

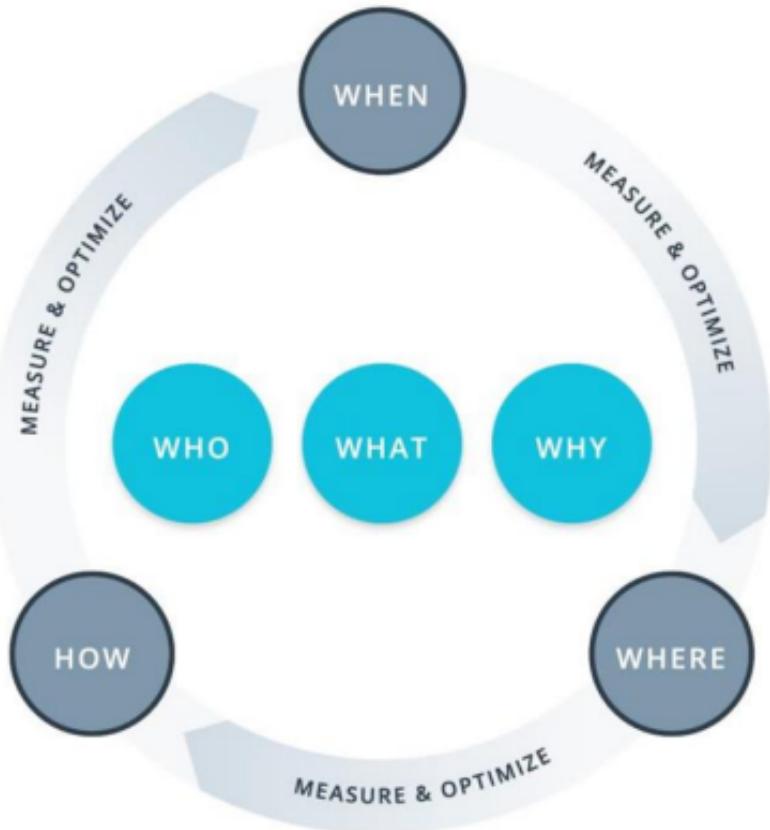
DIGITAL MARKETING





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

Digital Marketing Nanodegree

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in end of 2018.

Budget : \$50,000.

Profit: For the purpose of this assignment, the cost of the Nanodegree is \$999, 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.

Marketing Objective:

What is the marketing objective for your marketing efforts?
Enroll 200 students by the end of the December 2018 with a
total budget of \$50,000.

Who Are Our Customers

What: your offer

Who: your customers

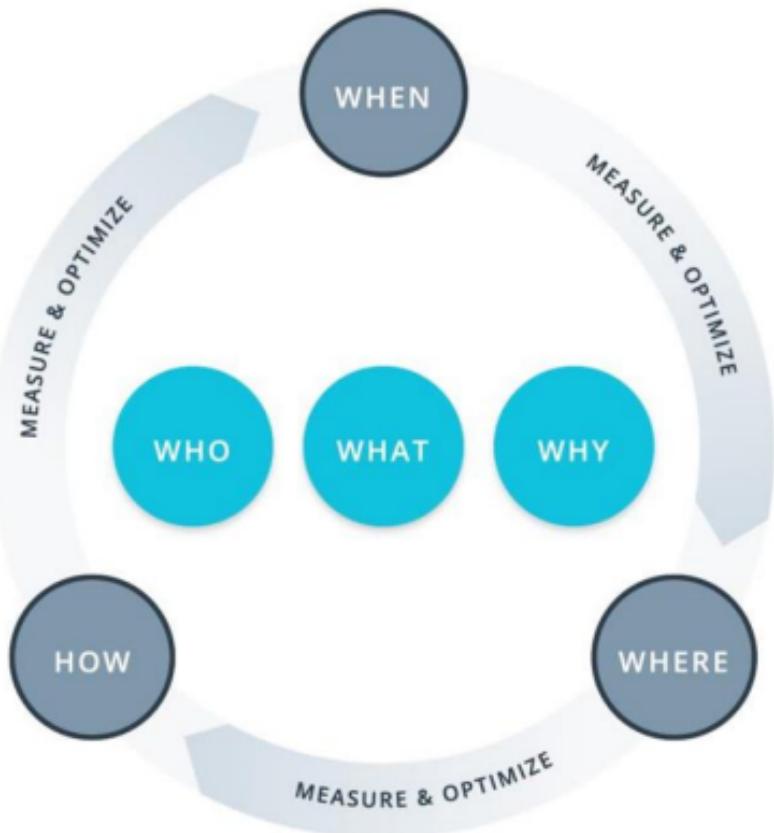
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



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 .

