

DIGITAL MARKETING



01



RUN A FACEBOOK
CAMPAIGN

Campaign 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 .

M A R K E T I N G O B J E C T I V E

To reach 200 of People those who see the ads and have downloaded the free eBook during a five days with daily budget 100\$ before

Nov 7, 2018

K P I

Number of people who have downloaded the ebook during the Ads campaing .

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 .

02



C A M P A I G N
S C R E E N S H O T S

Campaign name and objective :

Campaign Name MarSafar133

Objective Conversions

Ad Set

Ad Set Name US -20-30 , marketing

Destination Website

Budget Daily Budget \$100.00

Start Date Friday, Nov 2, 2018 5:08pm

Sao Paulo Time

End Date Wednesday, Nov 7, 2018 12:00am

Sao Paulo Time

Ad Scheduling Run ads all the time

Saved Audience Udacity MENA Connect

Placements Automatic Placements

Optimization Goal Conversions

Bid Strategy Lowest cost

When You Get Charged Impression

Delivery Type Standard

Budget & Schedule

Ad Set

Daily Budget

\$100.00

\$100.00 USD

Actual amount spent daily may vary. [?](#)

Graph not available [?](#)

Start Date Friday, Nov 2, 2018 5:06pm

Sao Paulo Time

End Date Don't schedule end date, run as ongoing

End run on:

Nov 7, 2018

12:00 AM

Sao Paulo Time

Ad Scheduling [?](#)

Run ads all the time

Run ads on a schedule

Audience

SAVED AUDIENCE: Udacity MENA Connect [▼](#)

AUDIENCE DETAILS

Custom Audience: Lookalike (US, 1%) - eBook audience or Lookalike (SA, 1%) - People who like Digital Marketing by Udacity

Location - Living In: Saudi Arabia, United States

Age: 18 - 30

Language: English (UK) or English (US)

People Who Match: Interests: Digital marketing, Social media marketing or Online advertising

Interest expansion: [?](#) On

Edit

Ad Summary

Headline

Free Social Media Marketing eBook

Description (optional)

Seize the chance and download your free ebook .

Destination URL

<https://www.udacity.com/digital-marketing>

Build a URL Parameter

See More URL 

Preview URL

<http://dmnd.udacity.com/ebook>

Ad Images



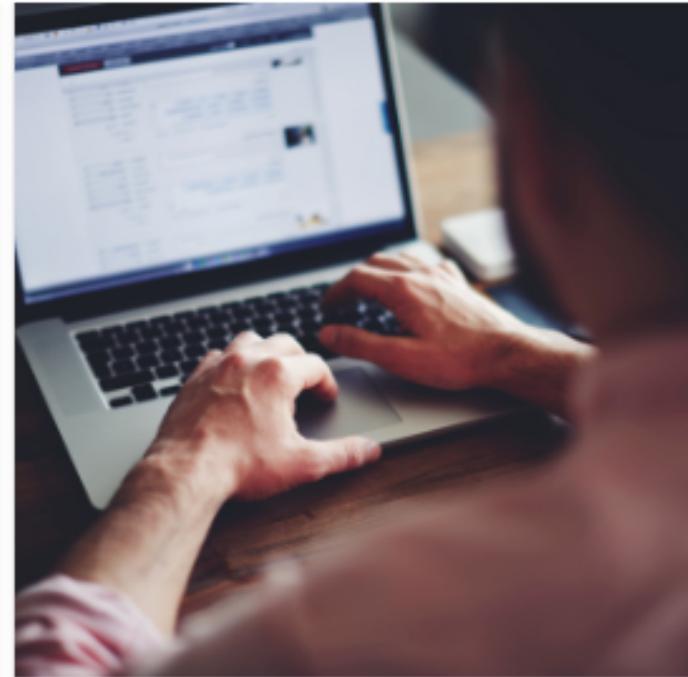
Free Social Media Marketing eBook

Seize the chance and download your free ebook .



Free Social Media Marketing eBook

Seize the chance and download your free ebook .



Free Social Media Marketing eBook

Seize the chance and download your free ebook .