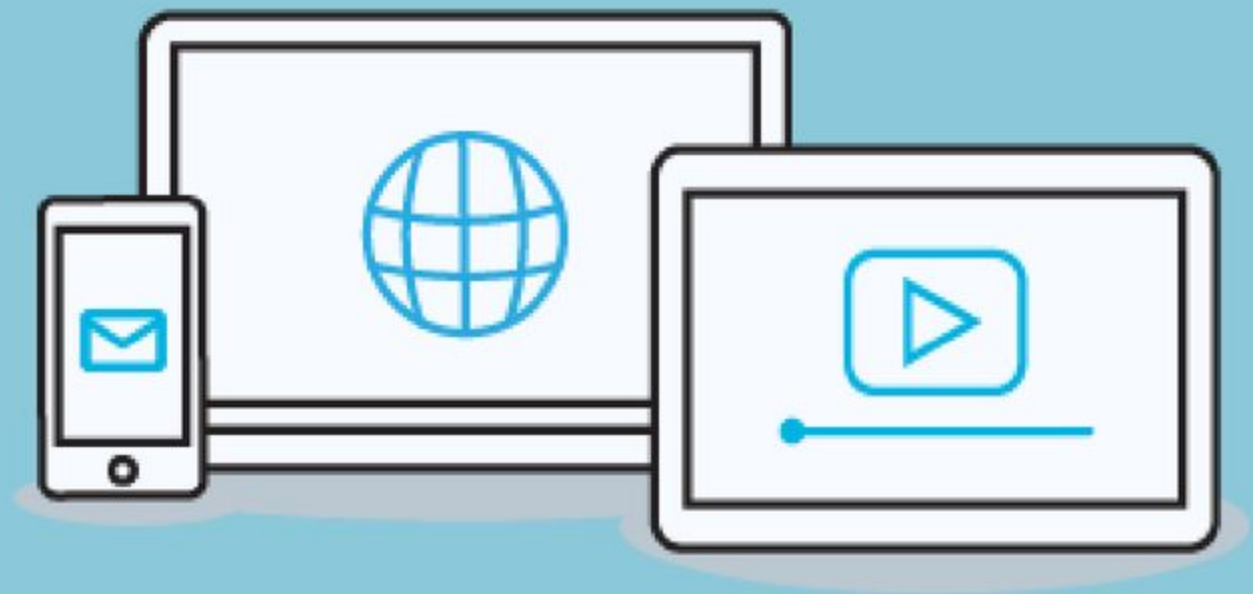


Project 8

Portfolio



1. Customer Journey Based Marketing Plan

What: your offer

Who: your customers

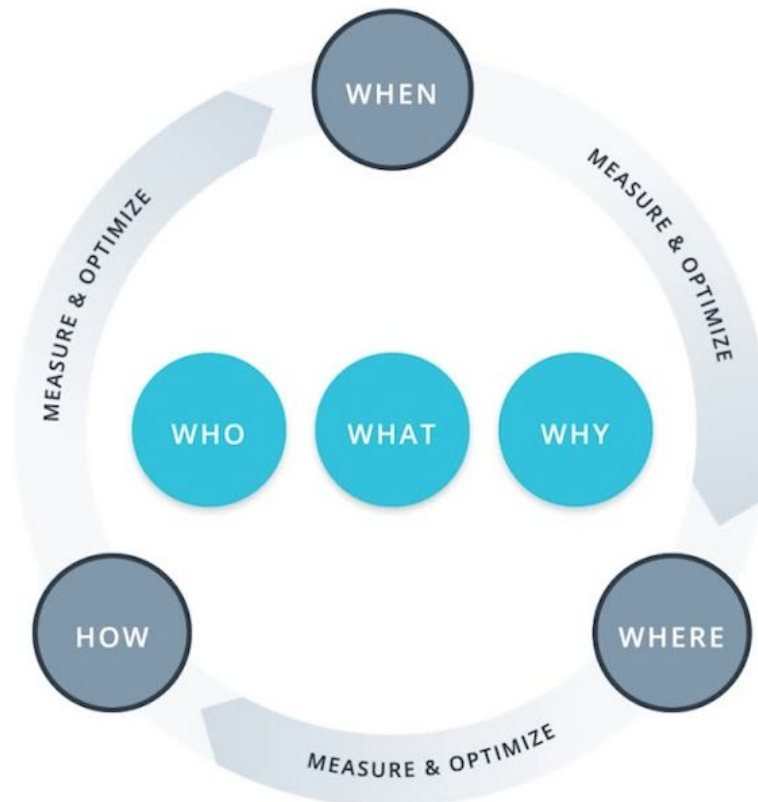
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



What: Your Offer

Option 1:

Digital Marketing Nanodegree Program

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

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:

Your Company's Product/Service

What is the marketing objective for your marketing efforts?

Using Budget \$50,000 to acquire 10,000 new signups for digital marketing nanodegree course in one quarter.



Who Are Our Customers?

What: your offer

Who: your customers

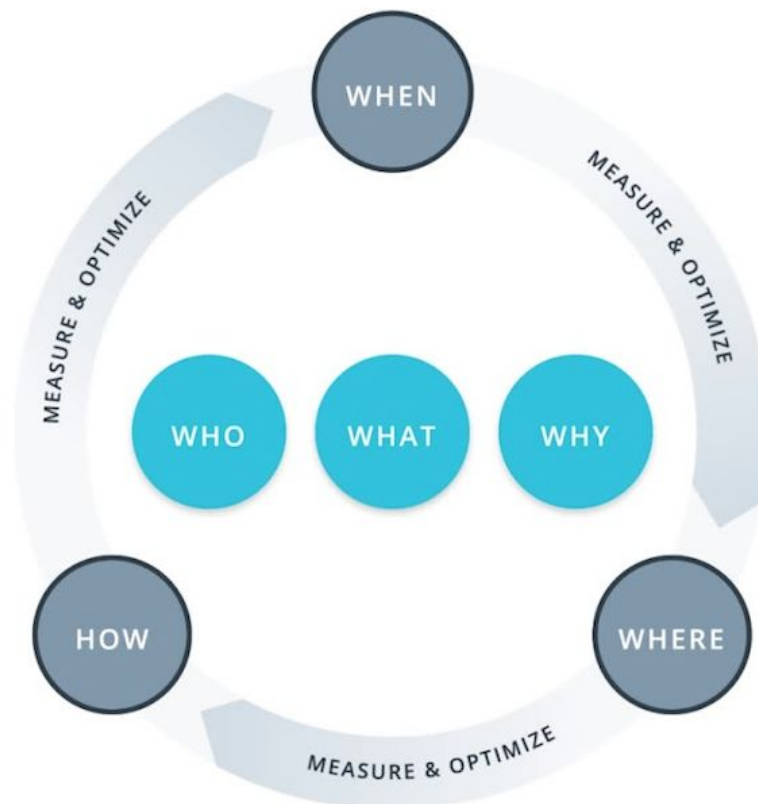
When: your customer's journey

Why: your marketing objective


How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Target Persona

| Background and Demographics | Target Persona Name | Needs |
|---|---|---|
| <ol style="list-style-type: none">1. FEMALE, 31 years old2. Single3. Undergraduate in Finance4. Works as Business Analyst in Investment Banks, less than 1 year5. Lives in NY6. 100K annual income | <p>Fei Wang</p>  | <ol style="list-style-type: none">1. Interested in learning Digital Sales and marketing ecosystem2. Need easy online access for classes3. Learn all relevant skills that valued by top companies in the field |
| Hobbies | Goals | Barriers |
| <p>Running, Travelling, Reading, Movies Playing Room Escape</p> | <ol style="list-style-type: none">1. Get a new job in IT or online social media firm2. Increase the numbers of followers on social media3. Start his/her own business and gain new skills | <ol style="list-style-type: none">1. Limited time to learn new program2. Easily get tired due to stress work3. New to the digital marketing field |

What: your offer

Who: your customers

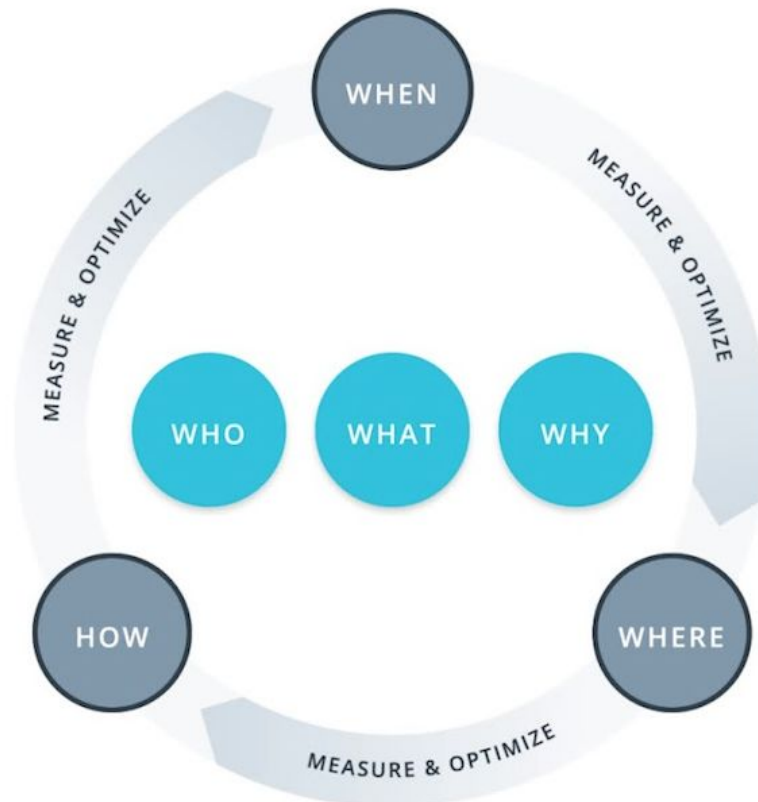
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of the Customer Journey



Awareness



Interest



Desire



Action



Post action

When+How+Where = Marketing Tactics

| Customer Journey | Awareness | Intent | Desire | Action | Post Action |
|------------------|--|---|--|--|---|
| Message | <i>Introduction of new dmnd nanodegree</i> | <i>Introduction of benefits and current market trend of digital marketing</i> | <i>Introduction of small promotion</i> | <i>Register dmnd courses today and finish the course in 3 months</i> | <i>Follow up to see if customers satisfied with dmnd courses, introduction of questionnaire panel</i> |
| Channel | <i>Facebook. Twitter, youtube, Instagram</i> | <i>Facebook. Twitter, youtube</i> | <i>Facebook. Twitter, youtube</i> | <i>Facebook. Twitter, Em21++il</i> | <i>Facebook. Email</i> |



2. Budget Allocation



DMND

Budget Allocation

Awareness: Budget Allocation for Media

| Channels | Planned Spend | Cost Per Click | Number of Site Visits | Average Conversion Rate | Total Sales |
|--------------------|---------------|-------------------------|-----------------------|-------------------------------|-------------|
| Facebook | \$5000 | \$1.25 | 4000 | 0.05% | 2 |
| AdWords Search | \$2000 | \$1.40 | 1429 | 0.05% | 1 |
| Display | \$1000 | \$5.00 | 200 | 0.05% | 0 |
| Video | \$2000 | \$3.50 | 571 | 0.05% | 0 |
| Total Spend | \$10,000 | Total # Visitors | 6200 | Number of new Students | 3 |

Interest: Budget Allocation for Media

| Channels | Planned Spend | Cost Per Click | Number of Site Visits | Average Conversion Rate | Total Sales |
|--------------------|---------------|-------------------------|-----------------------|-------------------------------|-------------|
| Facebook | \$9000 | \$0.50 | 18000 | 0.1% | 18 |
| AdWords Search | \$2000 | \$1.50 | 1333 | 0.1% | 1 |
| Display | \$3000 | \$3.00 | 1000 | 0.1% | 1 |
| Video | \$1000 | \$2.75 | 364 | 0.1% | 0 |
| Total Spend | \$15000 | Total # Visitors | 20697 | Number of new Students | 20 |

Desire: Budget Allocation for Media

| Channels | Planned Spend | Cost Per Click | Number of Site Visits | Average Conversion Rate | Total Sales |
|--------------------|---------------|-------------------------|-----------------------|-------------------------------|-------------|
| Facebook | \$20000 | \$0.30 | 66667 | 0.3% | 200 |
| AdWords Search | \$2000 | \$1.50 | 1333 | 0.3% | 4 |
| Display | \$1500 | \$3.00 | 500 | 0.3% | 2 |
| Video | \$1500 | \$2.75 | 545 | 0.3% | 2 |
| Total Spend | \$25000 | Total # Visitors | 69045 | Number of new Students | 208 |

ROI: Budget Allocation for Media

| Phase | Total Spend | Total Number of Site Visits | Total Number of Sales | Profit Per Sale | Total Profit | ROI |
|------------|-------------|-----------------------------|-----------------------|-----------------|--------------|----------|
| Aware-ness | 10000 | 6200 | 3 | \$299 | \$897 | \$-9103 |
| Interest | 15000 | 20697 | 20 | \$299 | \$5980 | \$-9020 |
| Desire | 25000 | 69045 | 208 | \$299 | \$62192 | \$37192 |
| Total | 50000 | 95942 | 231 | | \$ 69069 | \$ 19069 |

Additional Channels or Recommendations:

Twitter, Instagram.