What: your offer

Who: your customers

When: your customer's journey

Why: your marketing objective

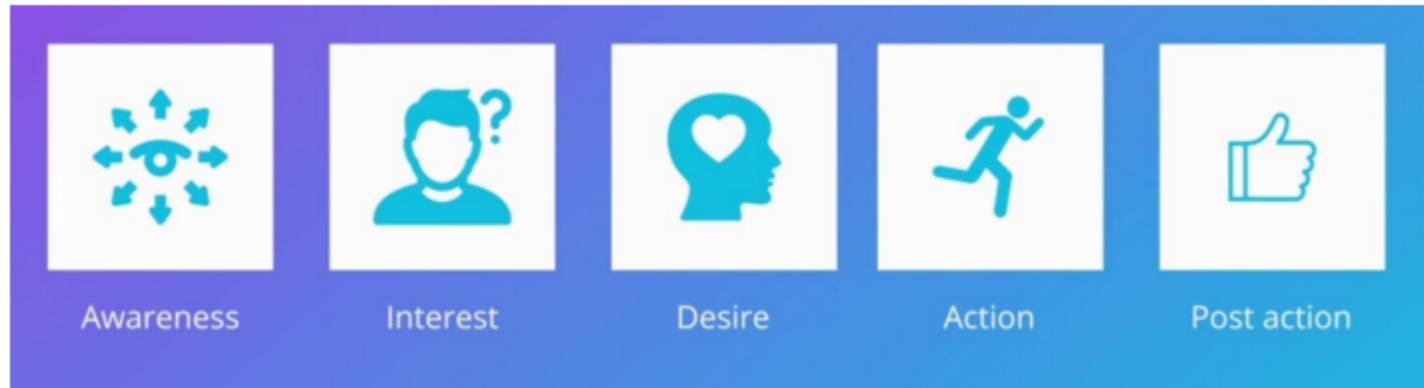
How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of the Customer Journey



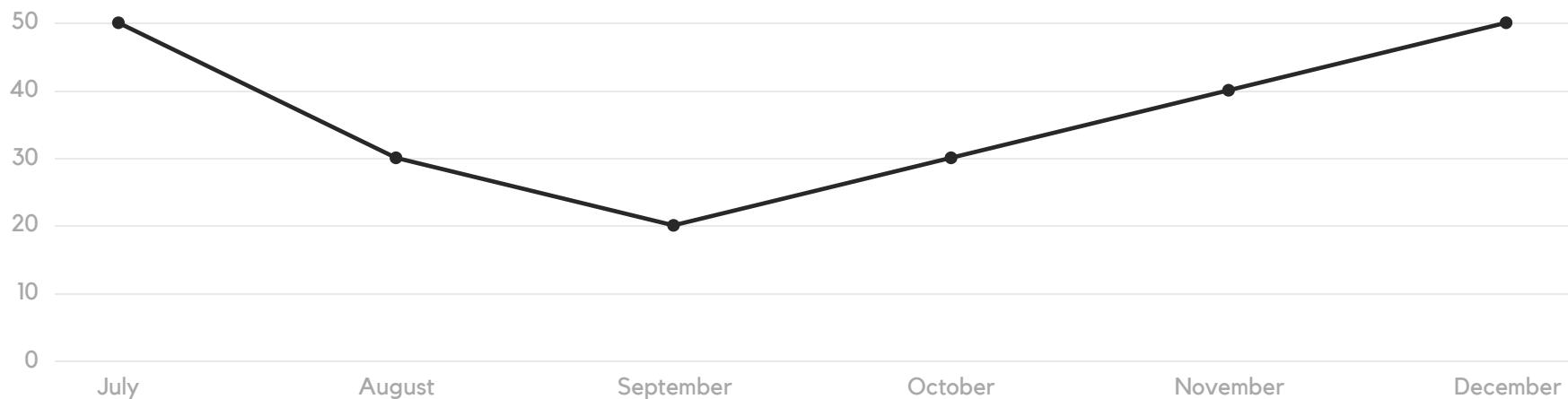
When+How+Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	<p>Describe growth in demand for digital marketers .</p> <p>Gain new marketing skills at your own pace.</p>	<p>Appeal your free eBook now.</p> <p>Program degree with live projects</p>	<p>Enroll now and get to run live campaign on major marketing platform</p>	<p>Reinforcement of program benefits</p>	<p>News about digital marketing fields</p> <p>Class room update Carrere news</p>
Channel	<p>Informative landing page.</p> <p>Social media.</p> <p>Video ads.</p> <p>Blog.</p>	<p>Facebook.</p> <p>Search.</p> <p>Display and video ads.</p>	<p>Search.</p> <p>Email marketing.</p> <p>Retargeted display and video ads.</p>	<p>Email.</p> <p>Social Media.</p>	<p>Email.</p> <p>Social Media.</p>



