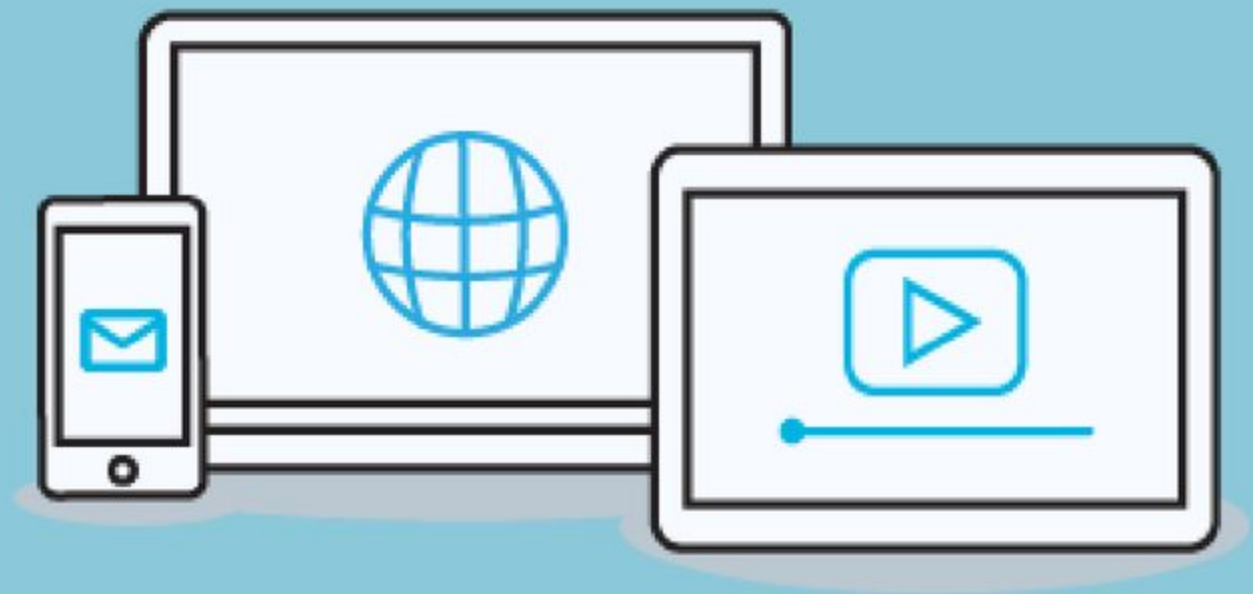# Project 8
Portfolio

1. Customer Journey Based Marketing Plan
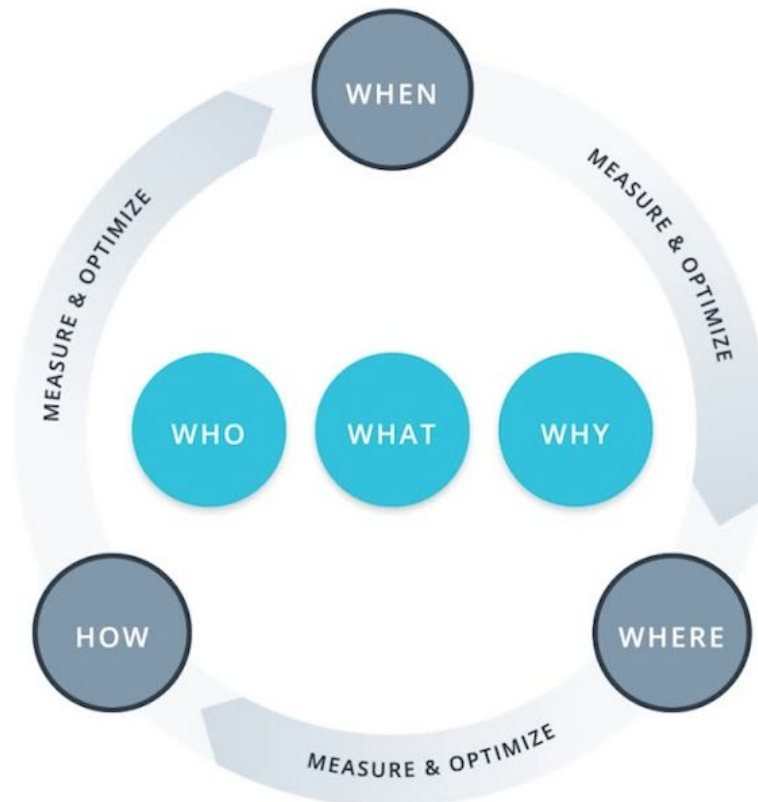
What: your offer

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

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO

WHAT

WHY

HOW

WHERE

MEASURE & OPTIMIZE

DIGITAL MARKETING
NANODEGREE PROGRAM

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?

By end of Q2, convert 200 leads into digital marketing nanodegree purchases with a budget of $50000

What is your primary KPI to measure marketing success?

Number of successful user sign ups.

Value Proposition

FOR *individuals with an interest in Digital Marketing*

WHO *need to gain skills in digital marketing*

OUR *online self-paced digital marketing nanodegree*

THAT *offers high quality and hands-on training and learning experience*

UNLIKE *other digital marketing courses offered by MOOCs such Udemy, Coursera and Pluralsight*

OUR OFFER *curriculum co-created with industry leaders, internationally recognized certificate, provide 1:1 mentorship, personalized feedback, Hands-on projects and career guidance*

DIGITAL MARKETING
NANODEGREE PROGRAM

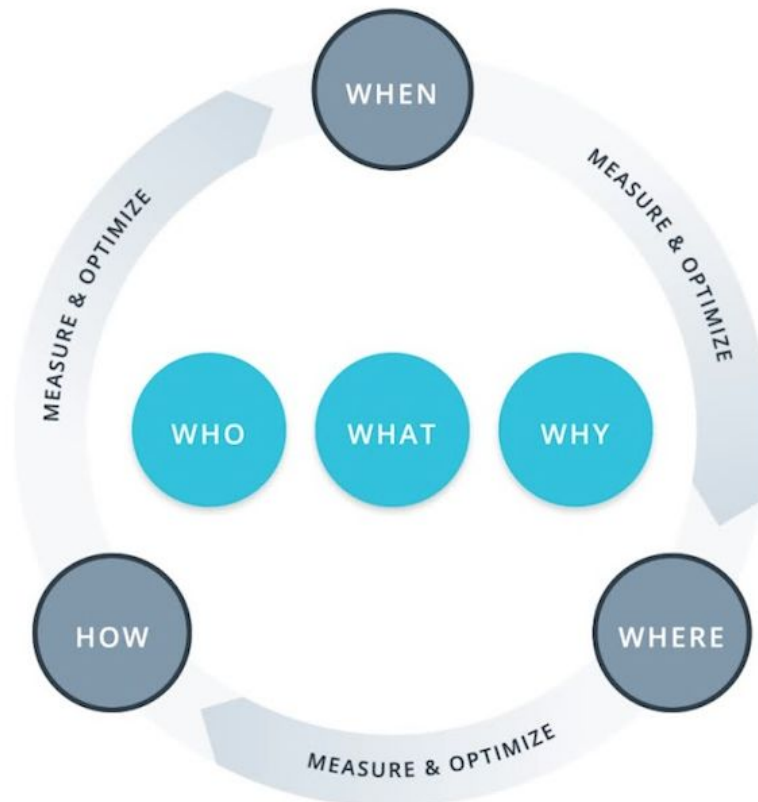# Who Are Our Customers?