Reason for the Recommendations:

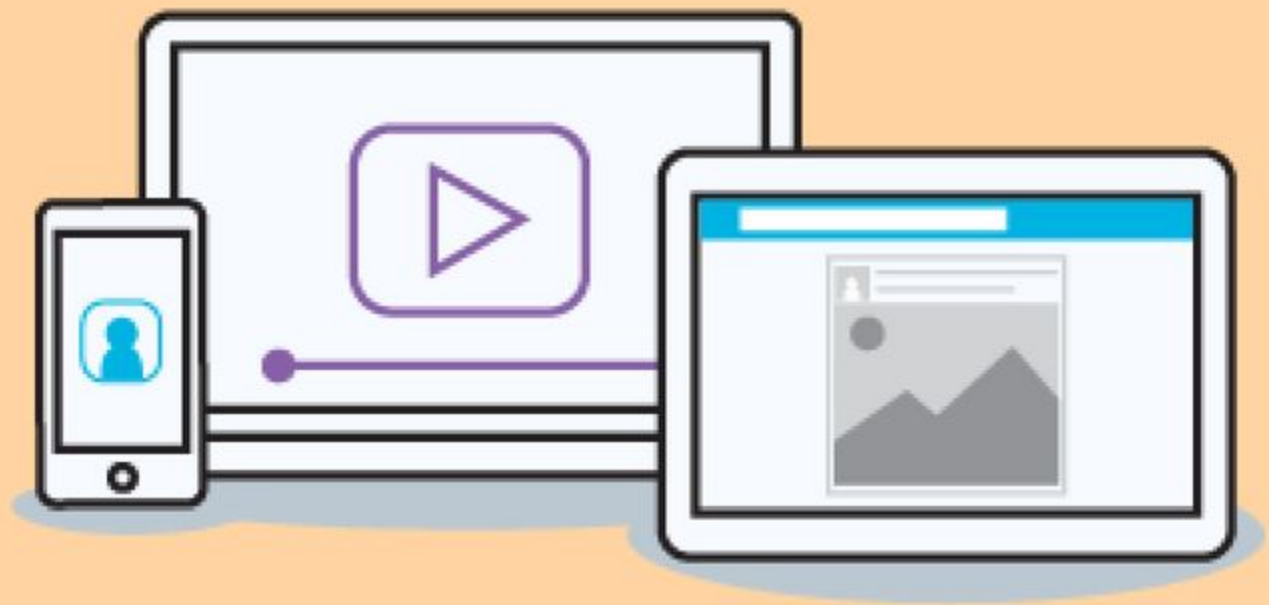
Both channels are free and popular among young professional and students. As Udacity is a leading online education website, target customer is usually focus on the younger generation who are highly interested in online studying and good at computer, internet and online surfing.



3. Showcase Work

Project 2

Market your Content





Step 1

Getting Started


Marketing Objective

Acquire 400 new signups for digital marketing nanodegree course in one month

KPI

The KPI for my marketing objective would be the number of new leads

Target Persona

| Background and Demographics | Target Persona Name | Needs |
|---|---|---|
| <ul style="list-style-type: none">1. FEMALE, 31 years old2. Single3. Undergraduate in Finance4. Works as Business Analyst in Investment Banks, less than 1 year5. Lives in NY6. 100K annual income | <p>Fei Wang</p>  | <ul style="list-style-type: none">1. Interested in learning Digital Sales and marketing ecosystem2. Need easy online access for classes3. Learn all relevant skills that valued by top companies in the field |
| Hobbies | Goals | Barriers |
| <p>Running, Travelling, Reading, Movies Playing Room Escape</p> | <ul style="list-style-type: none">1. Get a new job in IT or online social media firm2. Increase the numbers of followers on social media3. Start his/her own business and gain new skills | <ul style="list-style-type: none">1. Limited time to learn new program2. Easily get tired due to stress work3. New to the digital marketing field |



Step 2

Write a Blog Post

What is the theme and framework of your blog post?

Provide a brief summary of your blog post including the following:

1. Select a theme for your blog post:

- *Why have you decided to take the Digital Marketing Nanodegree Program?*

2. What is the framework of your blog post?

- *The Pixar framework*

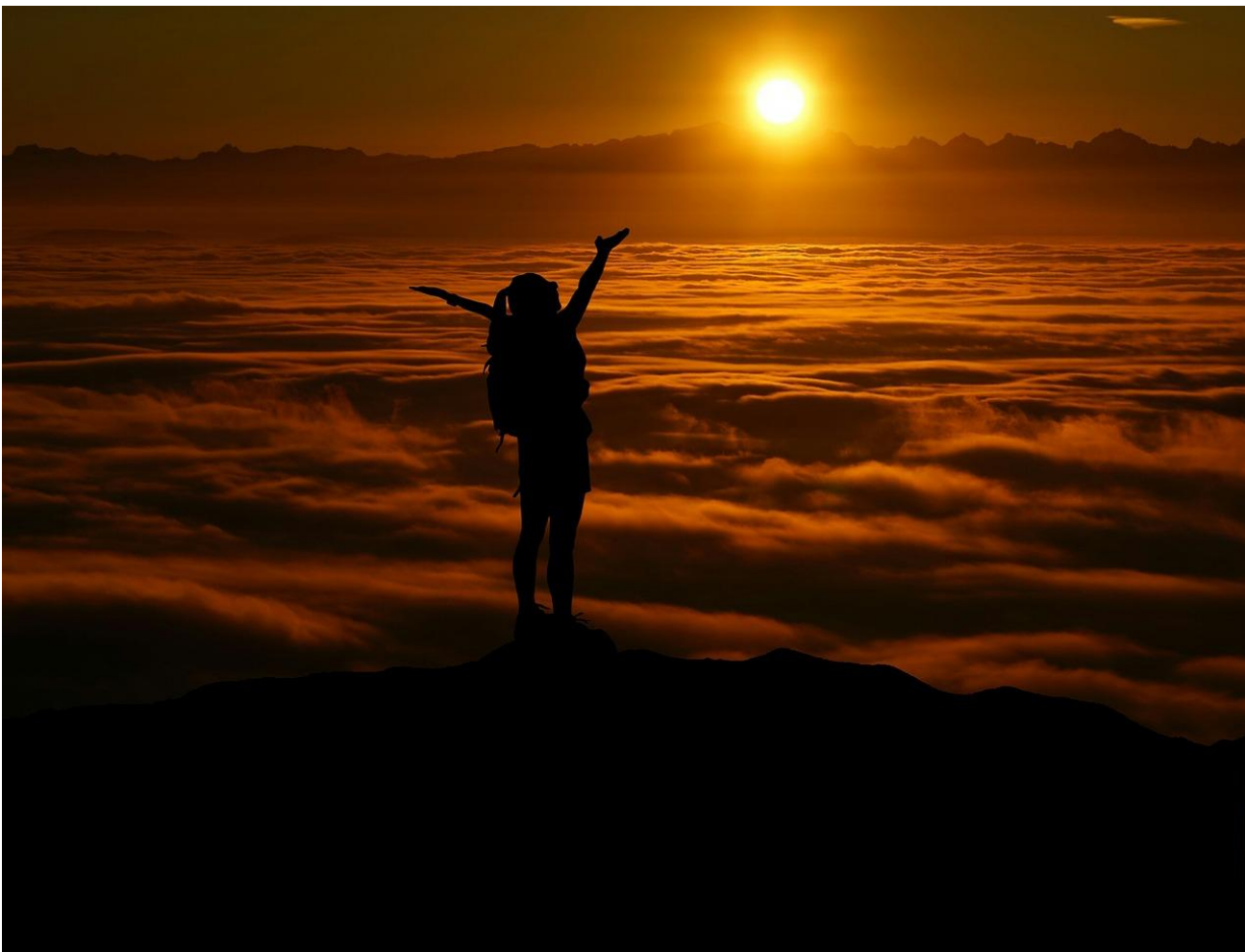
Write a blog post, with the theme you've chosen from the options above, in the space provided below.

Once there was a girl lived in NY and always thought change her current field to IT industry. Everyday she works under big pressure and does the boring accounting jobs in an investment banks. Until one day, her friend recommended Udacity to her and told her she could learn digital marketing course online with a simple smart phone and do real projects with FB and GOOGLE. Because of that, this girl registered the course and started her first online classes. Because of that, once she graduated, she jumped into social media IT firm to become a real digital marketer. Until then, this girl realized that changing the job to IT industry does not make her satisfaction, instead, having interest and energy on what she's doing everyday is the key to make her happy and satisfaction. Ever since then, this girl told herself be energetic and enjoy her life everyday and don't waste time on boring stuff since life is short!!!

Blog Post

Write a short blurb with an image summarizing what your blog post is about. Post the link to your full post on the bottom of this slide:

How Udacity changed my job and more important my life?





Step 3

Craft Social Media Posts

Summary

The Platform I choose is Facebook, Instagram and Twitter.

Facebook is the largest social media platform with most active users. Young people like to use this media platform to read news, find the recent updates from family and friends and post their recent news.

Instagram is very popular among fashion and young professionals. People are willing to post photos from their life and hobbies. Short videos are also get popular in this platform.

Twitter is more for business. Users like to share their thoughts, news and updates. It's a good platform to share latest industry trend in data or Tech industry.

