

DIGITAL MARKETING



CAMPAGN APPROACH

The project challenge I have selected is the DMND, or the free social media marketing ebook that includes content from the Digital Marketing Nanodegree program at Udacity.

My target person from the first project . mary is female who working as marketer and she want improve herself in her work field .

also happen to live within North America. My marketing objective for this ad campaign is : To reach 200 of People those who see the ads and have downloaded the free eBook during a five days before Nov 7, 2018 in one week with budget 100\$. My KPI for the ad campaign is the number of people who downloaded the free ebook to learn about digital marketing .

TARGET PERSONA

Background

- Female , 24 years old .
- bachelor of computers science.
- work as translator .

Mary Frank

Hobbies

- Read .
- Watching series .
- Yoga

Goals

- Work as digital marketer.
- Owning home.
- Owning company .

Needs

- Real projects to learn digital marketing .
- Better job .

Barriers

- Lack of understanding the digital marketing .
- Too Many Responsibilities.
- lack of time .

MARKETING OBJECTIVE & KPI

- 1. Who is the target audience of your campaign?** Men and women between the ages of 20 and 30 interested in digital marketing who live in the US, Saudi Arabia and didn't like the Udacity Facebook page. .
- 2. What marketing objective did you aim to achieve with your campaign?** Have 200 people download the eBook in a period of 5 days , beginning on Nov 2, 2018 with a budget of \$100 .
- 3. What primary KPI did you track in your campaign and why?** Number of people who have downloaded the eBook during the Ads campaign .

Campaign Summary

- I targeted men and women who aged 20-30 and locate in the US,Saudi Arabia , are interested in digital marketing .
- I created three images that I placed into an ad set to market the free eBook .

Ad Images



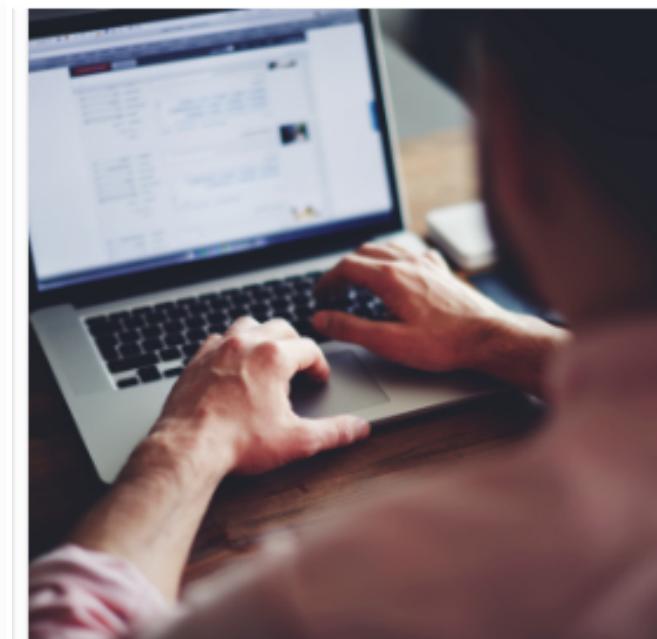
Free Social Media Marketing eBook

Seize the chance and download your free ebook .



Free Social Media Marketing eBook

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Free Social Media Marketing eBook

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key Results

Campaign	Result	Reach	Cost	Amount of Spent
Ad 1	5 eBook	11,383	\$21,03	\$105.17
Overall	5 eBook	11,383	\$21,03	\$105. 13

Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.
5 eBook downloads so it was a bit of a failure. So in accordance to my marketing objective to convert 200 people by having them download the ebook, the campaign was a failure. Although my campaign had a good target persona to use, I presume the problem was that my ads were pushed down because other students are running similar ads for Udacity. In other words, too much competition in the same market. Otherwise the number of impressions was good. the most reach with 11,383 people respectively . five of people downloaded the eBook so the total cost per ebook 21.03\$.

ROI:

$\text{((\$15 * leads)-Amount Spent)/ Amount Spent} = \text{leads is no.eBook* downloads ,}$

$\text{((\$15 * 5)-105.13)/105.13 = - 0.28 .}$

Negative Value .

Campaign Evaluation

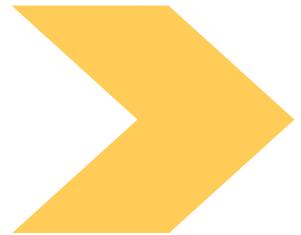
2. If you had additional budget, how would approach your next campaign?

I would target different audience like graduates who are looking for opportunities and who are starting to work for their own companies and need to marketing campaigns themselves to reduce costs. and i will target who speaking Arabic . I would also change the wording in the ads to better approach having an ad that makes a statement about how there's a free ebook on social media marketing available if you would like to check out Udacity's Digital Marketing Nanodegree.