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

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO

WHAT

WHY

HOW

WHERE

MEASURE & OPTIMIZE

DIGITAL MARKETING
NANODEGREE PROGRAM

Target Persona

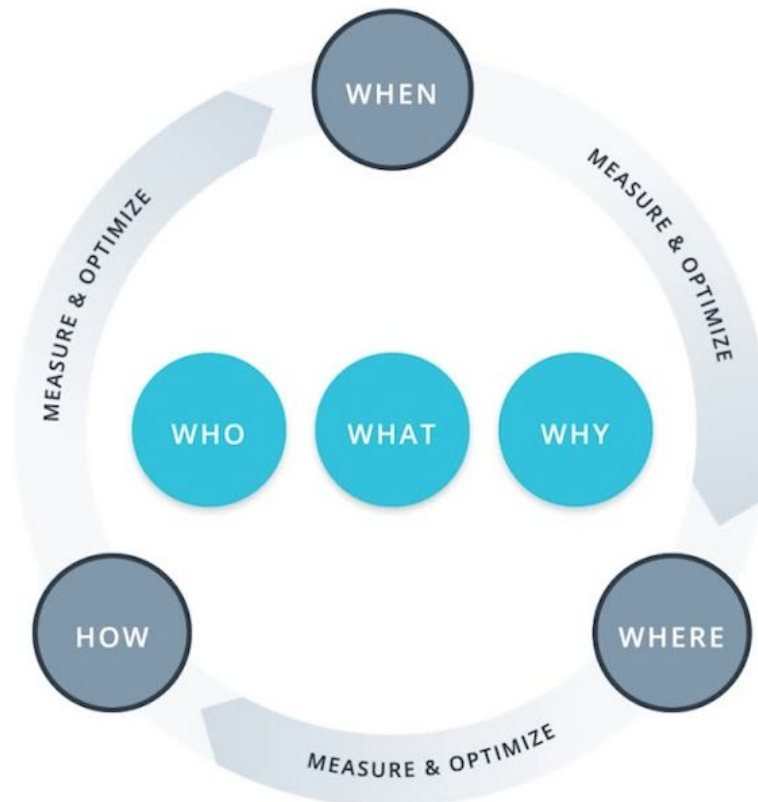| Background and Demographics	Target Persona Name	Needs
• Married, Male, 30 years of age • Degree in Electrical Engineering • Machine Learning Engineer • Passionate about writing and teaching • Lives in Cape Town, South Africa • Household-income: $100000pa	James Paul	• Skill in Digital Marketing for his side hustles and online teaching business • Would like to get connected to other digital marketing freelancers • Create job opportunities to the community
Hobbies	**Goals**	**Barriers**
• Gaming • Hiking • Swimming • Traveling	• Own an online and interactive teaching business • Be independent • Improve work/life balance	• New to teaching with hand-on approach • Poor planning • Too noise and little signal on the internet

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

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO

WHAT

WHY

HOW

WHERE

MEASURE & OPTIMIZE

DIGITAL MARKETING
NANODEGREE PROGRAM

Phases of the Customer Journey

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	*Learn to advertise on social media through digital marketing*	*Download our FREE e-book about social media advertising*	*Get upto 75% personalised discount when you sign up for digital marketing nanodegree*	*Take advantage of features such as helpful mentorship and online discussions with fellow cohorts.*	*- One-on-one meeting with customer to check if they are satisfied with the nanodegree - Ask to feature their testimonial and review of the course*
Channel	*- content marketing (e.g. blog) - Informative landing page - Social media display and video ads*	*Social media platform (facebook, twitter, linkedin and instagram)*	*- targeted ads - email marketing*	*- Social media - email marketing*	*- email - social media*

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	$4,500	$1.25	3600	0.05%	2
AdWords Search	$2,000	$1.40	1428	0.05%	1
Display	$1,500	$5.00	300	0.05%	1
Video	$1,000	$3.50	285	0.05%	1
Total Spend	$9000	**Total # Visitors**	**5613**	**Number of new Students**	5

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$9,000	$0.50	18000	0.1%	18
AdWords Search	$1,000	$1.50	666	0.1%	1
Display	$500	$3.00	166	0.1%	1
Video	$500	$2.75	181	0.1%	1
Total Spend	$11,000	**Total # Visitors**	**19013**	**Number of new Students**	21

DIGITAL MARKETING
NANODEGREE PROGRAM

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$18,000	$0.30	60000	0.3%	180
AdWords Search	$5,000	$1.50	3333	0.3%	10
Display	$5,000	$3.00	1666	0.3%	5
Video	$2,000	$2.75	727	0.3%	3
Total Spend	$30,000	**Total # Visitors**	**65726**	**Number of new Students**	198

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	$9000	5613	5	$299	$1,495	-$7,505
Interest	$11000	19013	21	$299	$6,279	-$4,721
Desire	$30000	65726	198	$299	$59,202	+$29,202
Total	$50000	90352	224	897	$66,976	**+$16,976**

DIGITAL MARKETING
NANODEGREE PROGRAM

Additional Channels or Recommendations:

- Concentrate more on Facebook advertisements because their CPC is the lowest and they have the greatest traffic.

- Email marketing can be used during the desire stage. With the emails we may have gathered from users who visited our page.

- I would definitely make the most of all organic channels: social networks such as Linkedin, Facebook, Twitter, and Instagram.

- I would also focus more on content marketing such as writing blogs and etc.

3. Showcase Work

Project 2
Market your Content
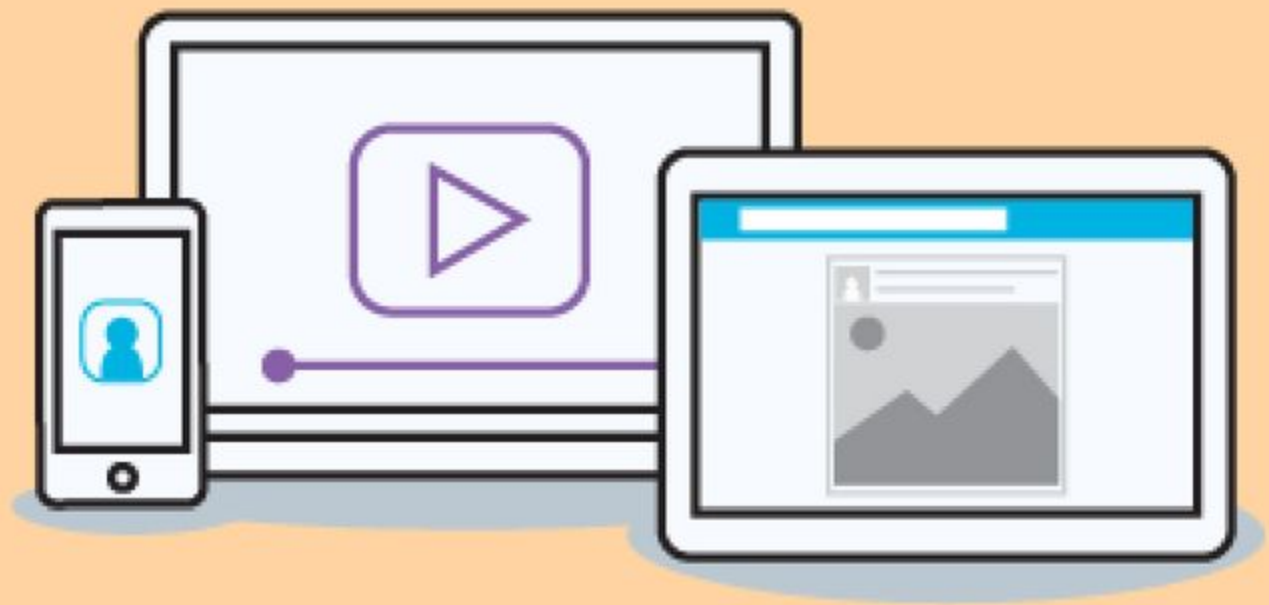
Step 1

Getting Started

Marketing Objective

Gain 50 new visitors to my blog (https://blog.mphomphego.co.za/) in April.

KPI

What is your primary KPI to measure marketing success?

The KPI for the marketing objective would be the number of followers gained in April.

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:**
    - *I signed up for Udacity's Digital Marketing Nanodegree Program, here's why!*

2. **What is the framework of your blog post?**

    - *SCQA*
        - *Situation: Mpho wants to learn digital marketing to improve his audience reach*
        - *Compilation: Does not have time to learn the skill at university*
        - *Question: Where can I find an interactive course with hands-on experience?*
        - *Answer: After some research, I found the Udacity Digital Marketing Nanodegree, offering a world class experience*