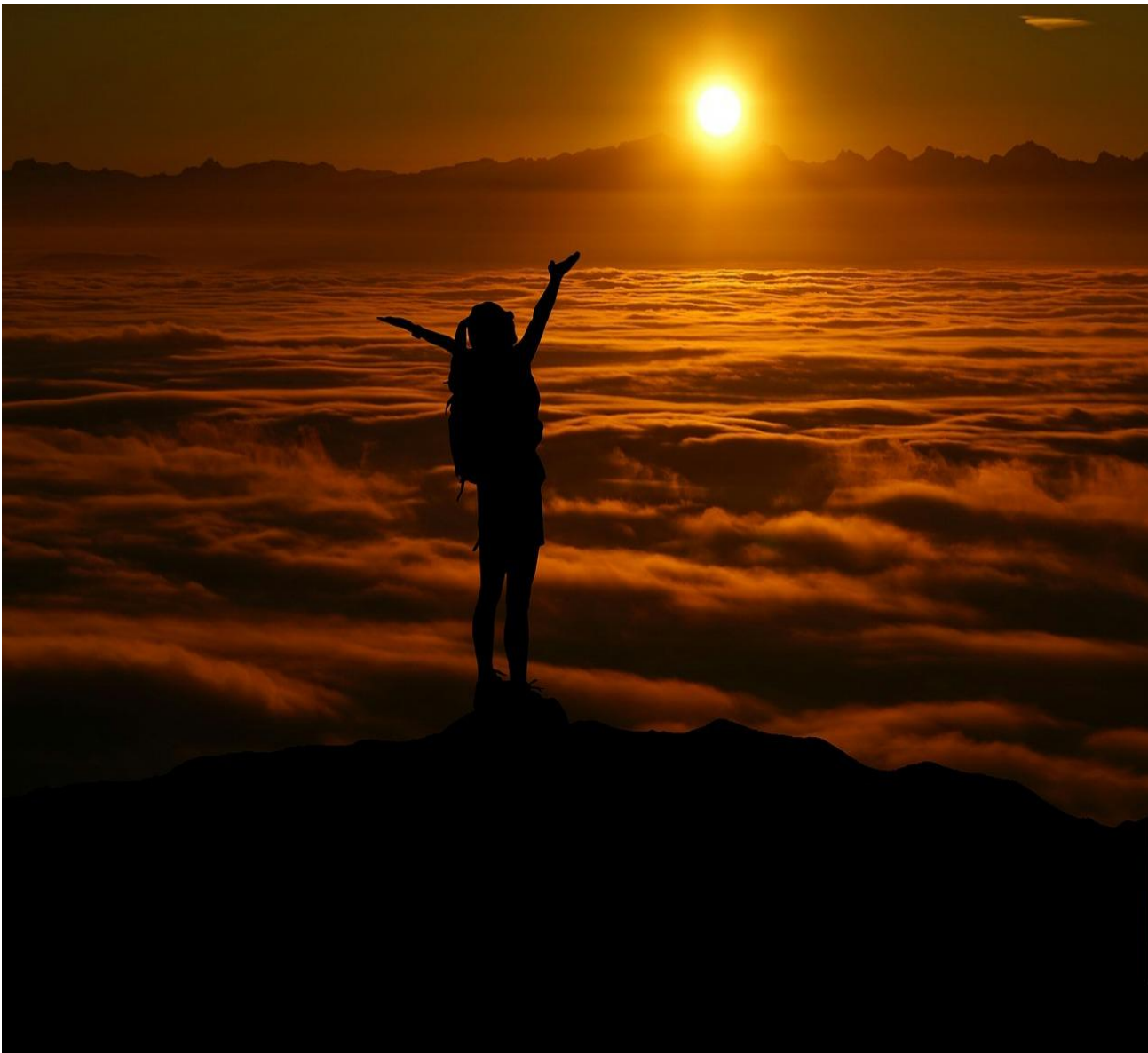
Platform 1 and Post

Facebook

How Udacity changed my job and more important my life?

Come to Udacity and start to create your high-income career in digital marketing. It's a journal to success.

Visit: myblog.com/dmnd



Platform 2 and Post

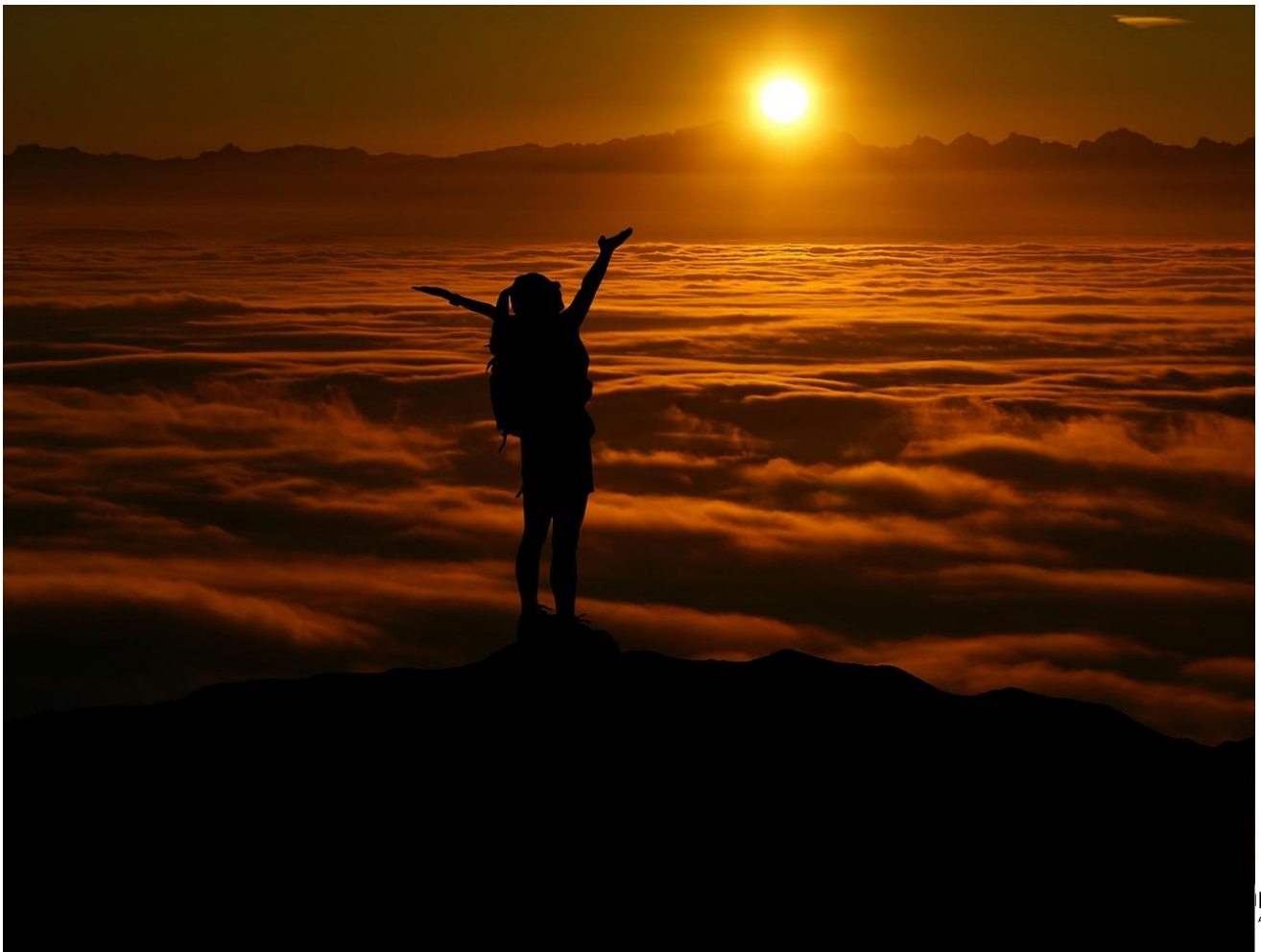
Instagram

Do you want to know How Udacity changed my job and more important my life?