APPENDIX SCREENSHOTS

CAMPAIGN RESULTS



Performance

Last 30 days: Oct 8, 2018 – Nov 6, 2018
Note: Does not include today's data

Performance

Demographics

Placement

5
Results: eBook

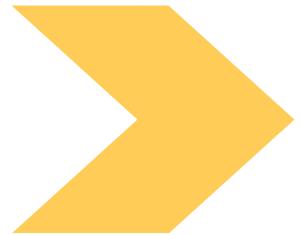
10,344
People Reached

\$93.94
Amount Spent

Custom

5 Results: eBook \$18.79 Cost per Result 0.03% Result Rate





Demographics

Last 30 days: Oct 8, 2018 – Nov 6, 2018

Note: Does not include today's data

Performance

Demographics

Placement

5 Results: eBook ▾

10,344 Reach ▾



All Women

40% (2)

20% (2,102)

\$15.79

Cost per Result

Age

13-17



18-24



25-34



35-44

45-54

55-64

65+



All Men

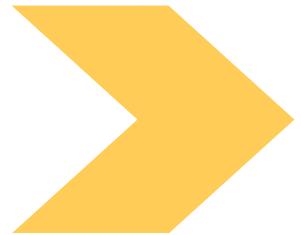
60% (3)

79% (8,214)

\$20.71

Cost per Result





Placement

Last 30 days: Oct 8, 2018 – Nov 6, 2018

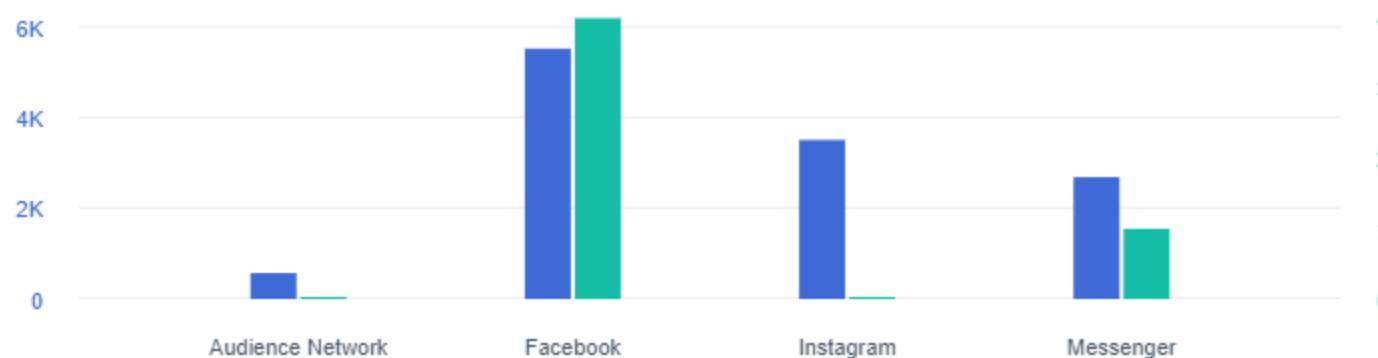
Note: Does not include today's data

Performance

Demographics

Placement

10,344 Reach ▾ 5 Results: eBook ▾ \$93.94 Amount Spent



* You may see low delivery of ads to the Facebook Stories placement until it's available to everyone who uses Facebook Stories. A more accurate metric is cost per result.

Device Type

Mobile and Desktop ▾

About Placement Results

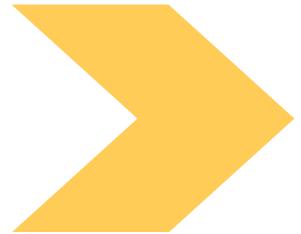
Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

[Learn More](#)





AD SET DATA

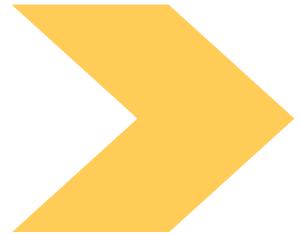


Performance



Account Overview		Campaigns		Ad Sets		Ads											
+ Create		Duplicate		Edit		Preview		Rules		View Setup		Columns: Performance		Breakdown		Reports	
	Ad Name			Bid Strategy	Ad Set	Budget	Ad Set	Last Significant Edit	Ad Set	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Relevance Score	
<input type="checkbox"/>	Free Social Media Marketing		None	Lowest cost Conversions	Ad Set	\$100.00 Daily	Ad Set	—	Ad Set	5 eBook	11,383	20,202	\$21.03 Per eBook	\$105.17 Total Spent	Nov 11, 2018	—	
	Results from 1 ad									5 eBook	11,383 People	20,194 Total	\$21.03 Per eBook	\$105.13 Total Spent			



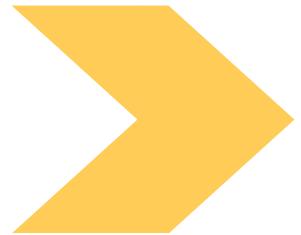


Delivery



Account Overview		Campaigns	Ad Sets	Ads	View Setup		Columns: Delivery	Breakdown	Reports
+ Create		Duplicate	Edit	Preview	Rules	▼	▼	▼	▼
	Ad Name		Delivery		Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
<input type="checkbox"/>	 Free Social Media Marketing	<input checked="" type="checkbox"/>	Inactive		11,383	1.77	\$9.22	20,202	\$5.20
	Results from 1 ad <small>1</small>				11,383 People	1.77 Per Person	\$9.22 Per 1,000 People Reached	20,194 Total	\$5.20 Per 1,000 Impressions





Engagement



Screenshot of a social media advertising platform interface, specifically the 'Ads' section.

The interface includes a navigation bar with tabs: Account Overview, Campaigns, Ad Sets, and Ads (selected). Below the navigation is a toolbar with buttons for Create, Duplicate, Edit, Preview, Rules, View Setup, Columns (set to Engagement), Breakdown, and Reports.

The main area displays a table of ad performance data:

	Ad Name	Delivery	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
<input type="checkbox"/>	Free Social Media Marketing	Inactive	56	—	1	84	—	\$1.25
	Results from 1 ad		56 Total	— Total	1 Total	84 Total	— Total	\$1.25 Per Action