G
M

Blog Post

Blog post can be accessed here: *https://bit.ly/36klFh3*
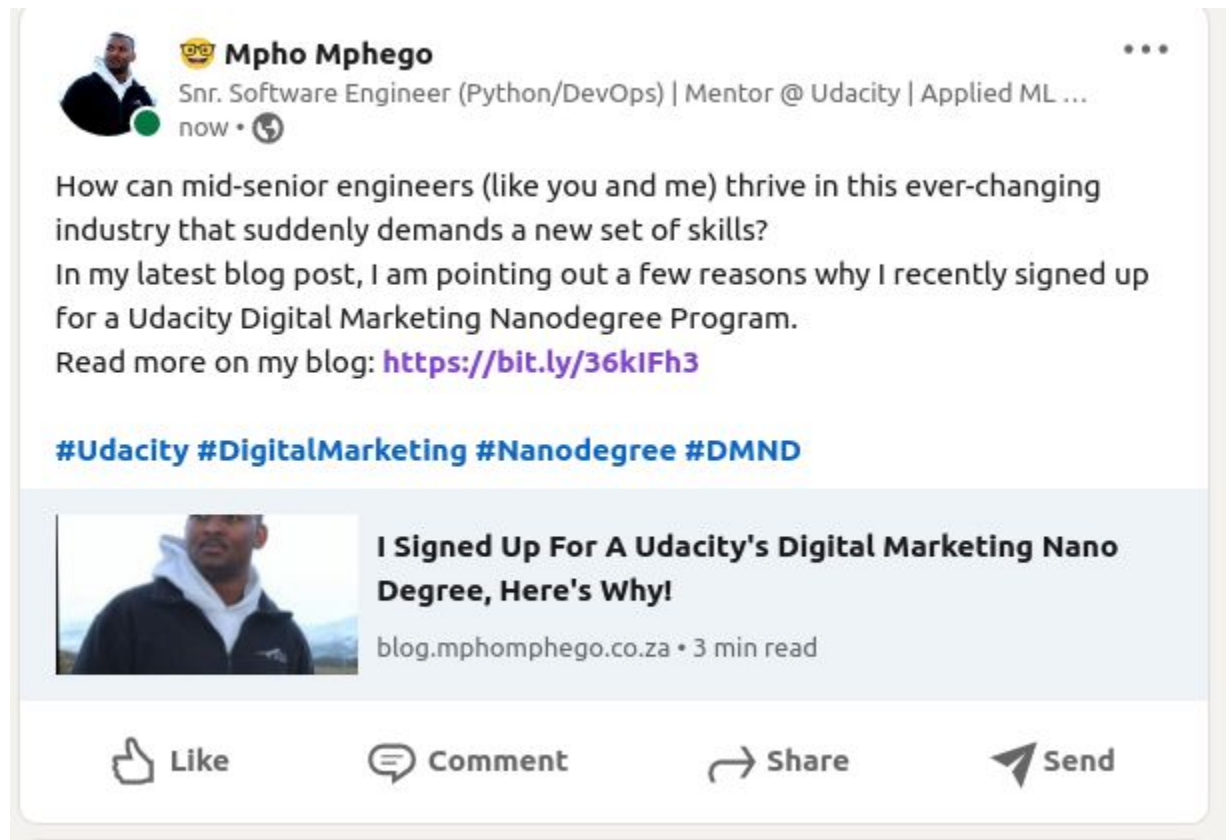
Step 3

Craft Social Media

Posts

Summary

I will promote my blog on the following three social media platforms because these are the main social networks where the target persona primarily hangs out on.

- *__Linkedin__: Since this is a professional network, professionals use this to exchange information, ideas related to various industries. Since my blog post is about skills, trends and personal experience it would be of interest to Linkedin members, particularly the section I am targeting.*
- *__Twitter__: This is another platform cited as being used by my target personas. Twitter is a great platform for fast information exchange, and is used by most professionals and brands around the world. I have used a short note for Twitter in keeping with the character limit constraints*
- *__Facebook__: This is another platform used by my target persona, and a place to exchange news and information – both personal and professional. Since Facebook is the biggest social media in the world it gives me access to a large number of user base with my friends being users of this social media*

DIGITAL MARKETING
NANODEGREE PROGRAM

LinkedIn Post

Mpho Mphego
Snr. Software Engineer (Python/DevOps) | Mentor @ Udacity | Applied ML ...
now •

How can mid-senior engineers (like you and me) thrive in this ever-changing industry that suddenly demands a new set of skills?
In my latest blog post, I am pointing out a few reasons why I recently signed up for a Udacity Digital Marketing Nanodegree Program.
Read more on my blog: https://bit.ly/36kIFh3

#Udacity #DigitalMarketing #Nanodegree #DMND

I Signed Up For A Udacity's Digital Marketing Nano Degree, Here's Why!
blog.mphomphego.co.za • 3 min read

Like   Comment   Share   Send

Twitter Post

Mpho Mphego @MphoMphego · 3s
Want to know how @Udacity is helping mid-senior engineers (like you and me) thrive in this ever-changing industry that suddenly demands a new set of skills?

Read more on my latest blog post: bit.ly/36kIFh3

#Udacity #DigitalMarketing #Nanodegree #DMND

blog.mphomphego.co.za
I Signed Up For A Udacity's Digital Marketing Nan...
I Signed Up For A Udacity's Digital Marketing Nano Degree, Here's Why 5 Min Read The Story I am sur...

DIGITAL MARKETING
NANODEGREE PROGRAM

Facebook Post

Mpho Mphego
Just now · 🌐

The changing nature of the job market and the shorter career span in the IT industry makes me wonder what can one do to be relevant in the coming times while working their 9-5
Want to know how @Udacity is helping mid-senior engineers (like you and me) thrive in this ever-changing industry that suddenly demands a new set of skills?
In my latest blog post, I am pointing out a few reasons why I recently signed up for a Udacity Digital Marketing Nanodegree Program.
Read more on my blog. https://bit.ly/36klFh3

#Udacity #DigitalMarketing #Nanodegree #DMND

BLOG.MPHOMPHEGO.CO.ZA
I Signed Up For A Udacity's Digital Marketing Nano Degree, Here's Why!
I Signed Up For A Udacity's Digital Marketing Nano Degree, Here's Why Wordcloud by author 5 Min Read The Story I am sure the first questi…

👍 Like   💬 Comment   ↪ Share

Write a comment…   ☺ ⌾ GIF 🎭

Project 3:
Evaluate a Facebook Campaign

Campaign Summary

Marketing Challenge #1:
Digital Marketing Nanodegree Program

Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might be interested in taking this course. In order to do this, we have created a [landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of $0 for the eBook and a conversion value (revenue) of $25 per collected email address.

Landing Page

U UDACITY

Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program

Get your free copy of the eBook today!

✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat

✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads

✓ Everything you need to get started!

First Name

Email

SUBMIT ❯

Marketing Objective & KPIs

Marketing Objective: To collect the email addresses of 50 potential students for the Digital Marketing Nanodegree Program, with a campaign running for one week and having a lifetime budget of $1000

KPI: Number of eBook downloads

Ad Set

The following three ads are the Ad Set we have designed to target that persona on the previous slide.

Ad One

Ad Two

Ad Three

Campaign Evaluation

Campaign Evaluation

a. Briefly describe the targeting of the ad set

- The target audience for our ad set is aimed at young female adults between the ages of 20-30 years, based in the USA with interests in learning a Digital Marketing skill as a plan of transitioning to new a career.

Campaign Evaluation

b. Provide the correct formulas for the following KPIs

- **CPM (Cost per 1,000 Impressions)**

$$1000 \times \frac{AdSpend}{Impressions}$$

- **Link Click-Through Rate**

$$100 \times \frac{\Sigma Clicks}{Impressions}$$

- **CPLC (cost per link click)**

$$\frac{\Sigma(AdSpend)}{LinkClicks}$$

- **Click To Lead Rate**

$$100 \times \frac{\Sigma(Leads)}{\Sigma(Visitors)}$$

- **Cost per Results**

$$\frac{\Sigma(Cost)}{\Sigma(Leads)}$$

Campaign Evaluation

C. Based on the "Key Results" table, identify which ad performed best, and explain why you think this was the case.

Ad Name	Bid Type	Amount Spent (USD)	CPM (Cost per 1,000 Impressions)	Impressions	Reach	Frequency	Link Click-Through Rate	CPLC (cost per link click)	Link Clicks	Click To Lead Rate	Cost per Results	Results (Leads)
Ad One (notebook & icons)	ABSOLUTE_O CPM	$258.43	$18.11	14,270	2,913	4.90	0.37%	$4.85	53	24%	$20.20	13
Ad Two (Media guide book)	ABSOLUTE_O CPM	$566.09	$16.23	34,879	7,717	4.52	0.42%	$3.86	146	29%	$13.25	43
Ad Three (person on laptop)	ABSOLUTE_O CPM	$175.48	$15.74	11,149	2,381	4.68	0.48%	$3.26	54	19%	$17.17	10

- Ad Two (Media guide book)
  - Resulted in 43 leads (-7 leads to Marketing objective) with a,
  - Cost per 1000 impressions of $16.23 and 146 link clicks resulting in the highest click to lead rate of 29% with the lowest cost per results of $13.25

Campaign Evaluation

d. How would you optimize the campaign, and explain why do you think so?

- Based on the overall results of the campaign, we can see that it was a success. However, for optimum performance and better ROI we can optimize the campaign in a few ways listed below:
  - I would change the photo Ad One (which is misleading and ambiguous) with a different photo (similar to Ad Two) because Ad One performed the worst in terms of our KPIs.
  - Lead-to-results, CPM, and CPLC are the lowest in Ad Three. This might be due to the image not being able to express what the title is attempting to communicate (it has nothing to do with digital marketing). It would be helpful to replace the picture with one linked to digital marketing and to do A/B testing.
- We are doing A/B tests with the same ad wording in Ads 1, 2, and 3, but we are essentially tweaking the images in our Ads to draw more attention. Instead, we should experiment with different marketing wording and images.

Campaign Evaluation

e. Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective.