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	\$2,500	\$1.25	2,000	0.05%	1
Adwords search	\$2,500	\$1.40	1,786	0.05%	1
Display	0	\$5.00	0	0.05%	0
Video	0	\$3.50	0	0.05%	0
Total	\$5,000	Total #visitor	3,786	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	\$4,000	\$0.50	8,000	0.1%	8
Adwords search	\$3,000	\$1.50	2,000	0.1%	2
Display	4,000	\$3.00	1,333	0.1%	1
Video	4,000	\$2.75	1,455	0.1%	1
Total	\$15,000	Total #visitor	12,788	Number of new students	12

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$25,000	\$0.30	83,333	0.3%	250
Adwords search	\$5,000	\$1.50	3,333	0.3%	23
Display	0	\$3.00	0	0.3%	0
Video	0	\$2.75	0	0.3%	0
Total	\$30,000	Total #visitor	53,333	Number of new students	273

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$5,000	3,786	2	\$299	\$598	-\$4,402
Interest	\$15,000	12,788	12	\$299	\$3,588	-\$11,412
Desire	\$30,000	90,833	273	\$299	\$81,627	\$51,627
Total	\$50,000	107,407	287		\$85,813	\$35,813

Additional Channels/Recommendations:

1. I will optimize the landing page in terms of SEO to drive traffic and increase brand awareness.
2. I would use my target persona and add several others like:
 - Marketing professionals with little to no knowledge of digital marketing.
 - business owners
3. I would include LinkedIn, I will run the same targeting on both LinkedIn and Facebook to later calculate which of the channels performed better in terms of ROI.



3. WORK SHOWCASE

MARKET YOUR CONTENT



Is udacity digital marketing nanodegree program a great opportunity ?



[https://ims-
95.tumblr.com/post/179428330237/is-
udacity-digital-marketing-nanodegree-
program-a](https://ims-95.tumblr.com/post/179428330237/is-udacity-digital-marketing-nanodegree-program-a)

Is udacity digital marketing nanodegree program a great opportunity ?

Hello mariam is here

I'm graduated from the computer science in 2017 I did not get a job or a chance to training in some compay so as always i'm tried to make my own way without waiting for the opportunities come to me I started to teach myself through the Internet because of my inability to move to different schools so i decided that the online coerces is my chance to develop myself .

I joined the Android course because my graduation project From the university was the application of Android and this course to teach the basics only benefited a little but it was a theoretical curriculum only and i missed the practice or to do a some project or activities strengthens my understanding of what I studied but I kept my determinations up and joined more and more courses to gain a lot of knowledge

Is udacity digital marketing nanodegree program a great opportunity ?

In someday through Twitter there was one of my following tells his experience with udacity and how it was a “ great opportunity ” to join it . i was a stuck with his words “ great opportunity ” . I was looking for a real education that made me feel confident and confident in applying my understanding through the projects I had done. So i’m studied Front-End with udacity and it’s just awesome .

Finally , I joined the digital marketing course because I need a lot of knowledge that will enable me to set up my own project and And help me market for myself , so I’m still with udacity to learn something real something worth .

And what are you waiting for until now ? you should seize the great opportunity.

FACEBOOK

Allows for hashtags to be used in posts to extend your outreach . Facebook platform is most commonly used .

Mariam Alshahrani
Just now · 2 people

Is udacity Digital Marketing nanodegree a great opportunity ?



mariam — Is udacity digital marketing nanodegree program a...
ims-95.tumblr.com

Like Comment Share

INSTAGRAM

Allows for hashtags to be used in posts to extend your outreach .

There is a story that helping us to r-posting in another time .

A good place to attract people's attention through photos and videos .



_xii95 Is udacity digital marketing nanodegree program a great opportunity ?

<https://bit.ly/2Smt31I>

#udacity
#digitalmarketing
#marketing

T W I T T E R

Allows for hashtags to be used in posts to extend your outreach .

In twitter we can market in short words this makes us careful to choose the right word and with most impact .



LINKEFIN

A great platform to showcase both career and educational opportunities can be marketed for DMND over there .

Mariam Alshahrani
8m

Is udacity digital marketing nanodegree program a great opportunity ?

<https://bit.ly/2SmI3l>
#digitalmarketing
#Udacity
#marketing



See, that's what the app is perfect for.
ims-95.tumblr.com

Like Comment Share

Add a comment... 

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 .

Ad Images:



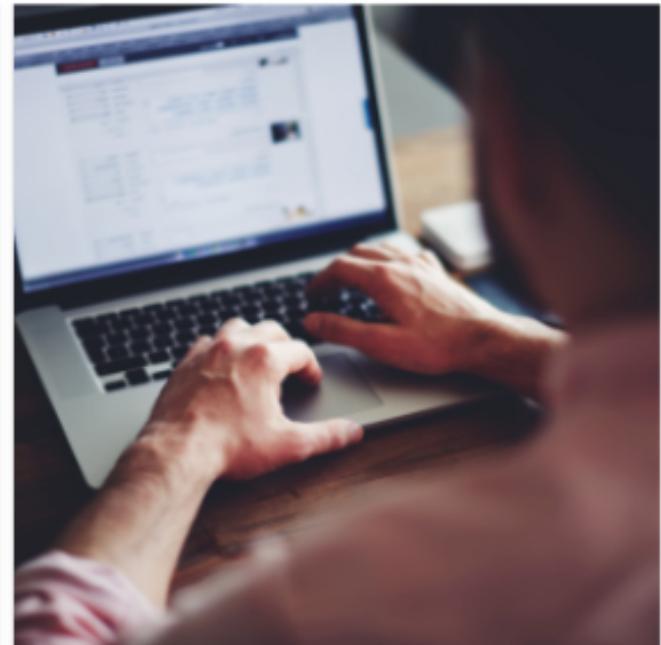
Free Social Media Marketing eBook

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 .