Like my post and chat with me offline

Link: myblog.com/dmnd

#digitalmarketing #Udacity

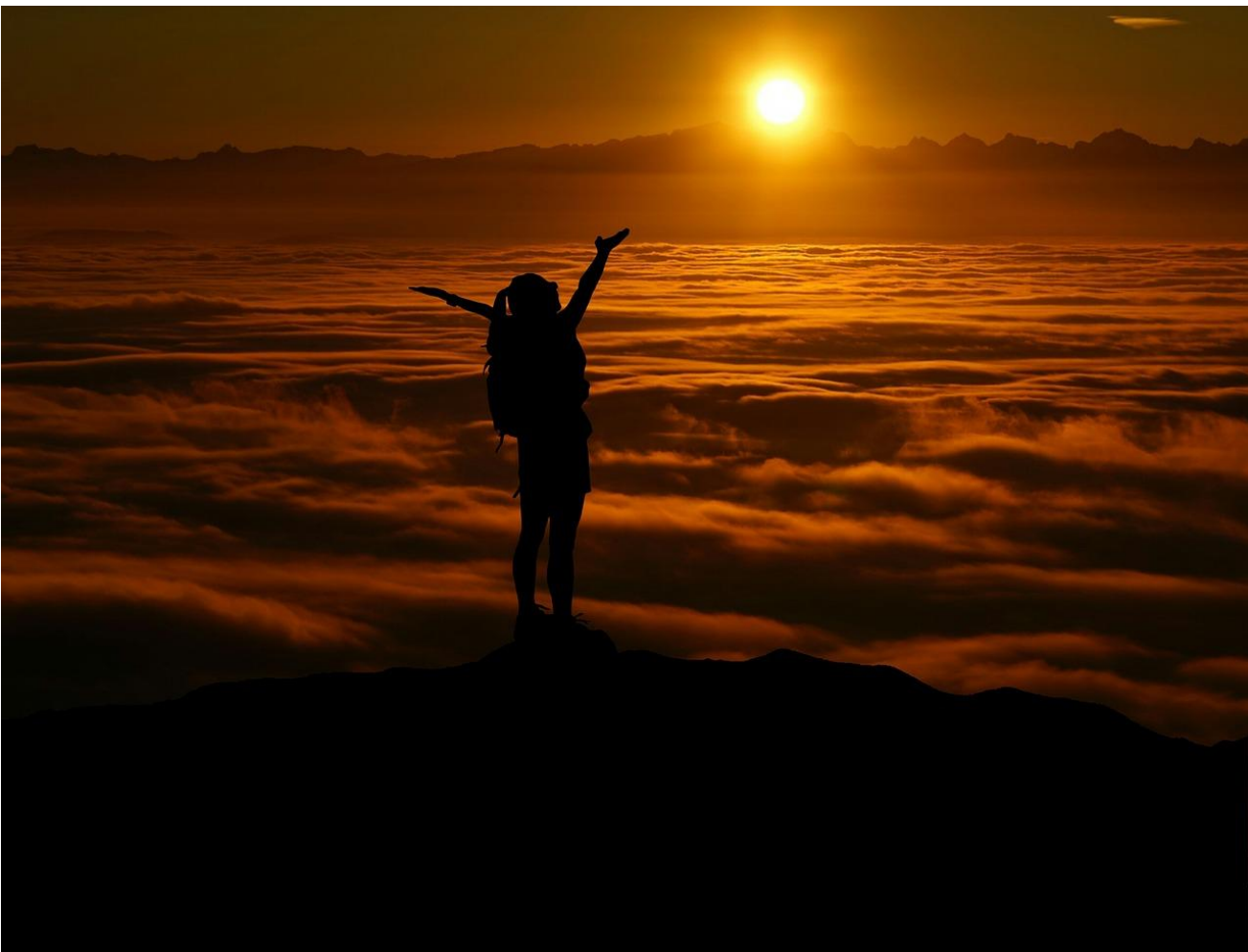


Platform 3 and Post

Twitter

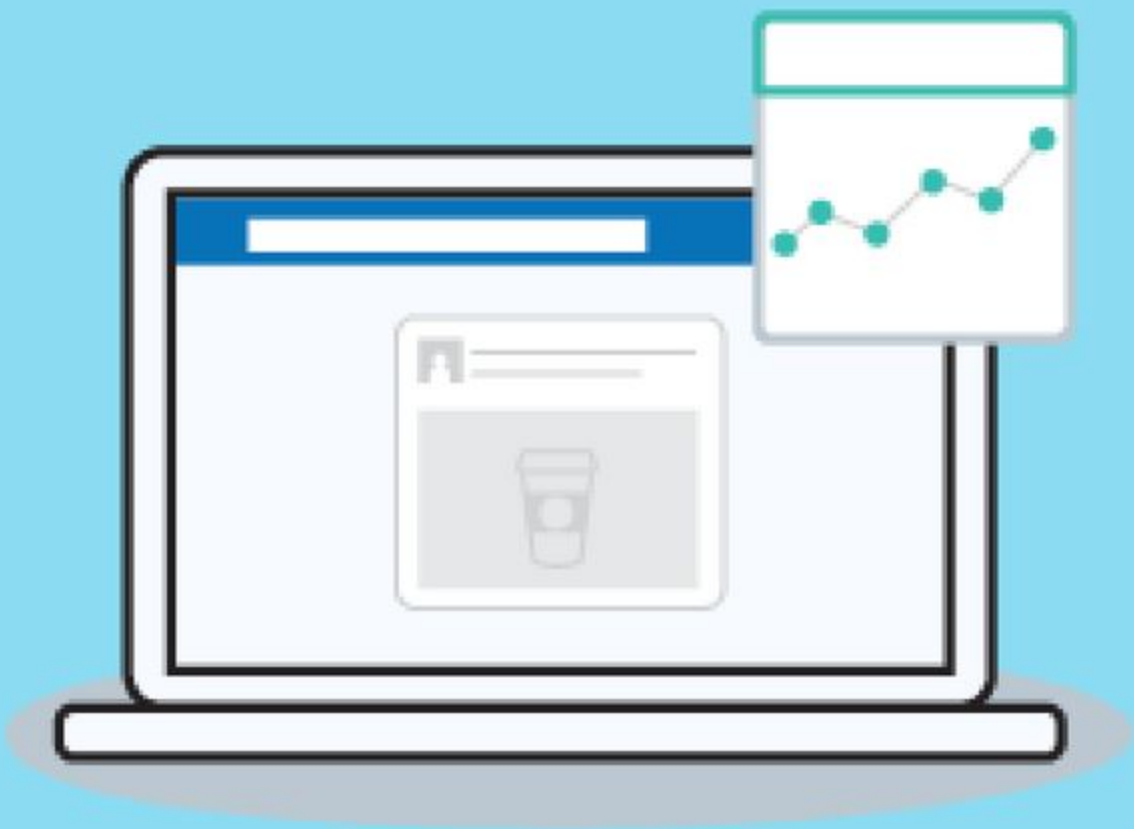
Do you want to know How Udacity changed my job and more important my life?

link: myblog.com/dmnd



Project 3 - Part 2

Run a Facebook Campaign



Campaign Approach

My campaign project is to promote DMND to potential customers by promoting a free social media ebook.

Marketing Objective

What marketing objective did you aim to achieve with your campaign?

Use 100 dollars budget and attract 100 new potential customer to DMND program and sign up for free ebook in two weeks

KPI

What primary KPI did you track in your campaign and why?

KPI is to get 100 new leads on DMND program.

Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?

I set my Ad target as below:

Locations: United States

Age: 18 - 40

Gender: All Men and Women

Languages: English (US) and English (UK)

Custom Audiences: Lookalike (US, 1%) - Udacity audience

Education - School - Udacity

Interests - Adwords, Coursera, facebook advertising, Udacity,
Social Media Marketing

Campaign Summary

2. What Ad Copy and Ad Creatives did you use?

I used single image ad for all three ads.

3. If you made any changes, please describe them.

I updated the age from 18-40 to 18-35 on the second day, deleted English (UK) under language, rewrote the ad description and changed ad photos.

Ad Images: Sample


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👍 Like 💬 Comment ➦ Share

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Today Only! Get your free copy of Social Media Advertising ebook and learn how to advertise on Facebook, Twitter, Instagram and other Social Media Sites!



DMND.UDACITY.COM
Start to build a high income career in Social Media

DOWNLOAD

👍 🤖 5

👍 Like 💬 Comment ➦ Share

Key Results

Present the most important metrics per ad

| Campaign | Results | Reach | Cost | Amount Spent |
|----------|---------|-------|------|--------------|
| Ad One | 3 | 1038 | 4.01 | 12.02 |
| Ad Two | 43 | 3662 | 1.11 | 47.80 |
| Ad Three | 24 | 2916 | 1.67 | 40.18 |
| Overall | 70 | 6533 | 1.43 | 100.00 |

Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.
 - a. Which ad performed best? **The second one**
 - b. Was your campaign ROI positive? Please use this equation to calculate ROI:
 - i. $(\$15 \times 70) / 100 = \text{ROI for DMND} = 10.50$

Marketing Challenge Reference

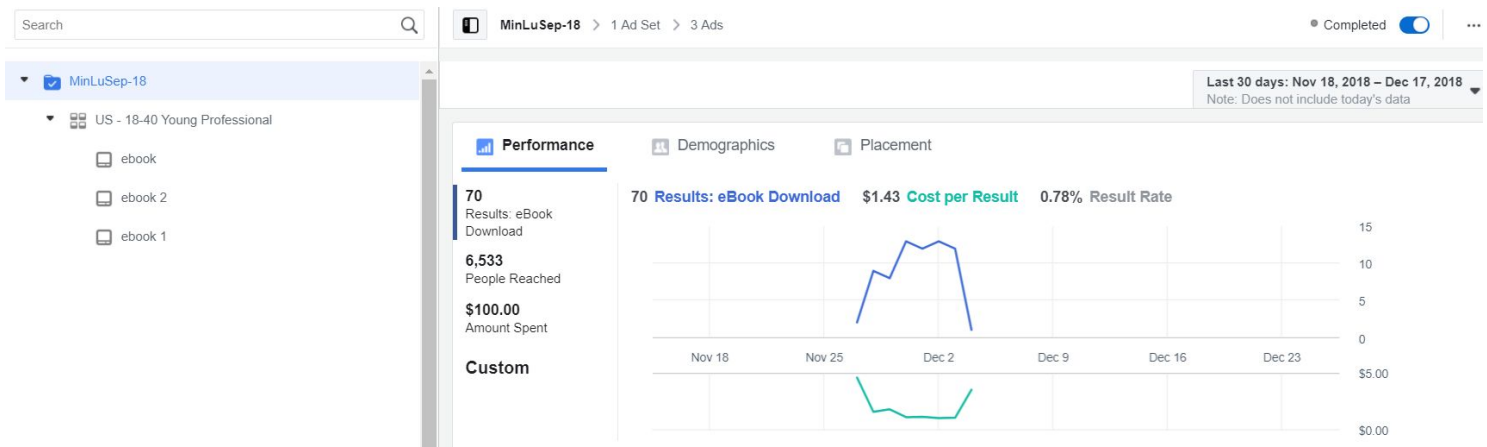
- **DMND:** conversion value (revenue) of \$15 per collected email address

Campaign Evaluation: Recommendations

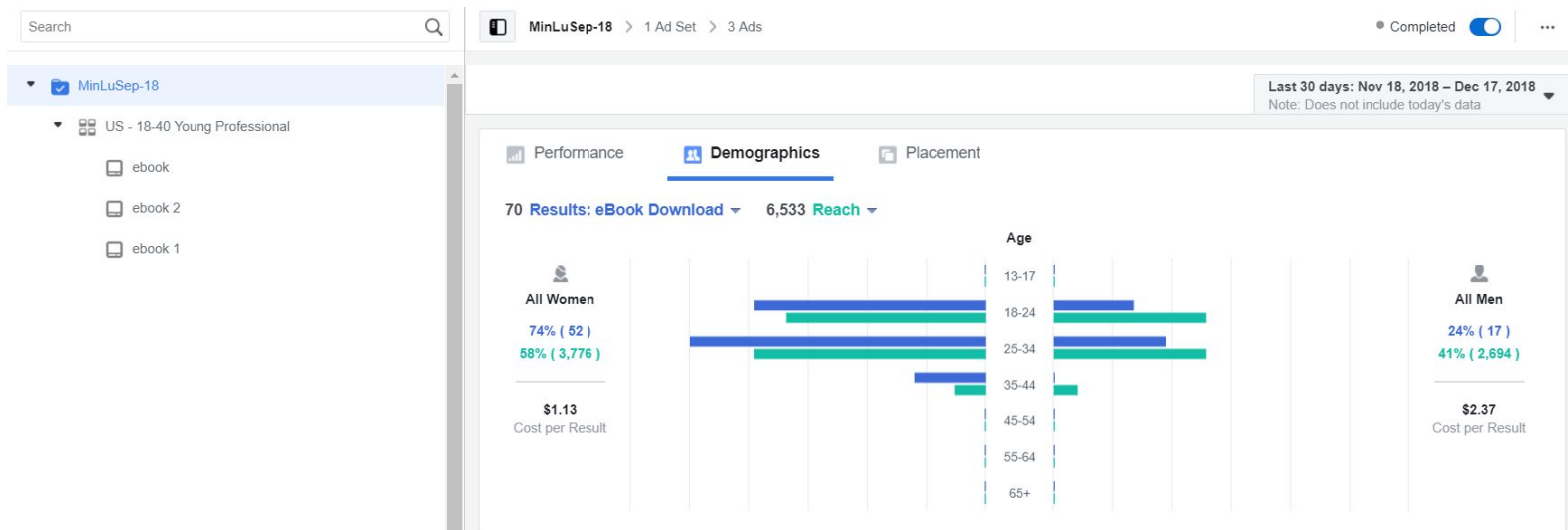
If you had additional budget, how would approach your next campaign?

I will keep my second and third campaign, and will try the ads target with different region, interests, and ad placement.

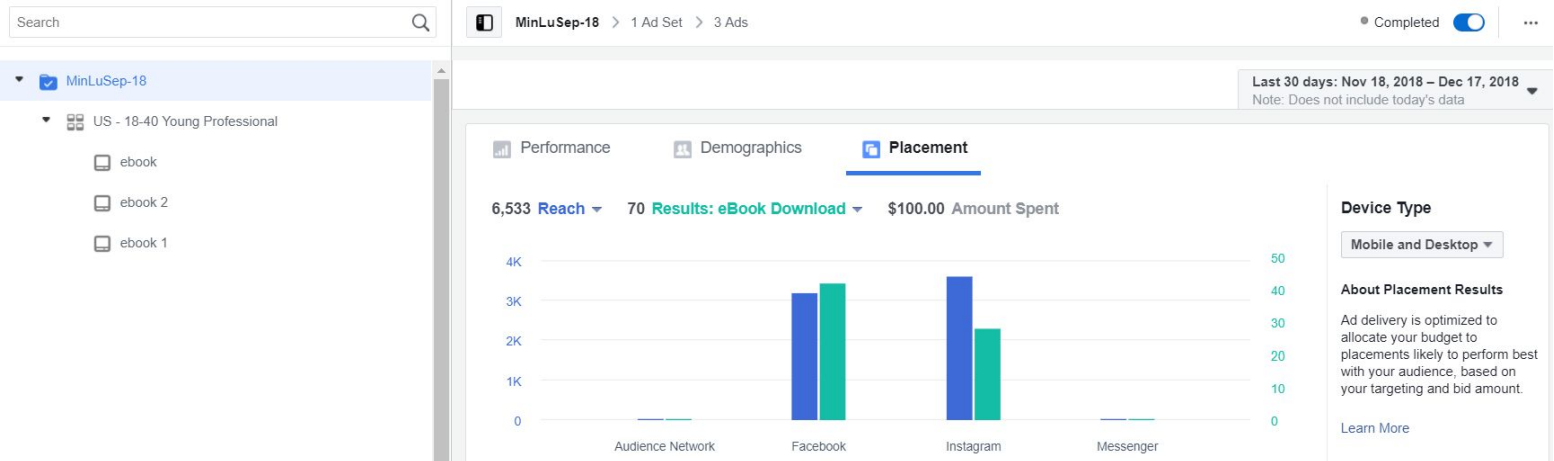
Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

Q Search Filters Campaign Name: minlu Save Filter Clear Last 30 days: Nov 19, 2018 – Dec 18, 2018 Note: Does not include today's data