- Campaign went well receiving an overall well, achieving 66 leads within the initial budget of $1000. 16 more leads than initially anticipated in the marketing objective.

Campaign Recommendations

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective and KPIs. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- **Landing Page**:
    - I would add testimonials from previous students who did the course and
    - remove the "Name" section, and replace the "submit" button with "Download ebook"
    - Update the CTO to something like, "Land a high paying job with Digital Marketing, download free ebook to learn more"
- **A/B Testing:** Replace Ad set 1 and 3's images with digital marketing related images to analyse which ad set worked or did not.
- **Ad Placement:** Change the bidding strategy from Cost/Impression to Cost/Click and conduct A/B test to see the ROI performance

Project 4
Conduct an SE0 Audit

Part 1

Plan your Audit

Marketing Objective & KPI

- **Marketing Objective** - Increase CTR by 20% to DMND page using organic search in the next 6 months
- **KPI** - Number of monthly conversions to DMND page resulted from Search Engine Results Pages.

Part 2

On Site SEO

Audit

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. List 5 head and 5 tail keywords.
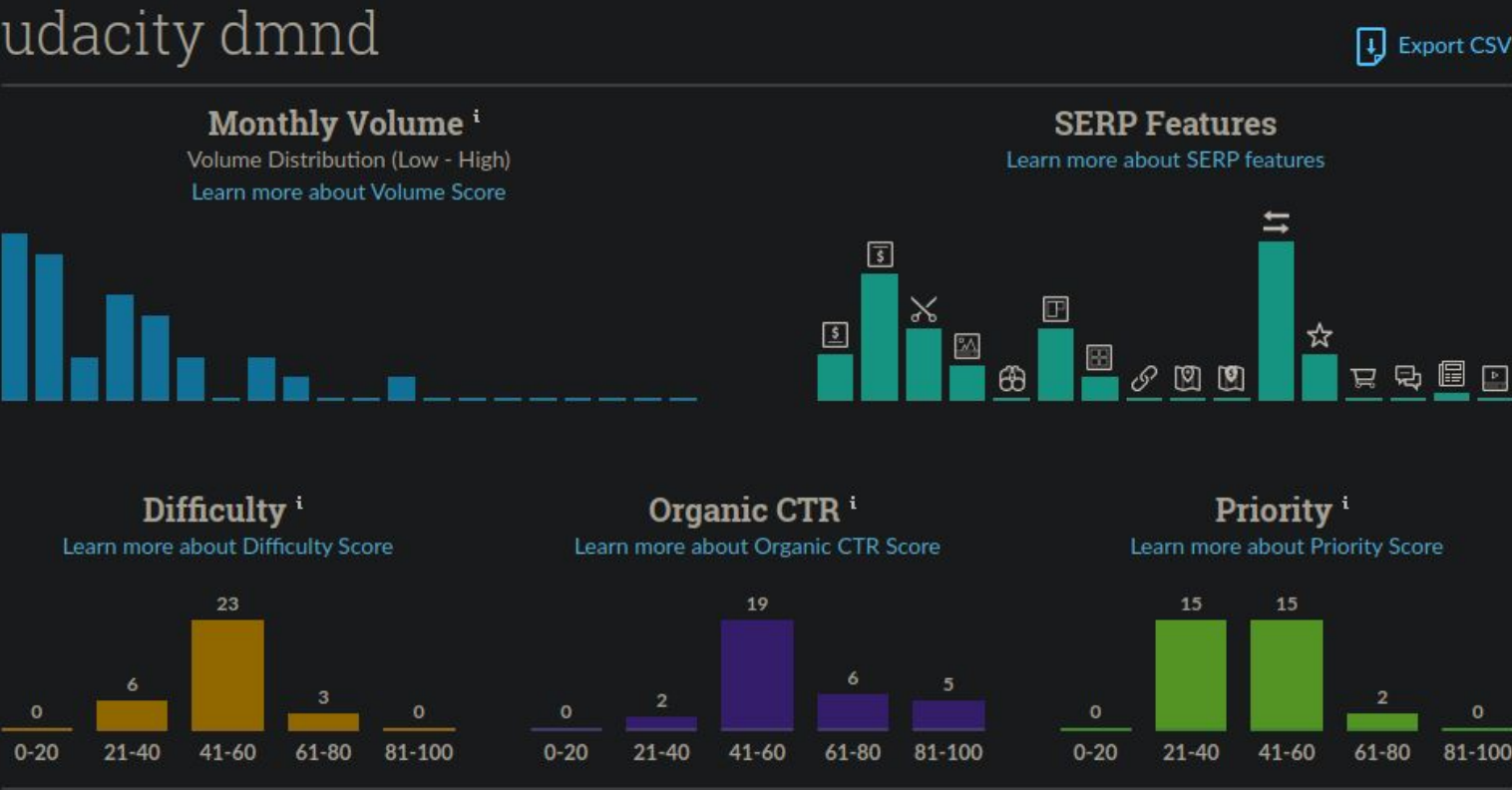
Keywords

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. List 5 head and 5 tail keywords.

32 Keywords 68 of 100 keywords available

Keyword	Rank [i] Add URL	Monthly [i] Volume	Difficulty [i]	Organic [i] CTR	My Score [i]	Priority [i]	Search
digital marketing jobs United States - en-US Analyzed 03/05/2022	no URL	3,896	52	55%	3 Neutral	65	🔍
digital marketing course United Kingdom - en-GB Analyzed 03/05/2022	no URL	2,658	51	53%	3 Neutral	63	🔍
digital marketing salary United Kingdom - en-GB Analyzed 03/05/2022	no URL	650	40	60%	3 Neutral	59	🔍
what is digital marketing United Kingdom - en-GB Analyzed 03/05/2022	no URL	2,493	68	56%	3 Neutral	59	🔍
digital marketing skills United Kingdom - en-GB Analyzed 03/05/2022	no URL	235	42	90%	3 Neutral	58	🔍
digital marketing United Kingdom - en-GB Analyzed 03/05/2022	no URL	11,395	72	24%	3 Neutral	56	🔍

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. List 5 head and 5 tail keywords.

	Head Keywords	Tail Keywords
1	Digital marketing certificate	does digital marketing really work
2	Digital Marketing online	best online digital marketing course
3	Udacity Digital Marketing	udacity digital marketing nanodegree review
4	Digital Marketing Skills	Is Udacity Digital Marketing nanodegree worth it?
5	Learn Digital Marketing	How to master Digital Marketing?

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Keyword	Rank ⁱ / Add URL	Monthly ⁱ Volume	Difficulty ⁱ	Organic ⁱ CTR	My Score ⁱ	Priority ⁱ	Search
digital marketing certificate United States - en-US $ $ ⇄ Analyzed 03/05/2022	no URL	2,439	54	83%	3 Neutral ▼	67	🔍
digital marketing jobs							

"Digital marketing certificate" has 67 priority, 83% Organic CTR and difficulty of 54

Keyword with the Greatest Potential

Which Tail Keyword has the greatest potential?

Keyword	Rank [i] Add URL	Monthly [i] Volume	Difficulty [i]	Organic [i] CTR	My Score [i]	Priority [i]	Search
does digital marketing really work United Kingdom - en-GB Analyzed 03/05/2022	no URL	1	43	55%	3 Neutral	22	🔍

"Does digital marketing really work" has 22 priority, 55% Organic CTR and difficulty of 43

Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the DMND page and your proposed revisions. Make sure to do this for 5 Alt-Tags, so there are 5 tables in total.

URL: https://www.udacity.com/course/digital-marketing-nanodegree--nd018	
Current	
Title Tag	`<title>Digital Marketing Course Online</title>`
Meta-Description	`<meta name="description" content="Take Udacity's digital marketing course online. You will learn SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility." />` (178 Chars)
Alt-Tag	See next page
Revision	
Title Tag	`<title>Digital Marketing Nanodegree | Online Course</title>`
Meta-Description	`<meta name="description" content="Become a digital marketer. Learn how to promote on social media platforms, including SEO strategies to increase traffic and gain online exposure." />` (145 chars)
Alt-Tag	See next page

Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the DMND page and your proposed revisions. Make sure to do this for 5 Alt-Tags, so there are 5 tables in total.

URL: https://www.udacity.com/course/digital-marketing-nanodegree--nd018
Current

Alt-Tag 1	`<meta property="og:image:alt" content="Digital Marketing Course Online" />`
Alt-Tag 2	`<img class="wordmark_logo__2xZEi" src="/images/svgs/udacity-tt-logo.svg" alt="Udacity" />`
Alt-Tag 3	`<img alt="Play Video" src="//www.udacity.com/assets/iridium/images/nanodegree-overview/shared/nd-hero-video/icon-video-white.svg" />`
Alt-Tag 4	`<img class="degree-affiliates_icon__1uKUx" alt="Google" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg" />`
Alt-Tag 5	`<img height="16" alt="" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/aIEL5CVL5OlK4l4ka0Q0m/35ba07391e18085ffa1c1976d9f1dcd0/book-open.svg" />`

Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the DMND page and your proposed revisions. Make sure to do this for 5 Alt-Tags, so there are 5 tables in total.