Ad Set Data: Performance

The screenshot shows a digital marketing platform's performance dashboard. The top navigation bar includes tabs for Account Overview, Campaigns, Ad Sets (selected), and Ads. Below the navigation is a toolbar with buttons for Create, Duplicate, Edit, Preview, Rules, View Setup, Columns: Performance, Breakdown, and Reports.

The main content area displays a table of Ad Set data. The columns are: Ad Name, Status, Age, Gender, Bid Strategy (Ad Set), Budget (Ad Set), Last Significant Edit (Ad Set), Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, and Relevance Score.

One row in the table is visible, representing an ad set named "Free Social Media Marketing". The bid strategy is "Lowest cost Conversions" and the budget is "\$100.00 Daily". The results show 5 eBook conversions with a reach of 11,383 people and 20,202 impressions. The cost per result is \$21.03 Per eBook, and the total amount spent is \$105.13. The ad set ends on Nov 11, 2018. A note indicates "Results from 1 ad" with a link.

	Ad Name	Status	Age	Gender	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				Lowest cost Conversions	\$100.00 Daily	—	5 eBook	11,383	20,202	\$21.03 Per eBook	\$105.17	Nov 11, 2018	—

Ad Set Data: Delivery

The screenshot shows a digital marketing dashboard with the following structure:

- Top Navigation:** Account Overview, Campaigns, Ad Sets, Ad8 (selected), View Setup, Columns: Delivery, Breakdown, Reports.
- Toolbar:** Create, Duplicate, Edit, Preview, Rules.
- Table Headers:** Ad Name, Delivery, Reach, Frequency, Cost per 1,000 People Reached, Impressions, CPM (Cost per 1,000 Impressions).
- Data Rows:**
 - Free Social Media Marketing (Inactive): Reach 11,383, Frequency 1.77, Cost \$9.22, Impressions 20,202, CPM \$5.20.
 - Total Row: Reach 11,383 People, Frequency 1.77 Per Person, Cost \$9.22 Per 1,000 People Reached, Impressions 20,194 Total, CPM \$5.20 Per 1,000 Impressions.

	Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
	Free Social Media Marketing	Inactive	11,383	1.77	\$9.22	20,202	\$5.20
	Results from last ①		11,383 People	1.77 Per Person	\$9.22 Per 1,000 People Reached	20,194 Total	\$5.20 Per 1,000 Impressions

Ad Set Data: Engagement

The screenshot shows a digital marketing dashboard interface. At the top, there are tabs for 'Account Overview', 'Campaigns', 'Ad Sets', and 'Ads'. Below the tabs, there's a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', 'Preview', 'Rules', 'View Setup' (with a dropdown menu), 'Columns: Engagement', 'Breakdown', and 'Reports'. The main area is a table with the following columns: Ad Name, Delivery, Post Reactions, Post Comments, Post Shares, Link Clicks, Page Likes, and CPC (Cost per Link Click). There is one row of data for an ad named 'Free Social Media Marketing', which is currently inactive. The data for this ad includes: 56 post reactions, 1 post comment, 1 post share, 1 link click, and a CPC of \$1.25 per action.

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	14	—	\$1.25
	Results from 1 ad		56 Total	— Total	1 Total	14 Total	— Total	\$1.25 Per Action

Search Engine Optimization (SEO) Audit

Keywords

	Head Keywords	Tail Keywords
1	Search Engine	Digital Marketing Certification
2	Digital Marketing	Marketing eBook
3	Marketing Degree	Marketing Program
4	Social Marketing	Marketing Course
5	Digital Marketing Degree	Best online digital marketing training
6	Nanodegree	Online courses
7	Udacity	Degrees online
8	Digital Marketing with real campaign	Online Training

KEYWORD WITH THE GREATEST POTENTIAL

- search engine has the greatest potential as the keyword choice has a difficulty score of 60 with an organic ctr score of 60% and a priority score of 76.

Which Tail Keyword has the greatest potential?

- digital marketing certification has the greatest potential as the keyword choice has a difficulty score of 32 with an organic ctr score of 53% and a priority score of 58.