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads 1 selected

+ Create Duplicate Edit Rules View Setup Columns: Performance Breakdown Reports

| Ad Set Name | Results | Reach | Impressions | Cost per Result | Amount Spent | Ends | Schedule | Link Clicks |
|--|-----------------|-----------------|--------------|-----------------------|-----------------------|----------------------|-----------------------------------|-------------|
| <input type="checkbox"/> US - 18-40 Young Professional | 70 eBook Dow... | 6,533 | 8,975 | \$1.43 Per eBook D... | \$100.00 | Dec 4, 2018 | Nov 27, 2018 – Dec 4, 2018 7 days | 108 |
| Results from 1 ad set | | 70 eBook Dow... | 6,533 People | 8,975 Total | \$1.43 Per eBook D... | \$100.00 Total Spent | | 108 Total |

Ad Set Data: Delivery

Q Search

Filters

Campaign Name: minlu

+

Save Filter

Clear

Last 30 days: Nov 19, 2018 – Dec 18, 2018

Note: Does not include today's data

Account Overview

Campaigns1 selected

Ad Sets for 1 Campaign

Ads1 selected

+ Create

Duplicate

Edit

Rules

View Setup

Columns: Delivery

Breakdown

Reports

| | Ad Set Name | Delivery | Reach | Frequency | Cost per 1,000 People Reached | Impressions | CPM (Cost per 1,000 Impressions) |
|--|--|--|-----------------|--------------------|-------------------------------------|----------------|----------------------------------|
| | <div><div></div><div>US - 18-40 Young Professional</div></div> | <div><div></div><div>Completed</div></div> | 6,533 | 1.37 | \$15.31 | 8,975 | \$11.14 |
| | Results from 1 ad set | | 6,533 People | 1.37 Per Person | \$15.31 Per 1,000 People Reached | 8,975 Total | \$11.14 Per 1,000 Impressions |

Ad Set Data: Engagement

Q Search ▾

Filters ▾

Campaign Name: minlu X +

Save Filter

Clear

Last 30 days: Nov 19, 2018 – Dec 18, 2018
Note: Does not include today's data ▾

Account Overview

Campaigns 1 selected X

Ad Sets for 1 Campaign

Ads 1 selected X

+ Create

Duplicate ▾

Edit ▾


Rules ▾

View Setup ☐

Columns: Engagement ▾

Breakdown ▾

Reports ▾

| <input type="checkbox"/> | Ad Set Name ▾ |  Delivery ▴ | Post Reactions | Post Comments | Post Shares | Link Clicks | Page Likes | CPC (Cost per Link Click) ① |
|---------------------------|---|--|----------------|---------------|-------------|--------------|------------|-----------------------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> US - 18-40 Young Professional | ● Completed | 20 | — | 1 | 108 | — | \$0.93 |
| ▶ Results from 1 ad set ① | | | 20 Total | — Total | 1 Total | 108 Total | — Total | \$0.93 Per Action |

Project 4

Conduct an SEO Audit




Marketing Objective & KPI

- **Marketing Objective** - Perform an on-site and off-site SEO audit and conduct three site performance tests to improve the Digital Marketing Nanodegree Program.

Acquire 400 new signups by the end of January 2019

- **KPI** - The number of new leads

Target Persona

| Background and Demographics | Target Persona Name | Needs |
|---|---|---|
| <ul style="list-style-type: none">1. FEMALE, 31 years old2. Single3. Undergraduate in Finance4. Works as Business Analyst in Investment Banks, less than 1 year5. Lives in NY6. 100K annual income | <p>Fei Wang</p>  | <ul style="list-style-type: none">1. Interested in learning Digital Sales and marketing ecosystem2. Need easy online access for classes3. Learn all relevant skills that valued by top companies in the field |
| Hobbies | Goals | Barriers |
| <p>Running, Travelling, Reading, Movies Playing Room Escape</p> | <ul style="list-style-type: none">1. Get a new job in IT or online social media firm2. Increase the numbers of followers on social media3. Start his/her own business and gain new skills | <ul style="list-style-type: none">1. Limited time to learn new program2. Easily get tired due to stress work3. New to the digital marketing field |

Keywords

1. Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to this page. Be sure to use a mix of branded and non-branded Keywords.

| | Head Keywords | Tail Keywords |
|---|-------------------|---|
| 1 | udacity | Digital marketing online course |
| 2 | Digital marketing | Udacity digital marketing nanodegree |
| 3 | Udacity dmnd | Udacity digital marketing review |
| 4 | Online ads | Udacity digital marketing nanodegree free |
| 5 | nanodegree | Online advertisement strategy |

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Digital marketing score 75

Which Tail Keyword has the greatest potential?

Udacity digital marketing nanodegree score 66

Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

URL: dmnd.udacity.com

Current

| | |
|------------------|--|
| Title Tag | Udacity Digital Marketing Nanodegree Program Website |
| Meta-Description | Blank |
| Alt-Tag | Blank |

Revision

| | |
|------------------|--|
| Title Tag | Udacity Digital Marketing Nanodegree |
| Meta-Description | Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing. |
| Alt-Tag | \$70B spent on digital marketing in U.S. A 360-degree Approach Real-world Projects for digital marketing |

Suggested Blog Topics

Three Blog topics that incorporate the highest potential Keywords. Below is a short summary (150 - 300 words max) as to why I chose those Keyword topics and what I might write about.

Topic 1 - short explanation

I choose Udacity digital marketing degree as title tag as it is brief and accurately describe the page's content. It's also under 65-75 characters.

Topic 2 - short explanation

This description summarize the key information per page and provide high quality,concise descriptions.

Topic 3 - short explanation

This ALT Tag will show the popularity of digital marketing in U.S. and thus make this course more attractive.

Technical Audit: Backlink Audit

List **three** of the top backlink URLs you discovered for the website. These backlinks should add value to the website and not be spam.

| | Backlink | Domain Authority (DA) |
|---|---|-----------------------|
| 1 | https://medium.com/@christineslfok/dear-fellow-career-changers-7b53323d5b0a | 94 |
| 2 | https://medium.com/@bglutz1/how-your-thirties-can-help-you-change-careers-digital-marketing-2498529c814a | 94 |
| 3 | https://dmnd.udacity.com/ebook?utm_source=sandratwp&utm_medium=blogimage&utm_campaign=DMNDP2 | 92 |

Link-Building

Using the [SEMRush](#) tool and research, strategize a link-building campaign.

Identify **three** websites that you think would be relevant, high traffic sites that you would like to gain backlinks from to help drive traffic to dmnd.udacity.com.

| | |
|------------------------|--------------------|
| Site Name | Medium |
| Site URL | medium.com |
| Organic Search Traffic | 10.8M |
| Site Name | seositecheckup |
| Site URL | seositecheckup.com |
| Organic Search Traffic | 5.2k |
| Site Name | NewYorkTimes |
| Site URL | newyorktimes.com |
| Organic Search Traffic | 17.9k |

Site Performance Audit: Performance Tests

For each of the submissions, please take a screenshot of your results and post your screenshot on your submission presentation.

1. Using the [Pinger](#) tool, research how many of DMND's website or your company's pages are indexed by Google.
2. Using the [Google Page Speed](#) Insights tool, perform a speed test of dmnd.udacity.com's or your company's mobile presence.
3. Using the [Think with Google](#) tool, assess the mobile-friendliness of the dmnd.udacity.com or your company's website.

Page Index

Using the [Pinger](#) tool, research how many of DMND's or your company's website pages are indexed by Google.

Explain why the number of pages indexed is important.

Google Indexed Pages: 0

It help us to understand the number of our sites pages that are in the search engines index and that are thus eligible to earn traffic.

SEO Tools »

Google Indexed Pages Checker

Google Indexed Pages Checker

Check how many pages Google has indexed for one website.

How do I use this tool? [+]

Enter Your URL

dmnd.udacity.com

Continue >>

Google Indexed Pages Checker

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

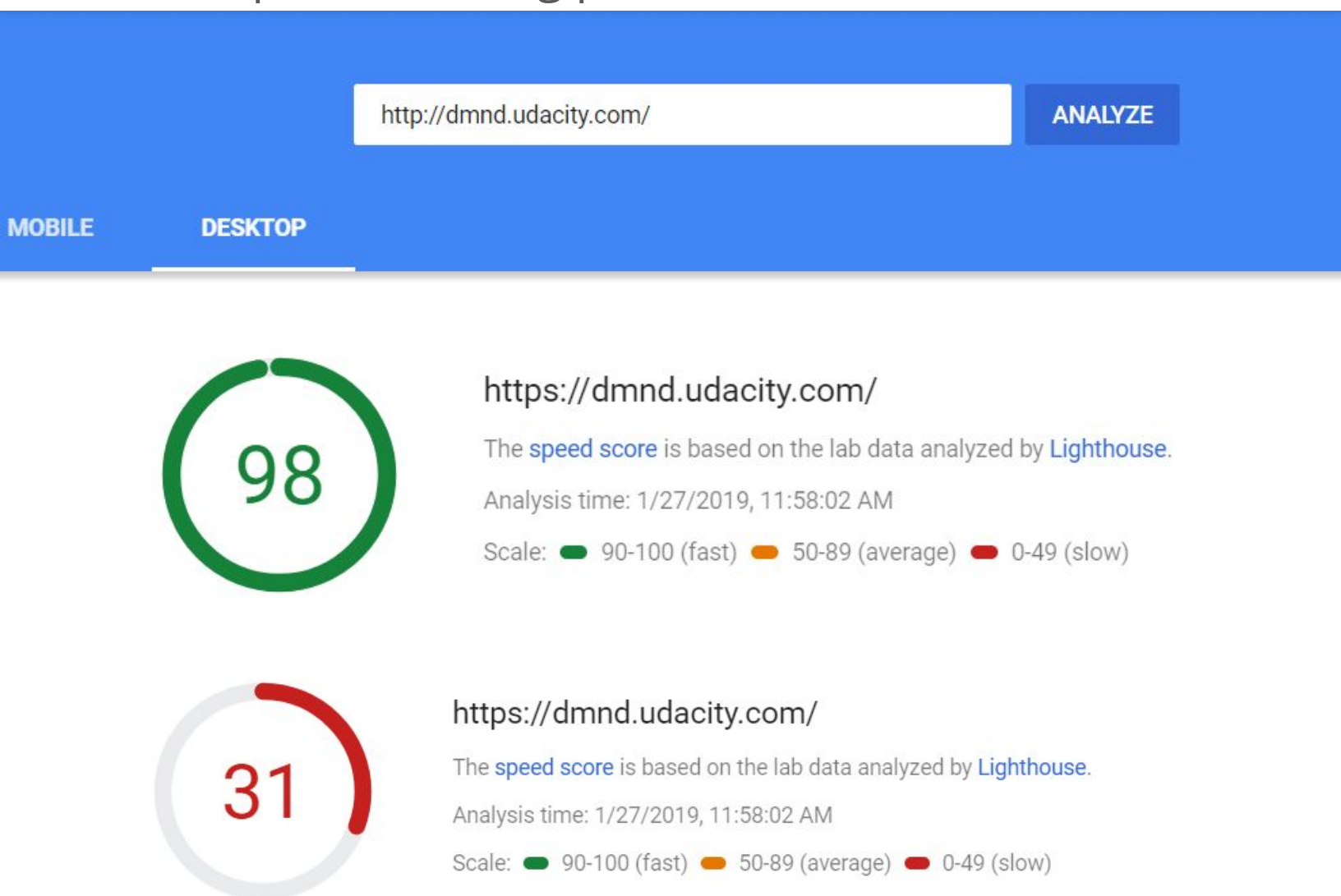
Page Speed

Using the [Google Page Speed](#) Insights tool, perform a speed test of dmnd.udacity.com's or your company's website's mobile presence.

Explain why evaluating the Page Speed is important.

Mobile score : 40 Desktop score: 98

Side speed will be used by their algorithms as a ranking factor in search engine results in Google. High score improve ranking potential.