URL: https://www.udacity.com/course/digital-marketing-nanodegree--nd018	
Revision	
Alt-Tag 1	`<meta property="og:image:alt" content="Digital Marketing Online Course" />`
Alt-Tag 2	`<img class="wordmark_logo__2xZEi" src="/images/svgs/udacity-tt-logo.svg" alt="Udacity Logo" />`
Alt-Tag 3	`<img alt="Play Intro Video" src="//www.udacity.com/assets/iridium/images/nanodegree-overview/shared/nd-hero-video/icon-video-white.svg" />`
Alt-Tag 4	`<img class="degree-affiliates_icon__1uKUx" alt="Google Logo" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg" />`
Alt-Tag 5	`<img height="16" alt="open book icon" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/aIEL5CVL5OlK4l4ka0Q0m/35ba07391e18085ffa1c1976d9f1dcd0/book-open.svg" />`

Suggested Blog Topics

Topic 1 - Learn Digital Marketing from one of the best course online in 2022

This keywords resulted in 53% organic CTR and 51% priority, which has the potential to result in good CTR as most individuals are moving or attempting to move into digital marketing as part of their 2022 objectives. With the popularity of social media advertising and marketing on the increase, more individuals are interested in learning digital marketing skills. The blog post would discuss the many topics covered on the Udacity DMND, directing people to the Udacity DMND website using affiliate marketing links. Potential students will feel more confident about enrolling if they can take advantage of tailored discounts, great ratings, and testimonials from prior students.

Suggested Blog Topics

Topic 2 - How to start a career in Digital Marketing in 2022

This keywords resulted in a 53% organic CTR and a 44% priority, which has the potential to result in a good CTR as most people are interested in learning digital marketing skills, especially in 2022 with the rise of online marketing as most businesses have migrated to online platforms due to the pandemic. The blog article will address the question, "Is digital marketing a suitable job in 2022?" as well as provide salary estimates for various digital marketing roles. Then it goes on to outline a few actions one may take to seek a career in digital marketing, such as:

- Get to know the basics of digital marketing
- Learn how to use digital marketing tools
- Become an SEO Expert
- Master Facebook Ads Advertising
- Become an expert in Google Analytics
- Get a digital marketing job as a freelancer

Suggested Blog Topics

Topic 3 - 10 ways to make money with Digital Marketing

This keywords resulted in a 53% organic CTR and a 55% priority, which has the potential to result in an excellent CTR because most people are interested in generating money online with digital marketing skills like seo strategy and affiliate marketing. Our target persona is someone who is looking to supplement their income by working as a freelance digital marketer.

The blog post would go into depth on how someone may earn extra money as a freelancer using skills learned from an Udacity digital marketing course. It would outline some of the most efficient ways to earn money with digital marketing, as well as some practical steps to get started with each of the following methods:

- Make money as a content writer
- Earn money with affiliate marketing
- Sell consulting services to companies
- Work as a social media manager
- Create and sell your own digital products
- Become a YouTube advertising partner
- Start your own digital marketing agency

Part 3

Off-Site SEO

Technical Audit: Backlink Audit

Using the Moz OpenSite Explorer tool, perform a backlink audit on the webpage you have chosen. These 3 backlinks need to have a DA score of 97-100.
Note: If you are doing the DMND challenge, **perform this exercise on Udacity.com**.

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

Link Source:	Link Type:	Link State:	Limit Results:	
enter a domain...	4 selected ▼	active ▼	✓ for feeds and proxy sites [i] ✓ to one link per domain [i]	⬇ Export CSV

1 - 50 Inbound Links   ⊕ Add to Link Tracking List

☐ URL	Anchor Text [i]	PA [i]	DA [i]	Linking Domains [i]	Spam Score [i]	More Info
☐ Redirecting www.google.com/ ~~...le?~~	[no anchor text]	67	100	45	14%	⊡
☐ azure.microsoft.com/ ...-with-udacity/ ⬈	"developer for microsoft azu...	65	99	66	1%	⊡
☐ Promise - JavaScript | MDN developer.mozilla.org/ ...jects/Promise ⬈	"udacity javascript promises"	70	98	657	2%	⊡
☐ Udacity | Cloudflare www.cloudflare.com/ ...udies/udacity/ ⬈	"udacity"	57	98	3	1%	⊡

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen. These 3 backlinks need to have a DA score of 97-100.
Note: If you are doing the DMND challenge, **perform this exercise on Udacity.com**.

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	http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
2	http://developer.mozilla.org/zh-CN/docs/Web/JavaScript/Reference/Global_Objects/Promise	98
3	http://www.cloudflare.com/en-in/case-studies/udacity/	97

Link-Building

Using the SEMRush or SE Ranking 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 Udacity's or your company's page.
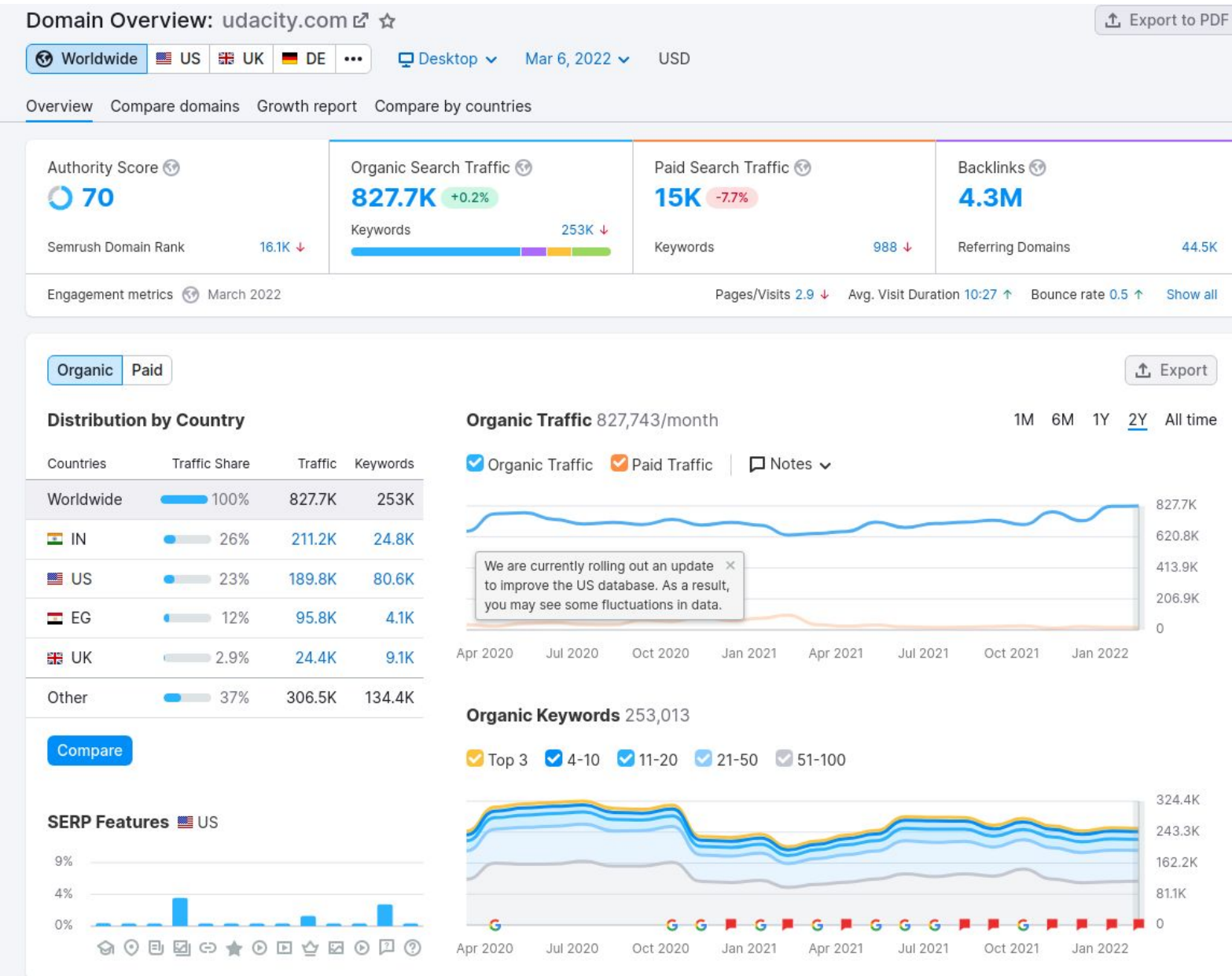
Link-Building

Using the SEMRush or SE Ranking 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 Udacity's or your company's page.