Technical Audit: Metadata

DMND URL: dmnd.udacity.com		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Udacity Online Classes - Self education – Nanodegrees of marketing .
Meta Description	Blank	Udacity to learn new skills learning digital marketing in three months.
Alt-Tag	Blank	<ol style="list-style-type: none">1.) A girl holding a cup of coffee with a boy man holding a tablet.2.) Digital Marketing Nanodegree Program logo .3.) 70 billion dollars .4.) Udacity Digital Marketing Nanodegree sneak peak .5.) Udacity instructor .6.) Laptop computer with Udacity Digital Marketing curriculum displayed .

Suggested Blog Topics

digital marketing jobs .

how digital marketing works ?

digital marketing degree online .

digital marketing jobs :

I chose this topic because MOZ keyword tool ranked with 100% organic CTR .the difficulty and CTR make it an attractive choice .

I would focus this blog post on different type of job of digital marketing and how udacity's digital marketing course covers the different aspect of marketing field.

Suggested Blog Topics

how digital marketing works ? :

I chose this topic because MOZ keyword tool ranked with 58% organic CTR .it's good choice .

I would focus this blog post on digital marketing meaning and strategy and how the digital fields has such impact on us and on our future careers .

digital marketing degree online :

I chose this topic because MOZ keyword tool ranked with 58% organic CTR .it's good choice .

I would focus this blog post on describing udacity's digital marketing courses and nano-degree and how udacity's courses different from the competition and the best one in education area .

Technical Audit: Backlink Audit

	BlackLink	Domain Authority (DA)
1	/http://plus.google.com	99
2	/http://en.wikipedia.org	97
3	/http://reddit.com	98

Link-Building

Site Name	Site URL	Organic Search Traffic
Twitter	Twitter.com	433 Million
Facebook	Facebook.com	653 Million
Medium	Medium.com	11.1 Million

Page Index

When i'm using the dmnd.udacity.com i get unclear result so i used general url for udacity to get index page udacity.com instead the dmnd course link .

How do I use this tool? [+]

Enter Your URL

[Continue >>](#)

Google Indexed Pages Checker

URL	Google Indexed Pages
dmnd.udacity.com	n/a

Page Speed

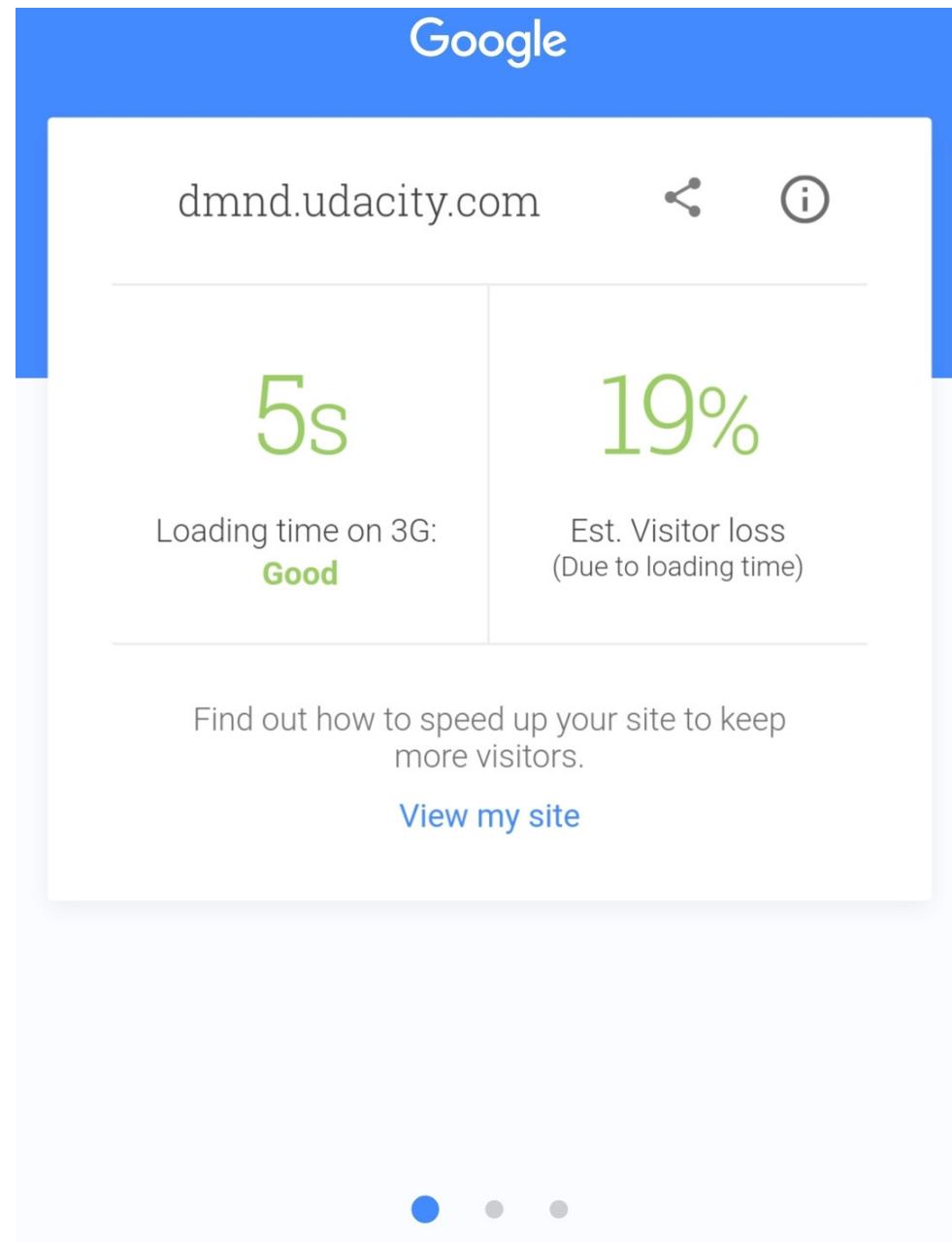
Evaluating a web page's speed is important because a user must be able to load a page without having to wait to view the content on the page. People don't have time to waste on web pages that don't load immediately