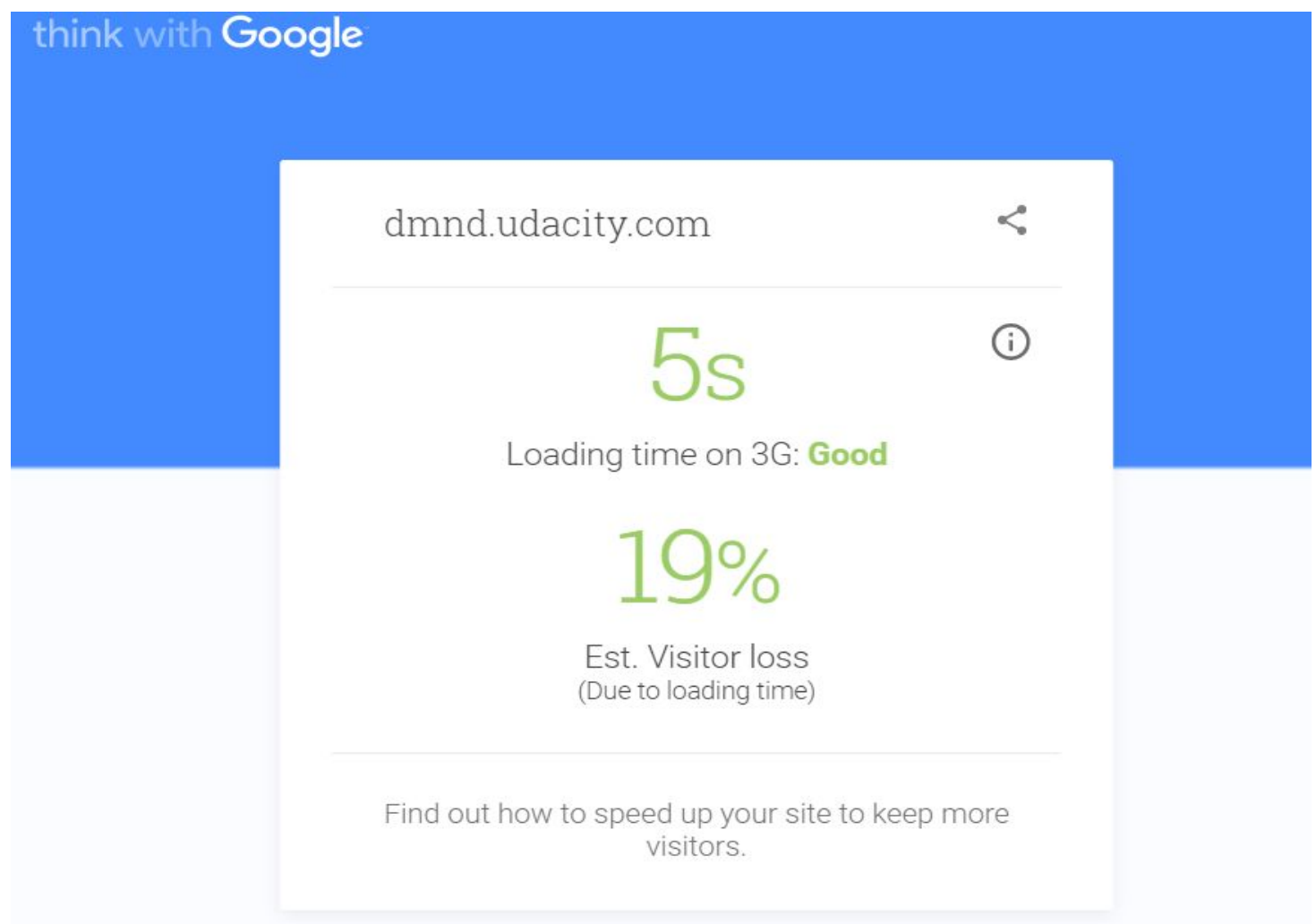
Mobile-Friendly Evaluation

Using the [Think with Google](#) tool, assess the mobile-friendliness of the dmnd.udacity.com website.

Explain why having a mobile-optimized is important.

Loading time on 3G is good. It takes 5s to load page and estimate visitor loss is 19%.

Mobile friendliness is also a key factor in determining the ranking. More people today search on mobile than desktop.



Recommendations

Now take a moment to evaluate your findings and provide at least three recommendations you would make to DMND to improve their website from an SEO perspective. (250 - 500 word max)

1. Build more links to drive traffic to dmnd page. for exmaple, newyorktimes.com etc. Currently the Google Indexed pages is n/a.
2. Improve the mobile speed score by serving images in next-gen formats and eliminate render-blocking resources
3. Improving mobile friendly score by renderblocking JS and optimize images.

Project 5 - Part 2

Run an AdWords Campaign



1. Approach Description

- I run a search campaign for the free course :Intro to Inferential Statistics. My country location is India. Campaign Budget is \$50 and daily Budget is \$10. I will place campaign for two groups of ads focused on different stages of customer journals : awareness and action

2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?
2. What primary KPI are you going to track in your campaign?

1. Marketing objective is to bring 1000 new potential customer with 50 budget for 5 days.
2. Get 1000 sign up in next 5 days.

Ad Group #1: Awareness Ads & Keyword Lists

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 www.udacity.com/course/free

Enhance your statistics knowledge today and explore how Udacity will change your career

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Keyword List:

Analytics courses, basic statistics, coursera, data analytics training, learn data science, nanodegree, online mobile, online statistics course, online statistics degree, stat, statistic, statistical learning, statistical methods, statistics, statistics course, statistics free course, statistics website, udacity, udacity courses, udacity nanodegree.

Ad Group #2: Action Ads & Keyword List

Master statistics | Get your free course today

 www.udacity.com/course/statistics

Master In-Demand Skills, Design Amazing Projects & Expand Your Opportunities.

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 www.udacity.com/course/statistics

Try our statistics course and get your nanodegree in 3 months

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[Read Student Reviews](#)

Keyword List:

Analytics courses, basic statistics, coursera, data analytics training, learn data science, nanodegree, online mobile, online statistics course, online statistics degree, stat, statistic, statistical learning, statistical methods, statistics, statistics course, statistics free course, statistics website, udacity, udacity courses, udacity nanodegree.

Key Campaign Results (Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

| Ad Group | Max. CPC Bid | Impr. | Clicks | CTR | Avg. Cost per Click | Conv. | CR | Cost per Conv. | Cost |
|-------------------------------|--------------|-------------|-----------|--------------|---------------------|----------|----------|----------------|------------|
| <i>Statistics - Action</i> | \$3.00 | 2206 | 55 | 2.49% | \$0.84 | 0 | 0 | 0 | \$46.37 |
| <i>Statistics - Awareness</i> | \$3.00 | 473 | 16 | 3.38% | \$0.85 | 0 | 0 | 0 | \$13.63 |
| Total | | 2679 | 71 | 2.65% | \$0.86 | 0 | 0 | 0 | 060 |

Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

| Ad | Clicks | CTR | Avg. Cost per Click | Conv. | CR | Cost per Conv. |
|-------------------------|----------|--------------|------------------------------|----------|----------|----------------------|
| <i>Ad Group 1, Ad 1</i> | 49 | 2.7% | \$0.87 | 0 | 0 | 0 |
| <i>Ad Group 1, Ad 2</i> | 14 | 3.61% | \$0.69 | 0 | 0 | 0 |
| <i>Ad Group 2, Ad 1</i> | 6 | 1.53% | \$0.66 | 0 | 0 | 0 |
| <i>Ad Group 2, Ad 2</i> | 2 | 2.35% | \$2.02 | 0 | 0 | 0 |

Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

| Keyword | Clicks | CTR | Avg. Cost per Click | Conv. | CR | Cost per Conv. |
|-----------------------------------|--------|-------|------------------------------|-------|----|----------------------|
| <i>Learn data science</i> | 1 | 5.88% | \$2.63 | 0 | 0 | 0 |
| <i>Analytics Courses</i> | 1 | 5.88% | \$2.22 | 0 | 0 | 0 |
| <i>Statistics</i> | 3 | 6.38% | \$0.52 | 0 | 0 | 0 |

Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- My campaign result a negative ROI. The conversion rate is lower than the expectation. I have spent \$0.86 per click. And this number is far away from my max.CPC bid.
- Ad group : Statistics - Action, ads: Learn statistics and keywords online mobile led to the highest click. The reason is that I put the descaption as “get your nanodegree in 3 months’. The short term online courses are very attractive these days.
- When keywords are more general, it looks it is subject to higher competition in AdWords.i.e. online mobile
- Keywords “Learn data science” is the best keywords for this course since it is more relevant to our subject and drive most of clicks.

Recommendations for future campaigns

Imagine you had additional budget, how would you use it, given your campaign evaluation?

- I will focus on my first ad groups as they drives most of clicks. I will use more detailed keywords to target my customer based on their interest.
- I plan to set up a A/B test to test on my first ad groups. I will keep everything same but change the list of keywords.
- I will not change anything to the landing page. I think it's good enough.

Example: Ad Groups

| + Find ad groups | | | | | | | | | | | | |
|---|------------------------|----------------|-------------------|---------------|----------|-------|-------|----------|---------|-------------|--------------|------------|
| Ad group status: All but removed Add filter | | | | | | | | | | | | |
| <input type="checkbox"/> | Ad group | Status | Default max. CPC | Ad group type | ↓ Clicks | Impr. | CTR | Avg. CPC | Cost | Conversions | Cost / conv. | Conv. rate |
| <input type="checkbox"/> | Statistics - Action | Campaign ended | \$3.00 (enhanced) | Standard | 55 | 2,206 | 2.49% | \$0.84 | \$46.37 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> | Statistics - Awareness | Campaign ended | \$3.00 (enhanced) | Standard | 16 | 473 | 3.38% | \$0.85 | \$13.63 | 0.00 | \$0.00 | 0.00% |
| Total: ... | | | | | 71 | 2,679 | 2.65% | \$0.85 | \$60.00 | 0.00 | \$0.00 | 0.00% |
| Total: ... | | | | | 0 | 0 | — | — | — | 0.00 | — | 0.00% |
| Total: ... | | | | | 71 | 2,679 | 2.65% | \$0.85 | \$60.00 | 0.00 | \$0.00 | 0.00% |




























Example: Ads

Ad status: All but removed Add filter

| <input type="checkbox"/> | <input checked="" type="radio"/> | Ad | Ad type | ↓ Clicks | Impr. | CTR | Avg. CPC | Cost | Conversions | Cost / conv. | Conv. rate |
|----------------------------|----------------------------------|---|------------------|----------|-------|-------|----------|---------|-------------|--------------|------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | Learn statistics Start your free course today www.udacity.com/course/statistics Try our statistics course and get your nanodegree in 3 months | Expanded text ad | 49 | 1,814 | 2.70% | \$0.87 | \$42.44 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Master Statistics Get your free course today www.udacity.com/course/free Master In-Demand Skills, Design Amazing Projects & Expand Your Opportunities. | Expanded text ad | 14 | 388 | 3.61% | \$0.69 | \$9.60 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Master statistics Get your free course today www.udacity.com/course/statistics Master In-Demand Skills, Design Amazing Projects & Expand Your Opportunities. | Expanded text ad | 6 | 392 | 1.53% | \$0.66 | \$3.93 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Learn statistics Try your free course today www.udacity.com/course/free Enhance your statistics knowledge today and explore how Udacity will change your career | Expanded text ad | 2 | 85 | 2.35% | \$2.02 | \$4.03 | 0.00 | \$0.00 | 0.00% |
| Total: All but removed ads | | | | 71 | 2,679 | 2.65% | \$0.85 | \$60.00 | 0.00 | \$0.00 | 0.00% |
| Total: Experiments | | | | 0 | 0 | — | — | \$0.00 | 0.00 | \$0.00 | 0.00% |
| Total: Campaign | | | | 71 | 2,679 | 2.65% | \$0.85 | \$60.00 | 0.00 | \$0.00 | 0.00% |