Site Name	Reliablesoft
Site URL	https://www.reliablesoft.net/
Organic Search Traffic	190k
Site Name	Digital Marketing Institute
Site URL	https://digitalmarketinginstitute.com/
Organic Search Traffic	300k
Site Name	Backlinko
Site URL	https://backlinko.com/
Organic Search Traffic	1M

Part 4

Performance

Testing

Site Performance Audit: Performance Tests

1. Using the Super SEO+, we can confirm that udacity.com website is indexed on Google with over 2.8Million results indexed and 6300 pages. It is very important that the website is indexed on Google to be able to get the most relevant results. This will help us to get the most relevant results for the search queries.

Google Index Checker

Domain	Udacity.com
Google Indexed	6,300 Pages

Google   site: udacity.com   ✕ ⬤ 🔍

🔍 All   📰 News   ▶ Videos   🖼 Images   ⦿ Maps   ⋮ More   Tools
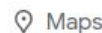
About 2 890 000 results (0,44 seconds)

https://www.udacity.com   ⋮

Udacity: Learn the Latest Tech Skills; Advance Your Career

Udacity's Talent Transformation Suite. Our experts work with you to ... Udacity's Digital Competency Platform ... Udacity, Inc. Legal & Privacy · Site Map.

Site Performance Audit: Performance Tests

1. Using the <u>Google Page Speed</u> Insights tool, perform a speed test of udacity.com's mobile presence. Using the Google Page Speed Insights tool, perform a speed test of udacity.com's mobile presence. It is very important to test your site's mobile presence. The mobile version of the site should be as fast as possible. Improving the page load speed increases the likelihood that your site will rank higher in search results and thus will be more likely to receive more visitors/page views.
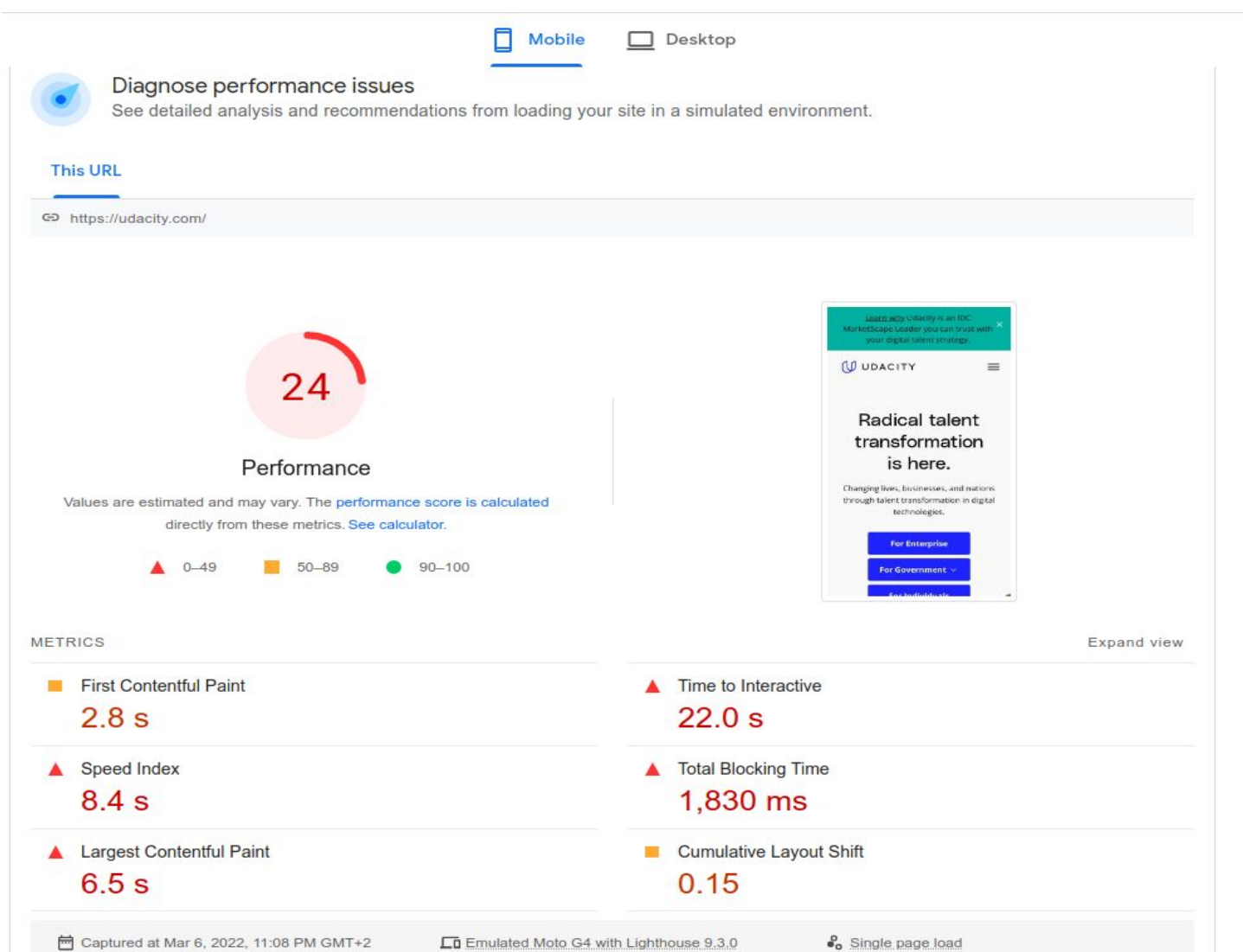
Site Performance Audit: Performance Tests

1. Using the <u>Think with Google</u> tool, I assessed the mobile-friendliness of the <u>udacity.com</u> site. Using the Think with Google tool, I assessed the mobile-friendliness of the udacity.com site. It is important to improve the mobile-friendliness of the site as it can be a significant factor in the success of the site thus making it easier for users to access the site on mobile devices and thus improving the user experience. Google suggest that improving the mobile-friendliness of the site is a key part of the success of the site.

Think with **Google**

Test My Site

Your speed results for udacity.com ⓘ

Your mobile site speed is 2.4 seconds in United States ˅ on a 4G ˅ connection.

RATING

Good

Good sites start to load in under 2.5 seconds.
Learn more

QUARTERLY TREND

Speeding Up

Your site has gotten 0.3 seconds faster this quarter
Learn more

Learn why Udacity is an IDC MarketScape Leader you can trust with your digital talent strategy.

ⓊＵＤＡＣＩＴＹ ≡

Radical talent transformation is here.

Changing lives, businesses, and nations through talent transformation in digital technologies.

For Enterprise

For Government ˅

For Individuals

Part 5
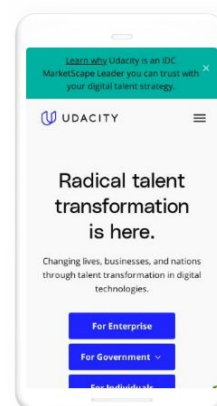
Recommendations

Recommendations

Recommendations to improve Udacity website from an SEO perspective.

- Ensure text remains visible during webfont load. By leveraging the `font-display` CSS property, we can ensure that the text is visible before the webfont is loaded.
- Reduce the impact of third-party code. Third-party code is code that is not part of the website. It can significantly increase the load time of the website. Limiting the number of third-party scripts loaded is a good practice and only load third-party code after the page has primarily finished loading.
- Image elements do not have explicit width and height attributes. By using the `object-fit` CSS property, we can ensure that images are scaled to the correct size. Alternatively, reserve the required space with CSS aspect ratio boxes. This approach ensures that the browser can allocate the correct amount of space in the document while the image is loading.
- Serve static assets with an efficient cache policy. By using the `cache-control` HTTP header, we can ensure that the browser caches the assets for a longer period of time. A long cache lifetime can speed up repeat visits to your page.
- Reduce JavaScript execution time. When your JavaScript takes a long time to execute, it affects the performance of your page in various ways:
  - Network cost: More bytes = longer download times.
  - Parse and compile cost: On the main thread, JavaScript is processed and compiled. The page cannot respond to user input while the main thread is occupied.
  - Execution cost: JavaScript is also executed on the main thread. If your page runs a lot of code before it's really needed, that also delays your Time To Interactive, which is one of the key metrics related to how users perceive your page speed.
  - Memory cost: If your JavaScript holds on to a lot of references, it can potentially consume a lot of memory. Pages appear janky or slow when they consume a lot of memory. Memory leaks can cause your page to freeze up completely.

