

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 .

ASSUMPTIONS

Marketing Objective : Running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree course.

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 = # 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



PART 1: EVALUATE A DISPLAY IMAGE CAMPAIGN

Display Image Campaign: Overall Results

Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign result	1,973	282,066	0.70%	\$0.44
Cost	Conversion rate	#New students	CPA	ROI +/-
\$872.51	0.2%	4	\$218.13	+\$323.48

The ROI for this campaign was positive with a profit of \$323.48 due to a CPA of \$218.13.

Display Image Campaign: Ad Results

		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	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	\$0.45	\$686.27
	A	 Preview ad	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	\$0.42	\$186.24

Which Ad Group Performed Better?

Creative A outperformed Creative B because of several factors. There were three times as many clicks and impressions overall, which allowed the ability to bring in three new students in comparison to one student. Although the return on investment per student for Creative A was lower than Creative B , but the fact it brought in more students is better than less with a much higher return on investment.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	#of New Students	CPA	ROI +/-
Creative A	1.531	216.199	0.71%	0.45\$	686.27\$.2%	3	\$228.76	\$210.72
Creative B	442	65,867	0.67%	\$0.42	\$186.24	.2%	1	\$186.24	\$112.16

Display Image Campaign: Keywords

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

Display Image Campaign: Keywords

	Keywords	Clicks	Impressions	CTR	Avg CPC	Cost
1	marketing careers	14	2,998	0.47%	1.68	23.50
2	Digital marketing training	57	8,224	0.69%	0.54	30.75
2	Online marketing course	226	38,259	0.59%	0.28	63.00
4	Marketing online	236	20,750	1.14%	0.50	118.64
5	marketing courses	19	1,999	0.95%	0.27	5.14

How would you optimize this campaign?

Suggestion 1: Remove all keywords that had no clicks and few impressions.

Suggestion 2: Using the long tail keywords there will be higher clicks and better ROI .

Suggestion 3: Develop a difference of landing pages to each segment of audience .



PART 2: EVALUATE A DISPLAY VIDEO CAMPAIGN

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

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign result	1,892	157,517	0.20%	\$0.44
Cost	Conversion rate	#New students	CPA	ROI +/-
\$825.61	0.2%	4	\$206.40	+\$370.40

The return on investment was positive \$370.40 with a CPA of
\$206.40

Display Video Campaign: Ad Results

		Ad	Ad group	Status	Video	Impr.	Views	View rate	Avg. CPV	Cost	Clicks	CTR	Avg. CPC
		Short trailer	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	\$0.03	\$290.21	453	0.83%	\$0.64
	A	Short trailer	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	\$0.03	\$290.21	453	0.83%	\$0.64
	B	Short trailer 2	short trailer DM large keyword list	Campaign paused	Become a Digital Marketer	103,205	19,261	18.66%	\$0.03	\$535.40	1,439	1.39%	\$0.37

Campaign A - Short Keyword List
Campaign B - Large Keyword List

Which Ad Group Performed Better?

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	#of New Students	CPA	ROI +/-
Creative A	453	54,312	0.83%	\$0.64	\$290.21	.2%	3	\$290.21	+\$8.79
Creative B	1,439	103,205	1.39%	\$0.37	\$535.40	.2%	1	\$178.47	+\$361.59

Video B had higher positive ROI .

Video A had a very poor ROI and should be discontinued immediately.

Display Video Campaign: Keywords

	●	Keywords <small>?</small>	Max CPV	Ad group	Status	Impr.	Views <small>?</small>	View rate <small>?</small>	Avg. CPV <small>?</small> ↑	Cost <small>?</small>	Clicks <small>?</small>	CTR <small>?</small>
□	●	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)

Highlight the best performing keyword from the results.

Why was this the best performing keyword? Ad advertisement was the best performing keyword for several reasons. When calculating for CPA, it was the only keyword on the list that actually reached the number one while the others were fractions of one. It had the highest CTR with 2.11%. It was the cheapest by far at \$0.17 per click and though not the highest ROI, but it was the most solid in making a return on investment.

Key Campaign Results (Keywords)

	Keywords	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	CPA	#New students	ROI +/-
1	Online marketing video	495	42,440	1.17%	\$0.51	\$253.23	.12%	\$253.23	1	+\$45.77
2	Ad advertisement	510	24,172	2.11%	\$0.17	\$85.58	.2%	\$85.58	1	+\$213.42
2	Business training course	163	17,437	0.93%	\$0.63	\$103.43	.2%	N/A	0	-\$103.43
4	Digital learning courses	207	14,198	1.46%	\$0.31	\$64.99	.2%	N/A	0	-\$64.99
5	Course digital marketing	106	8,726	1.21%	\$0.43	\$45.50	.2%	N/A	0	-\$45.50

How would you optimize this campaign?

Suggestion 1: Using the shorter video the people have busy life .

Suggestion 2: Add more keywords to Campaign A to increase number of clicks and impressions.

Suggestion 3: Remove all keywords that generated less than 10 clicks.



PART 3: RESULTS, ANALYSIS AND RECOMMENDATIONS

Recommendations

- *Remove all keywords with poor no clicks and impressions from the display advertising and video campaigns.
- *Discontinue Creative B from the display advertising campaign to reduce wasteful spending or at least overhaul it by changing the images to those with people in them like with Creative A.
- *Discontinue Campaign A from the Video Campaign to reduce wasteful spending due to not enough keywords.
- *Setup an A/B test to discover if a fixed Creative B for the display advertising campaign will perform better than Creative A.
- *Modify the ad copy on the landing page to focus on the target persona .