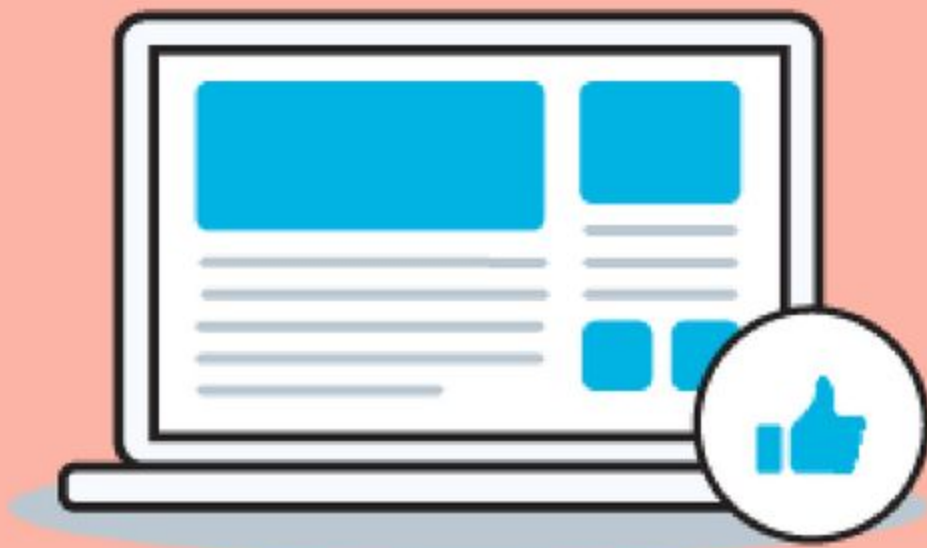
Example: Keywords

 Keyword status: **All but removed** [Add filter](#)

| <input type="checkbox"/> |  | Keyword |   | Policy details | Final URL | Clicks | Impr. | CTR | Avg. CPC | ↓ Cost | Conversions | Cost / conv. | Conv. rate |
|--|---|-------------------------|---|----------------|-----------|--------|-------|--------|----------|---------|-------------|--------------|------------|
| Total: All but removed keyw...  | | | | | | 71 | 2,679 | 2.65% | \$0.85 | \$60.00 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> |  | learn data science |   | Approved | — | 1 | 17 | 5.88% | \$2.63 | \$2.63 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> |  | analytics courses |   | Approved | — | 1 | 17 | 5.88% | \$2.22 | \$2.22 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> |  | statistics |   | Approved | — | 3 | 47 | 6.38% | \$0.52 | \$1.57 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> |  | data analytics training |   | Approved | — | 1 | 5 | 20.00% | \$1.28 | \$1.28 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> |  | statistics |   | Approved | — | 3 | 33 | 9.09% | \$0.36 | \$1.09 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> |  | coursera |   | Approved | — | 1 | 81 | 1.23% | \$1.07 | \$1.07 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> |  | udacity |   | Approved | — | 1 | 4 | 25.00% | \$1.06 | \$1.06 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> |  | statistics course |   | Approved | — | 1 | 3 | 33.33% | \$0.55 | \$0.55 | 0.00 | \$0.00 | 0.00% |

Project 6

Evaluate a Display Campaign



Assumptions

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

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
 $\times 0.002 = \# \text{ of Student Sign Ups}$

Note: Please round to the nearest whole number

CPA: Cost of Campaign / # sign ups = CPA

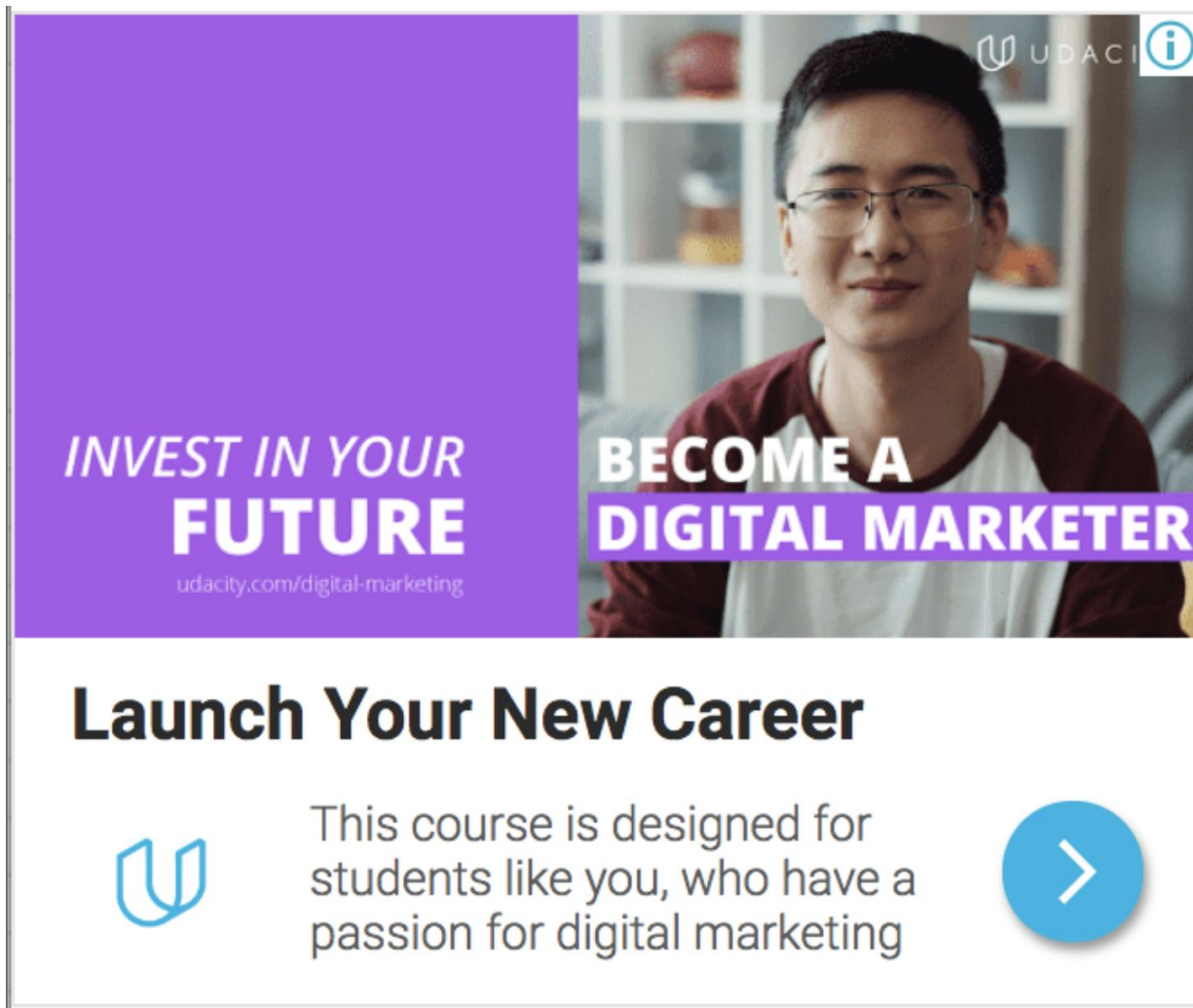
Note: Please round to the nearest cent

ROI: $[(299 \text{ Profit}) - \text{CPA}] \times \# \text{ of Student Sign Ups} = \text{ROI}$

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

| Status | Default max. CPC | Ad rotation | Clicks | Impr. | CTR | Avg. CPC |
|----------------|-------------------|-------------|--------|---------|-------|----------|
| Campaign ended | \$3.00 (enhanced) | -- | 1,243 | 200,957 | 0.62% | \$0.36 |



The advertisement features a purple background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a man with glasses wearing a maroon and white shirt, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner. Below the image, the text "Launch Your New Career" is displayed, followed by a description of the course and a blue arrow button.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

DIGITAL MARKETING
NANODEGREE PROGRAM

Results:

Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. Highlight Key Results
- 3. What was the overall ROI of the campaign? Was it Positive or Negative?

| Creative | Clicks | Impressions | CTR | Avg CPC |
|------------------|-----------------|----------------|-----------|---------|
| Campaign Results | 1243 | 200957 | 0.62% | \$0.36 |
| Cost | Conversion Rate | # New Students | CPA | ROI +/- |
| \$488.95 | 0.2% | 2 | \$244.475 | 109.05 |

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting)

Suggestion 1: A/B testing on keywords for the target customer




Suggestion 2: Change the ads photo

Suggestion 3: A/B testing on wording of the ads

Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

| us | Default max. CPC | Ad rotation | Clicks | Impr. | CTR | Avg. CPC | Cost | Ad group type |
|---------------|----------------------|-------------|--------|--------|-----|----------|----------|---------------|
| ampaign ed | \$5.00 (enhanced) | — | 407 | 67,833 | .6% | \$0.57 | \$231.99 | Display |



After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.


Anke A. | Program Lead, Digital Marketing

Enroll Today >

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

Udacity



Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative?

| Creative | Clicks | Impressions | CTR | Avg CPC |
|------------------|-----------------|----------------|----------|---------|
| Campaign Results | 407 | 67833 | 6% | \$0.57 |
| Cost | Conversion Rate | # New Students | CPA | ROI +/- |
| \$231.99 | 0.2% | 1 | \$231.99 | \$67.01 |

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting etc...)

Suggestion 1: Change target customer

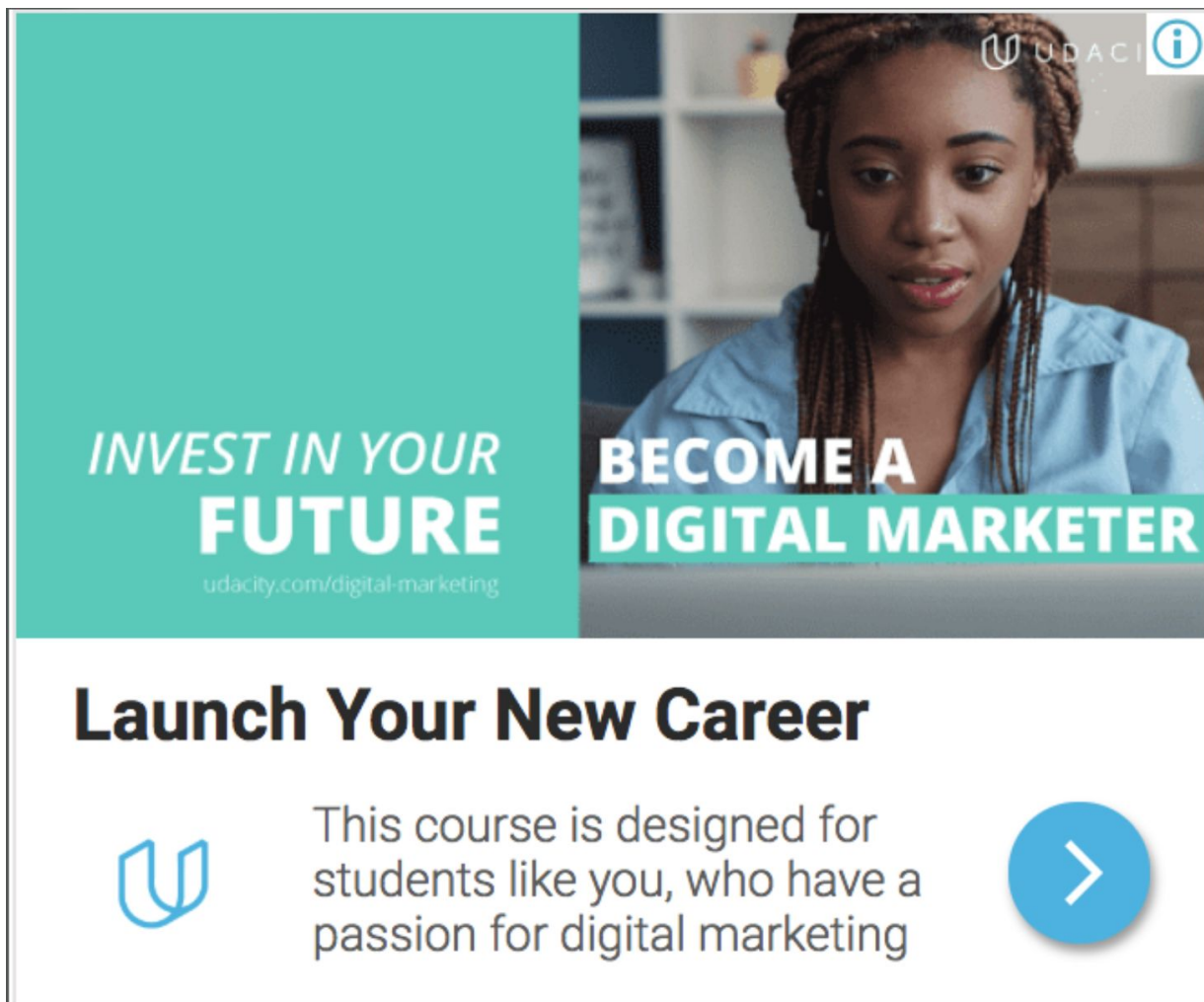
Suggestion 2: Lower the max.CPC

Suggestion 3: A/B testing on wording of ads

Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

|  |  | Ad group  | Status | Default max. CPC | Ad rotation | Clicks | Impr. | CTR | Avg. CPC | Cost | Ad group type |
|---|--|--|----------------|----------------------|-------------|--------|---------|------|----------|----------|---------------|
|  |  | Remarketing | Campaign ended | \$3.00 (enhanced) | -- | 670 | 109,994 | .61% | \$0.35 | \$234.50 | Display |