Poor 40/100



Mobile-Friendly Evaluation

It's important to optimize your website for mobile devices to drive your traffic to the website because mobile users found to be plenty when compared with the desktop users . and also it reflects on the increment in the conversion and reduce bounce rate of your website



Recommendations

<http://dmnd.udacity.com>

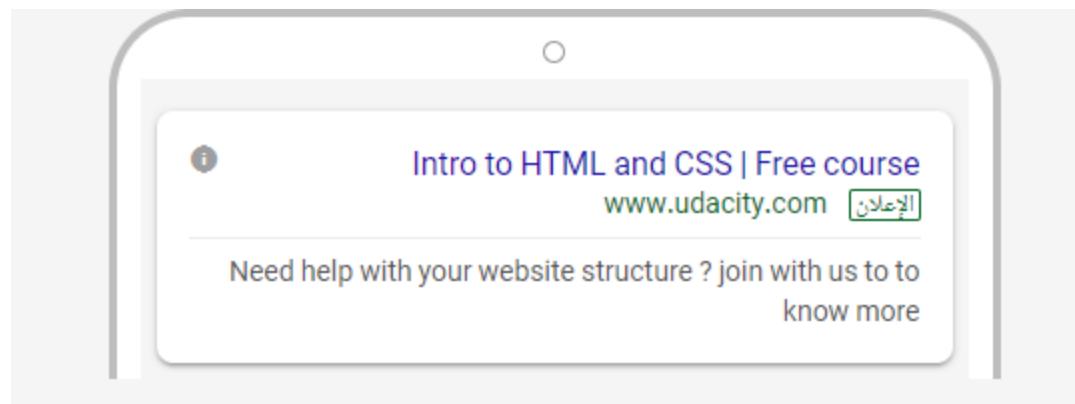
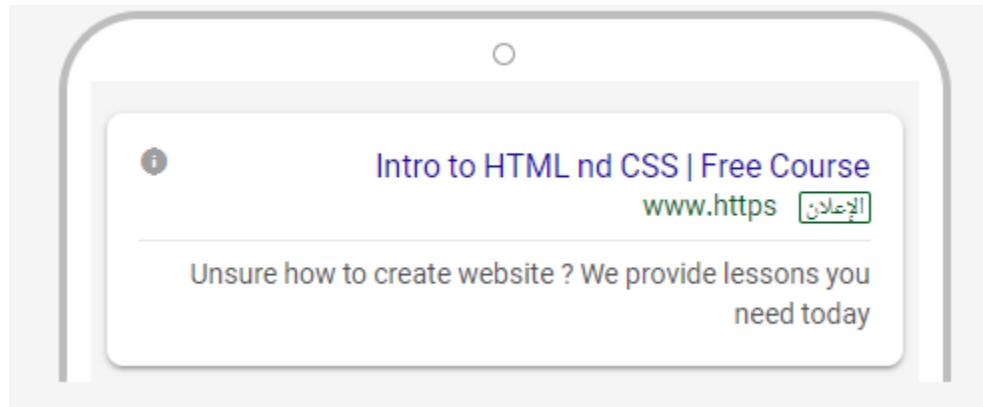
The page's meta description and alt for images are blank so my first recommendation is write description for meta description so users and web crawlers what page is about . My second recommendation is adding description for alt tag for page images .

My third recommendation to optimize the page speed because the google's page speed insight tool ranked

<http://dmnd.udacity.com> **POOR** for mobile device . increasing number of people using the mobile devices to search the any website so if page speed too slow users will Likely abandon it . So improve page speed will improve search engine this can be solved by utilizing the tool's suggestion like optimize the images and allowing compassion .