Project 5:
Evaluate a Google Ads Campaign

Campaign Approach

Description and

Marketing Objective

1. Campaign Approach

- Udacity has launched a campaign to advertise for the Digital Marketing Nanodegree Program
- The campaign is divided into two ad groups, one targeting customers in the Awareness stage and one targeting customers in the Interest stage
- Each ad group uses responsive search ads, with multiple options for the ad headline and description
- When users click on an ad, they are taken to the overview page for the Digital Marketing Nanodegree Program, where they can click a button to download the program syllabus. This conversion has an estimated value of $5.

2. Marketing Objective

- The campaign's marketing objective is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%

Ad Groups

Ads and Keywords

Ad Group #1: Ads

Interest Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Interest Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics | Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Data is also available in this spreadsheet

Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Awareness Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Data is also available in this spreadsheet

Ad Group #1: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
Best website for learning +marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Coursera digita marketing	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing course Udacity	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Best website to learn +digital marketing for free	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing learn online	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing online training	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing for +beginners	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
How to +learn +marketing	Low search volume	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udemy +digital marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing classes	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Free +marketing courses	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing online course	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing course online free	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Marketing +online +tutorial	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udacity +Digital Marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing basics course online free	Low search volume	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing +tutorial basics	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD

Data is also available in [*this spreadsheet*](#)

DIGITAL MARKETING
NANODEGREE PROGRAM

Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD

Data is also available in this spreadsheet

Campaign Evaluation

Results, Analysis and Recommendations

Key Results (Campaign)

Expand the table below to identify and fill in any campaign-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Campaign	Cost	Clicks	Impressions	Conversions	Cost/Click	Conversion rate	Cost/Conversion	Click through rate
Udacity_DMND	$1,314.00	2391	111256	221	1314/2391 = **$0.55**	221/2391= **9.24%**	1314/221=**$5.95**	2391/111256=**2.15%**

Campaign data is also available in [this spreadsheet](#)

Key Results (Ad Groups)

Expand the table below to identify and fill in any ad group-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad Group	Cost	Clicks	Impressions	Conversions	Cost/ Click	Conversion rate	Cost/ Conversion	Click through rate
Ad Group 1: *Interest Digital Marketing*	$819.05	1553	72497	132	**$0.53**	**8.5%**	**$6.20**	**2.14%**
Ad Group 2: *Awareness Digital Marketi*	$494.95	838	38759	89	**$0.59**	**10.62%**	**$5.56**	**2.16%**

Key Results (Ads)

Expand the table below to identify and fill in any ad-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad	Cost	Clicks	Impressions	Conversions	Cost/Click	Conversion rate	Cost/Conversion	Click through rate
Ad Group 1, Ad 1	$458.25	991	40163	97	**$0.46**	**9.79%**	**$4.72**	**2.47%**
Ad Group 1, Ad 2	$360.80	562	32334	36	**$0.64**	**6.41%**	**$10.02**	**1.74%**
Ad Group 2, Ad 1	$335.60	619	28827	72	**$0.54**	**11.63%**	**$4.66**	**2.15%**
Ad Group 2, Ad 2	$159.35	219	9932	16	**$0.73**	**7.31%**	**$9.96**	**2.20%**

Key Results (Keywords)

Use the table below to present the three keywords you consider most successful based on the marketing objective (The campaign's marketing objective is to gather at **least 200 conversions** (syllabus downloads), with a **conversion rate of at least 10% and conversion has an estimated value of $5),** and include any metrics you used to determine which keywords performed best

Keyword	Cost	Clicks	Impressions	Conversions	Cost/Click	Conversion rate	Cost/Conversion	Click through rate
+Online marketing +course	$317.1	534	26639	65	$0.59	12.17%	$4.88	2%
+Social media marketing +course	$36.00	66	912	10	$0.55	15.15%	$3.60	7.24%
+Digital marketing certificate	$23.10	48	894	8	$0.48	15.63%	$3.08	5.37%

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- The campaign's return on investment (ROI), including identification of whether the campaign was ROI-positive or ROI-negative
  - ROI = (total conversion value - total cost)/total cost
    - = 100*(221*5 - 1314)/1314
    - = **-15.90%**
  - The campaign resulted in a **negative ROI**, it did not reach it's initial objective as it only managed to get **221 successful conversions** with a much higher **cost per conversion of $5.95 at a conversion rate of 9.24% which is less than the initial objective of 10%**

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Identify and calculate at least three relevant KPIs at the campaign, ad group, ad, and keyword level
    - Cost per Click
    - Conversion rate
    - Cost per Conversion
    - Click through rate
  See Slide 10: Key Results (Campaign), Slide 11: Key Results (Ad Groups), Slide 12: Key Results (Ads) and Slide 13: Key Results (Keywords)

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Based on your KPI calculations, identify which three keywords performed the best, and explain your reasoning for the ones you selected
  - The following keywords were identified as best performing keywords due to their overall conversion rate being above the objective of 10% with total conversion cost of not more than $5

Keyword	Cost	Clicks	Impressions	Conversions	Cost/Click	Conversion rate	Cost/Conversion	Click through rate
+Online marketing +course	$317.1	534	26639	65	$0.59	12.17%	$4.88	2%
+Social media marketing +course	$36.00	66	912	10	$0.55	15.15%	$3.60	7.24%
+Digital marketing certificate	$23.10	48	894	8	$0.48	15.63%	$3.08	5.37%

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Based on your KPI calculations, make an inference about which keywords are subject to higher competition in Google Ads. Explain your reasoning and which KPIs you used to make your hypothesis.
  - *+Social media marketing* is a broad keyword and it's subject to higher competition on Google Ads as it reached the maximum CPC of $1.41

Search keyword	Cost	Clicks	Impressions	Conversions	Impr. (Abs. Top) %	Impr. (Top) %	Cost/Click	Conversion Rate	Cost/Conversion	Click through rate
+Social media marketing	$110.10	78	1872	17	34.72%	72.22%	1.41	21.79	6.48	4.17

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- An overview statement of how well or not well the campaign performed relative to its marketing objective, supported with evidence
  - Based on the calculated ROI which resulted in -15%, this campaign performed poorly relative to the marketing objective of 200 conversions (syllabus downloads), with a conversion rate of at least 10% and conversion cost of at least $5, the evidence can be seen in Slide 14: Campaign Evaluation

Recommendations for future campaigns

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- Would you focus on certain ad groups, ads, keywords, or keyword match types? If so, which ones and why?
  - The keywords mentioned in Slide 16: Campaign Evaluation meets the marketing objective and KPI, therefore I would focus more on them. The Awareness Ad group outperformed the Interest Ad group. The Interest Ad group got more impressions and clicks, but a lower conversion rate and a higher CPC. The ads must be optimized, as well as the quality score for keywords raised by using a different landing page.

Recommendations for future campaigns

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- Would you change any of your existing ad headlines or descriptions, or add any new ones? What would you change/add and why?
  - I would focus on improving the landing page, use SEO tools to evaluate and make improvements to make it load faster.

Recommendations for future campaigns

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- Would you set up an A/B test, and if so, how would you go about it?
    - In Ad Group #2: Ad 2 of 5 I would add a more detailed description and reword the headline to "Become a Digital Marketer with Udacity"

Project 6
Evaluate a Display Campaign
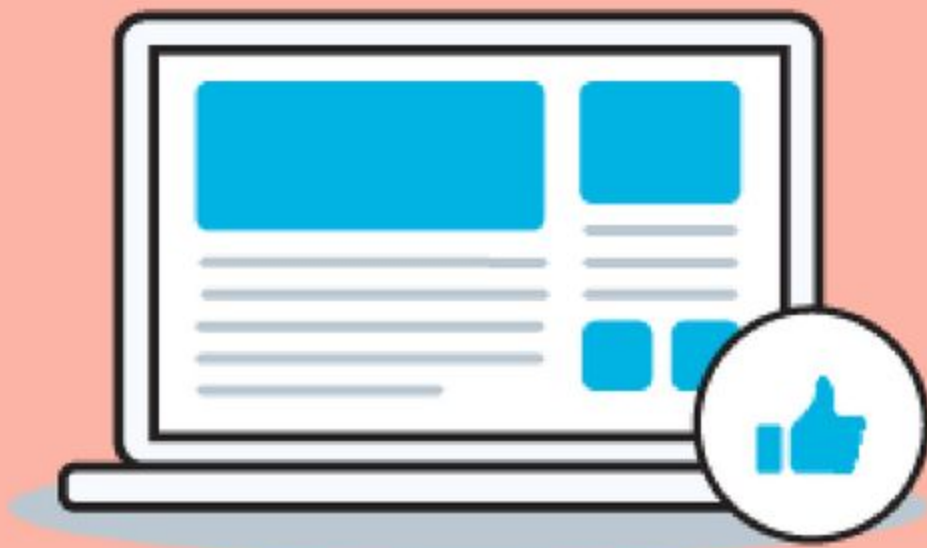
Assumptions

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.

