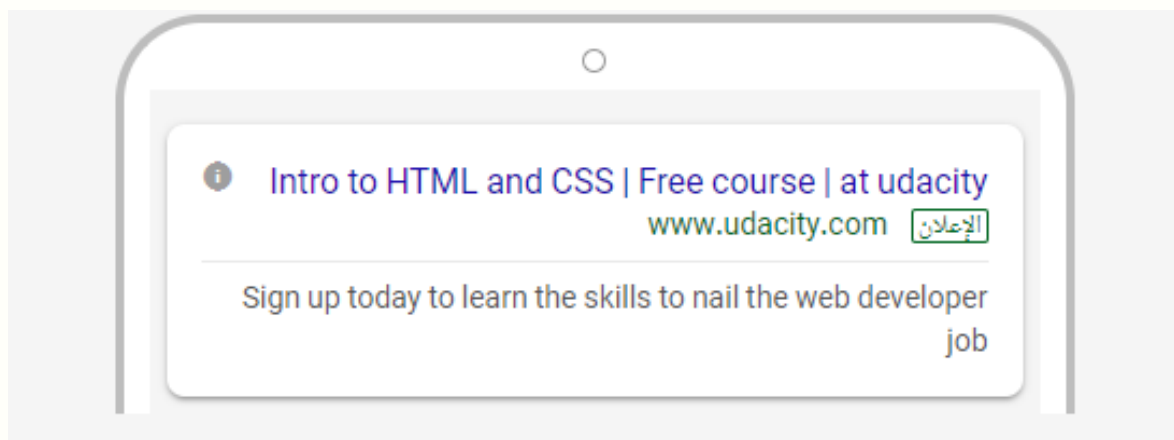
Ad Groups
Ads and Keywords

Ad Group #1

Intro to HTML nd CSS | Free Course
www.https [الإعلان]

Unsure how to create website ? We provide lessons you need today

Intro to HTML and CSS | Free course
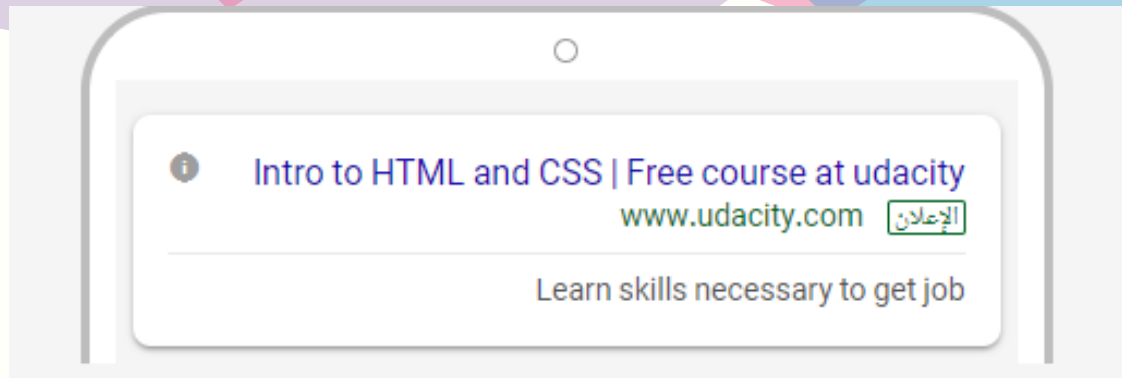www.udacity.com [الإعلان]

Need help with your website structure ? join with us to to know more

Web software developer , best way to learn html and css , css coding tutorial , table class css , web developing ,web developer job , HTML,CSS , front end course , css training , html and css free lessons .

Ad Group #2

Intro to HTML and CSS | Free course at udacity
www.udacity.com الإعلان

Learn skills necessary to get job

Intro to HTML and CSS | Free course | at udacity
www.udacity.com الإعلان

Sign up today to learn the skills to nail the web developer job

Udacity , html and css free tutorial , CSS , web developer job , HTML,CSS front end job , front end online course , web developer freelancer .

Appendix
Screenshots for
Reference

Campaign Summary

*There is a problem the screen shot appear in arabic language so i will explain what is written .

	إستراتيجية عروض الأسعار الحصول على أكبر عدد ممكن من النقرات	ميزانية الحملة US$ 15.00/اليوم هدف الحملة العملاء المحتملون	3 ديسمبر 2018 – لا يوجد تاريخ انتهاء المملكة المتحدة الإنجليزية

معدّل الإحالات الناجحة	تكلفة الإحالة الناجحة	الإحالات الناجحة	التكلفة	متوسط تكلفة النقرة	نسبة النقر إلى الظهور	مرات الظهور	النقرات	نوع المجموعة الإعلانية	التكلفة القصوى التلقائية للنقرة	الحالة ↓	المجموعة الإعلانية	● ☐
0.00%	US$ 0.00	0.00	US$ 0.00	–	–	0	0	قياسي	تلقائي: US$ 2.25	مؤهّل	Ad group #1	● ☐
0.00%	US$ 0.00	0.00	US$ 1.12	US$ 1.12	33.33%	3	1	قياسي	تلقائي: US$ 2.25	مؤهّل	Ad group #2	● ☐

Star date : dec 5 , 2018 End : dec 10 , 2018 .

Active: all day .

Location : United kingdom .

Languages : English .

Campaign goals : No goals selected .