RUN AN ADWORDS CAMPAIGN

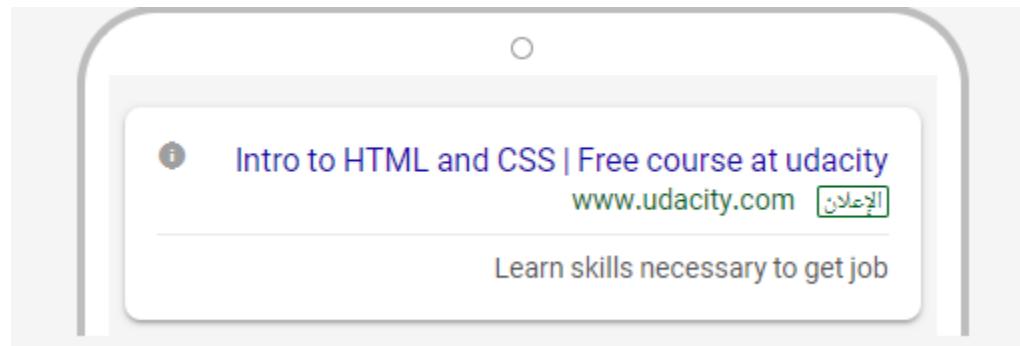
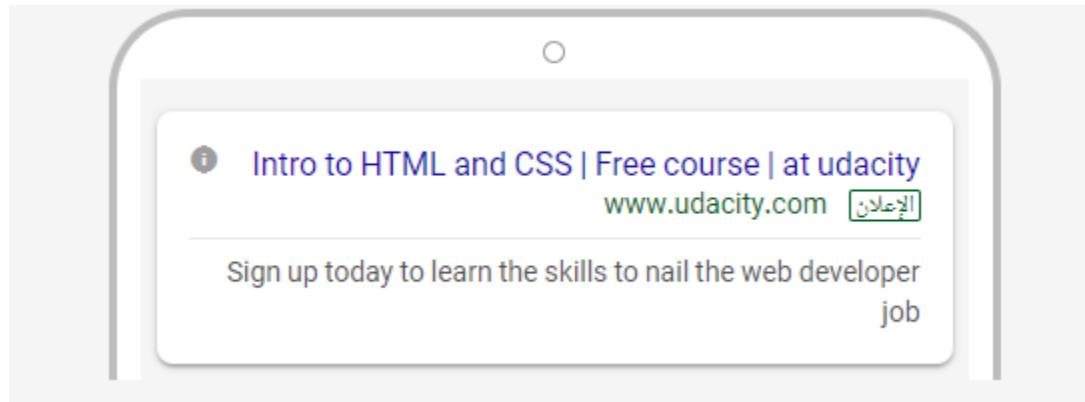
Ad Group #1



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



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



Campaign Evaluation

Positive ROI? Given life time budget for my project was \$75 and the total campaign cost went up to \$31.11.

ROI = $\frac{[(\$60 \times \text{No. of Conversions}) - \text{Total cost of the campaign}]}{\text{Cost of campaign}}$ = $\frac{[(\$60 \times 0) - 31.11]}{75.00}$
 $= -31.11 / 75.00 = 0.41$ negative . I need to take keywords into consideration and use more efficient keywords and remove all the keywords that cost a lot. So that it will help me to achieve a big ROI. My conversion rate is presumed to be lower than expected as there were only 21 clicks, and the goal was to have 50 conversions, which is not possible from this many clicks. The most ever paid for a click was \$2.19 for the keyword “web developing” though there was only one click for this keyword. However, if looking at the three most clicked keywords, the highest cost per click was \$2.04 and the lowest was \$1.38 .

Campaign Evaluation

The "Ad group #2" had the highest click through rate while the keyword “HTML” . from the "Ad group #1 " had the most clicks and the first ad for the “Ad group #2” ad group had the most clicks as well.

Looking at the cost per click and the average position of your ad groups, can you infer which kind of keywords are subject to higher competition in AdWords?

Which keywords performed best for you and why might that have been the case?

Recommendations for future campaigns

I would focus on the keyword " html " and embed it with other keywords HTML from the “Ad #2” ad group which has most clicks .

I would focus on the second ad with simple keywords they produced 14 and 6 clicks out of 21 clicks .

I would revoke most of the keywords from both ad groups and only leave the top 3 performing ones as they produced 17 of the 21 clicks .

I would set up an A/B test by switching the second ads from both ad groups and see if they would perform better in the other ad group.

I would not change anything about the landing page as I feel it was suitable and good enough to provide the information necessary for the potential consumer to make a decision in whether or not to enroll in the html and css course.

Evaluate a Display Advertising Campaign

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.

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.

Add subheading

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
□	●	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

	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 .