The ad is a rectangular banner. The top half features a teal background on the left with the text "INVEST IN YOUR FUTURE" in white, followed by the URL "udacity.com/digital-marketing". On the right, there's a photo of a woman with braids looking at a laptop, with the text "BECOME A DIGITAL MARKETER" overlaid in white. The bottom half has a white background with the heading "Launch Your New Career" in bold black. Below this is the Udacity logo, the text "This course is designed for students like you, who have a passion for digital marketing", and a large blue circular button with a white right-pointing arrow. In the top right corner of the ad, there's a small Udacity logo and an information icon. In the bottom right corner, outside the main ad area, is the text "DIGITAL MARKETING NANODEGREE PROGRAM" with a small speaker icon.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

 This course is designed for students like you, who have a passion for digital marketing



DIGITAL MARKETING
NANODEGREE PROGRAM

Results: Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. What was the overall ROI of the campaign? Was it Positive or Negative?

| Creative | Clicks | Impressions | CTR | Avg CPC |
|------------------|-----------------|----------------|----------|---------|
| Campaign Results | 670 | 109994 | 0.61% | \$0.35 |
| Cost | Conversion Rate | # New Students | CPA | ROI +/- |
| \$234.50 | 0.2% | 1 | \$234.50 | 64.50 |

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or changes to targeting, etc...)

Suggestion 1: A/B testing on changing images of ads

Suggestion 2: A/B testing on wording of ads

Suggestion 3: Add promotion on remarketing ads

Which campaign performed the best? Why?

Considering the 3 campaigns below, state which one had the best performance and why.

The first campaign performed best as it got more impression and attracted more new customer. And also it drives most of revenue.

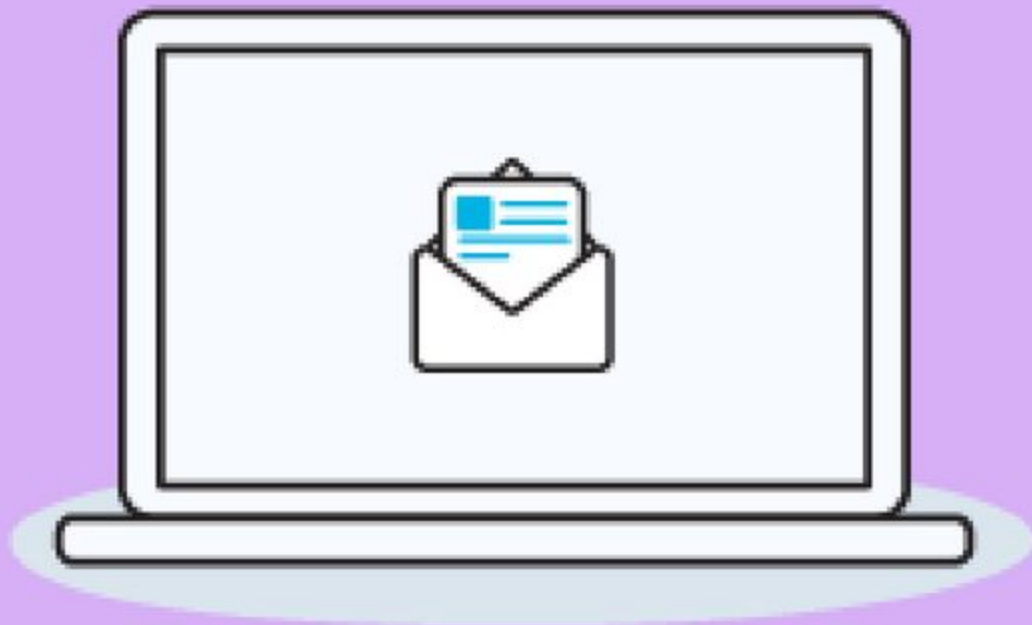
Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- I will split my target customer into two segments:
Students and young professionals
- I will use different ad groups and targeting for these two segments of potential customer.
- I will change the image and use A/B testing to test the image and wording of my ads.
- For remarketing customer, I will add on small promotion.
- No change will be made on landing page

Project 7


Market with Email



Marketing Objective & KPI

- **Marketing Objective** - Attract 400 new customer to try our free courses and register digital marketing nanodegree in one month
- **KPI** - The number of new leads and conversions

Target Persona

| Background and Demographics | Target Persona Name | Needs |
|---|---|---|
| <ol style="list-style-type: none">1. FEMALE, 31 years old2. Single3. Undergraduate in Finance4. Works as Business Analyst in Investment Banks, less than 1 year5. Lives in NY6. 100K annual income | <p>Fei Wang</p>  | <ol style="list-style-type: none">1. Interested in learning Digital Sales and marketing ecosystem2. Need easy online access for classes3. Learn all relevant skills that valued by top companies in the field |
| Hobbies | Goals | Barriers |
| <p>Running, Travelling, Reading, Movies Playing Room Escape</p> | <ol style="list-style-type: none">1. Get a new job in IT or online social media firm2. Increase the numbers of followers on social media3. Start his/her own business and gain new skills | <ol style="list-style-type: none">1. Limited time to learn new program2. Easily get tired due to stress work3. New to the digital marketing field |

Email Series

Email 1: Our new digital marketing nanodegree

Email 2: Explore the benefits and worlds of learning digital marketing

Email 3: Try our free courses today and become a Digital Marketer

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences

General

Our new digital marketing nanodegree

Subject Line 1

New digital marketing nanodegree in Udacity

Subject Line 2

Get to know our new digital marketing nanodegree

Preview Text

Introduction to our new courses

Body

Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.

Outro CTA

Learn More
<https://dmnd.udacity.com/>

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences

| | |
|----------------|--|
| General | Explore the benefits and worlds of learning digital marketing |
| Subject Line 1 | Explore the benefits and worlds of learning digital marketing |
| Subject Line 2 | Here to see how digital marketing course will change your career and business. |
| Preview Text | A 360-degree approach + Real-world Projects |
| Body | <p>This program offers you the opportunity to master platform-specific skills valued by top employers, while at the same time establishing a broad-based understanding of the whole digital marketing ecosystem.</p> <p>In this unique program, you'll get to run live campaigns on major marketing platforms. You'll learn and apply new techniques, analyze results, produce actionable insights, and build a dynamic portfolio of work. You'll benefit from supportive mentoring and rigorous project review, and our expert partners, who together comprise the absolute cutting-edge of digital marketing expertise, will teach you in the classroom, and engage with you during online events.</p> |
| Outro CTA | <p><i>Learn More</i> <i>https://dmnd.udacity.com/</i></p> |

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences

General

Try our free courses today and become a Digital Marketer

Subject Line 1

Try our free courses today and become a Digital Marketer

Subject Line 2

Promotion: Free courses for the first week

Preview Text

Become a Digital Marketer
Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.

Body

Try our free courses for the first week and start to build your career in Digital Marketing.

To get started, register your account with the same email address that received this campaign.

Our Digital Marketing Nanodegree Program offers you the opportunities to master platform-specific skills valued by top employers, like Google, Facebook, Hootsuite, Hubspot, Mailchimp, MOZ etc. You will get to run live campaigns on major marketing platforms and apply new techniques, analyze results, produce actionable insights and build a dynamic portfolio of work.

Outro CTA

Learn More
<https://dmnd.udacity.com/>

Calendar & Plan

| Email Name | Planning Phase | Testing Phase | Send Phase | Analyze Phase |
|------------|----------------|---------------|------------|---------------|
| Email 1 | 2/4-2/5 | 2/6 | 2/7 | 2/12-2/13 |
| Email 2 | 2/7-2/11 | 2/12 | 2/14 | 2/15-2/18 |
| Email 3 | 2/19 | 2/20 | 2/21 | 2/22 |

| Week One | | | | | Week Two | | | | | Week Three | | | | |
|----------|----------|----------|---------|------|----------|---------|---------|------|---------|------------|------|---------|------|---------|
| M | T | W | T | F | M | T | W | T | F | M | T | W | T | F |
| Planning | Planning | Planning | Testing | Send | | Testing | Testing | | | | | | | |
| | | | | Send | Planning | Testing | | Send | Testing | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | Send | Testing | Send | Testing |

| Color Key | Planning Phase | Testing | Send Phase | Analyze Phase |
|-----------|----------------|---------|------------|---------------|
|-----------|----------------|---------|------------|---------------|



Final Email

[Test] ♦ Try our free courses and become a Digital Marketer ♦ Inbox x



Min Lu via mailchimpapp.net
to me

10:10 PM (1 minute ago) ☆ ↶ ⋮



Try our free courses for the first week and start to build your career in Digital Marketing.

To get started, register your account with the same email address that received this campaign.

Our Digital Marketing Nanodegree Program offers you the opportunities to master platform-specific skills valued by top employers, like Google, Facebook, Hootsuite, Hubspot, Mailchimp, MOZ etc. You will get to run live campaigns on major marketing platforms and apply new techniques, analyze results, produce actionable insights and build a dynamic portfolio of work.

[Learn More](#)



Our new Nanodegree for Google Adwords

Nearly 80 billion dollars was spent on Google Ads in 2016. This Google Ads course offers the opportunity to master this critical skill by running real campaigns.

[View course details »](#)



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Our mailing address is:
"min.lu.0603@gmail.com"

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Results Email #1

After you have hit send on the first email of your campaign, you can spend some time analyzing the results.

- 1. Calculate the Open Rate

| Results and Analysis | | | | |
|----------------------|-----------|--------|-------------|---------|
| Sent | Delivered | Opened | Opened Rate | Bounced |
| 2500 | 2250 | 495 | 22% | 225 |

Results Continued Email #1

Results can be monitored within the first 24 hours of an email send, after a couple days or even after a week.

- 1. Calculate the CTR and the Conversion Rate
- 2. It's important to remove 30 unsubscribes from email list as it is required by law that customer have the right to reject the email they are not willing to receive.

| Results and Analysis | | | | |
|----------------------|-----|-------------|------------|-------|
| Clicked | CTR | Take Action | Conversion | Unsub |
| 180 | 8% | 75 | 3.4% | 30 |

Final Recommendations

Based on the work you did throughout this project, what would you do for Emails #1 & 2.

Using A/B testing with different image and courses description.