M A R K E T
W I T H
E M A I L

Email Content:

	Email Topic	Marketing Objective	KPI
Email #1	Want to learn digital marketing?	Engagement	Number of opens
Email #2	Jobs in digital marketing	Engagement	Number of views
Email #3	Get stat with digital marketing courses	Conversion	Number of signups

Email #1

Email Content Plan				
Subject Line	Body Summary	Visual	CTA	Link
You Need To Learn Digital Marketing ?	Want to become a digital marketer sign up now to learn with real advertising projects at udacity.	A person using a laptop computer with digital marketing stuff on the monitor	To have individual s click on the link to the Udacity Digital Marketing landing page “JOIN”	To click on the landing page link to take them to the Udacity Digital Marketing , http://dmnd.udacity.co/m

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	Careers in Digital Marketing	To have the email subscribers click on a link that will take them to the Careers in Digital Marketing videos on the Udacity YouTube channel

Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	Sign up today to start your experience as a digital marketer	Number of people who sign up for the Udacity Digital Marketing Nanodegree .

A/B Testing Email

A/B testing is important because it allows you to see how my emails are performing, which allows to continue sending those with positive results and keeping me to do best and to discontinue those with negative results. To do A/B testing for email marketing . I would create two group and measure the result for each subject line/CTA pairing .

A/B Testing		
	Subject Line	CTA
Email #1	Need a Way to Know How To Learn Digital Marketing?	Number of views on the Udacity Digital Marketing Nanodegree trailer found on Udacity's YouTube channel "Join With Us"

Email Campaign Calendar

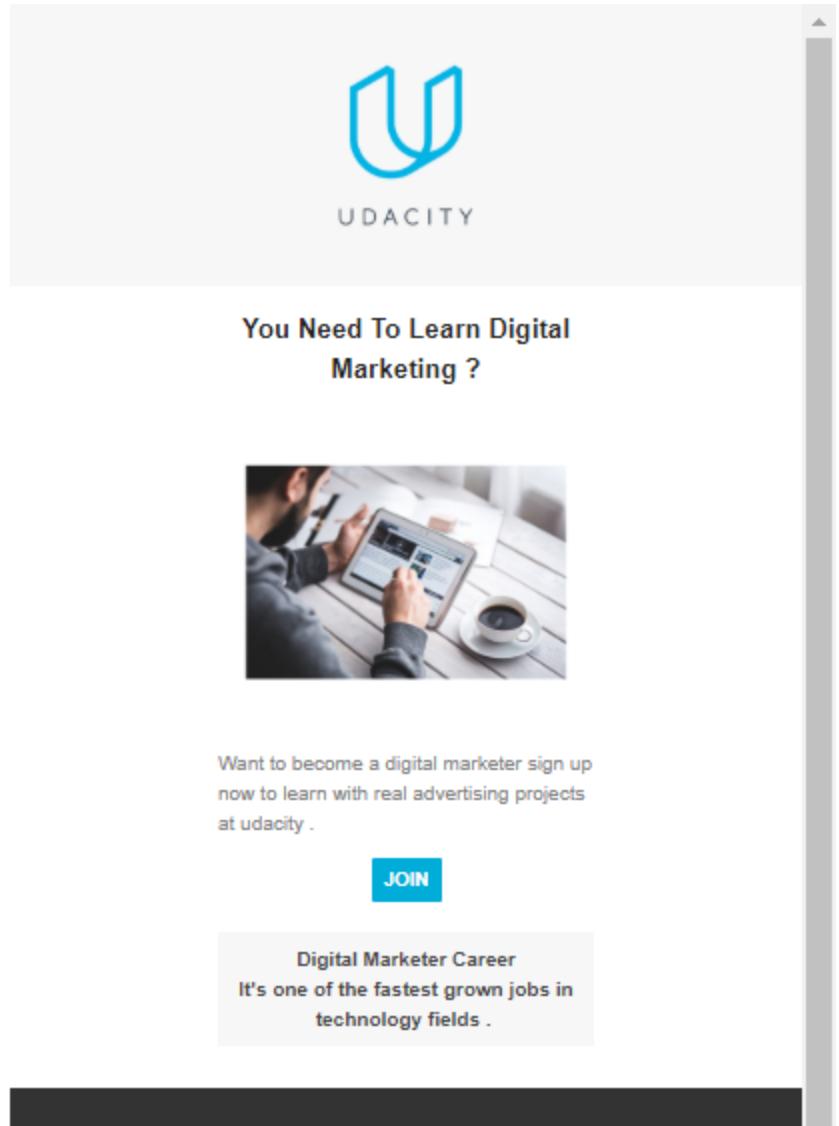
Email

Screenshot: Email #1

There is social contact
in footer not appear in
screenshot :

twitter https://twitter.com/Udacity_DMND?s=03

Instagram [https://instagra
m.com/udacitydmnd?
utm_source=ig_profile_shar
e&igshid=qok4e4yb7k8y](https://instagram.com/udacitydmnd?utm_source=ig_profile_share&igshid=qok4e4yb7k8y)



Final Recommendations

Define the email list to remove the unsubscribe and email bounces.

I would write "Learn more" across the bottom because it's fit more than "JOIN" to asking people kindly to know more about DMND course .