Campaign: We want to aggressively grow the program, but, we want to do it without losing money.

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

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

		Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
☐	◐	Affinity Audience	Campaign ended	$3.00 (enhanced)	--	1,243	200,957	0.62%	$0.36	$448.95	Display	None

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 +/-
$448.95	0.2%	2	$224.5	+$149

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: Diversify the image and conduct an A/B test using a female and male image.

Suggestion 2: Change purple color to a more calm color like turquoise and conduct an A/B test

Suggestion 3: Replace arrow button (ambiguous) with "learn more" button and conduct an A/B test

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	0.6%	$0.57

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$231.99	0.2%	1	$231.99	+67.01

Part 2

Evaluate a Display

Image Campaign

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.

	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
⬤	**Site Targeting**	Campaign ended	$5.00 (enhanced)	–	407	67,833	.6%	$0.57	$231.99	Display	None

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: Too many CTA, I would remove the "arrow button" and leave "Enrol today" button and conduct A/B testing

Suggestion 2: Reword and shortern the ad headline and conduct A/B testing

Suggestion 3: Find out where I am losing visitors using analytics tools and eliminate the sites that performed poorly

Part 3
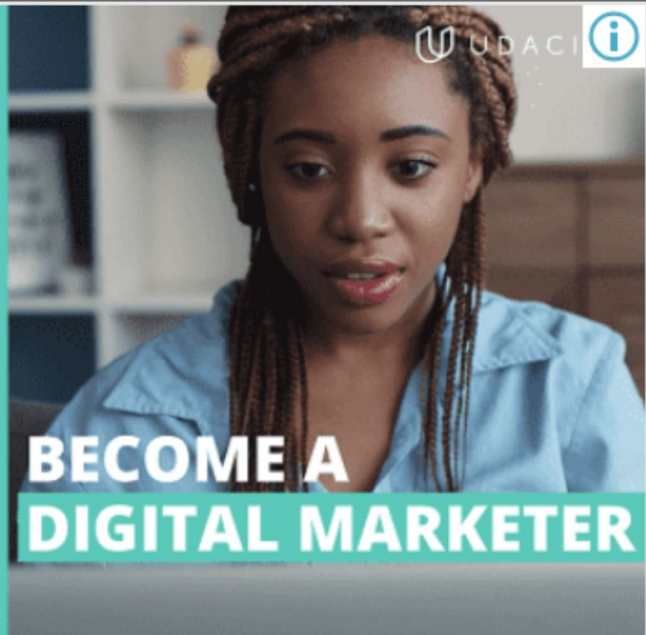
Evaluate a Display

Image Campaign

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

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	$234.5	+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: Improve CTA by replacing arrow button with a clear CTA

Suggestion 2: Replace Keyword with a high cost-per-click (CPC)

Suggestion 3: Conduct A/B testing on a wider demographic audience

Part 4

Results, Analysis, and
Recommendations

Which campaign performed the best? Why?

- Considering the 3 campaigns below, state which one had the best performance and why.
  - Ad 1 with Affinity targeted audiences performed better than the rest. With a +ROI of $149 and over 200k impressions resulted in 2 students signing up for the course.

Recommendations for future campaigns

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

- Would you focus on certain Ad Groups, Ads or Targeting?
  - I would put more budget on Affinity Audience (Ad1) as it performed better then increase demographic audience

Recommendations for future campaigns

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

- Would you change any of your existing Ads or Targeting or add any new ones?
  - I'd want to add a new group with more audience characteristics, as well as lengthy keywords relating to "online certifications," "digital marketing," and "udacity."

Recommendations for future campaigns

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

- Would you set up an A/B test, and if so, how would you go about it?
    - Yes, I would set up different test scenarios where I would feature more calm colors, alter the ad headline and change the CTA button to a more clear button

Recommendations for future campaigns

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

- Would you make changes to the landing page, and if so, what kind of changes and why?
  - Yes, The overall conversion rate of 0.2% is not particularly great. I would include extra information on the landing page, such as reviews and testimonials from prior students, and see if we could increase the conversion rate.

Project 7
Market with Email

Part 1

Plan Your Email

Campaign
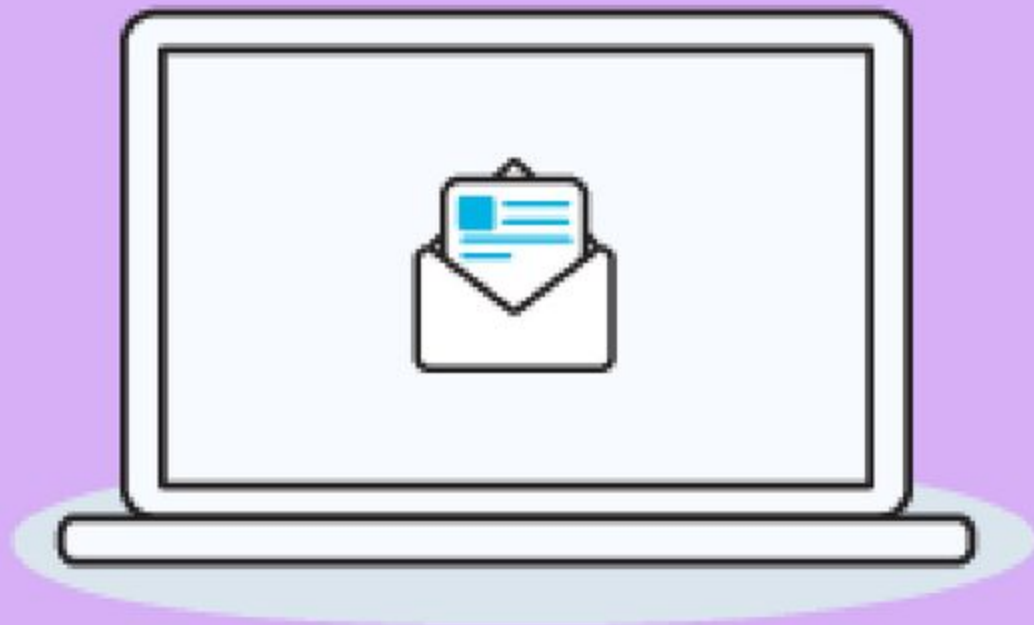
Marketing Objective & KPI

- **Marketing Objective** - By the 31st of June, convert 50 leads into digital marketing nanodegree purchases
- **KPI -** Successful conversion rate - a number of people enrolled into the Digital Marketing Nanodegree program as a result of an email campaign.

Email Series

Email 1: Learn a new skill on Digital Marketing today.

Email 2: Get a personalized discount and enrol for Digital Marketing nanodegree

Email 3: Learn to advertise on social media with this free ebook!

Part 2

Create Your Email

Campaign

Content Plan: Email 1

Overarching Theme: 3-5 Sentences	
General	***This is intended to help introduce digital marketing online course which they can start learning online.***
Subject Line 1	*Learn a new skill on Digital Marketing today.*
Subject Line 2 (for A/B testing)	*Learn from industry experts and manage real-time marketing campaigns.*
Preview Text	*Learn from top specialists in the field of digital marketing and gain real-world experience.*
Body	*Udacity has introduced a completely new Nanodegree program in digital marketing. Our Nanodegree enables you to study in-demand Digital Marketing skills at your own speed. The course was created in collaboration with industry leaders such as Moz, Mailchimp, and Google to give you with industry-vetted content, and the greatest part is that the course is totally project-based and hands-on!!*
Outro CTA 1	***Learn more...***
Outro CTA 2 (for A/B testing)	***Tell me more...***

Content Plan: Email 2

Overarching Theme: 3-5 Sentences	
General	*To encourage enrolment by issuing a discount on enrolment to potential students for the Digital Marketing nanodegree*
Subject Line 1	*Get a personalized discount and enrol for Digital Marketing nanodegree*
Subject Line 2	*Claim your personalized discount and learn today.*
Preview Text	*For a limited period you can claim your personalized discount upto 75% off*
Body	**|LIST:NAME|*, take the next step in your professional life.* *Now is an excellent time to choose your ideal program. You may gain the skills you need for a $100k+ job as a Digital Marketer in as little as three months with your tailored discount. The numbers speak for themselves: 70% of Udacity alumni are promoted or acquire better employment.*
Outro CTA	*Claim your discount*

Content Plan: Email 3

Overarching Theme: 3-5 Sentences	
General	*This is intended to help drive the visual and written assets for this campaign.*
Subject Line 1	*Learn to advertise on social media with this free ebook!*
Subject Line 2	*Do you want to learn how to use social media to promote your business?*
Preview Text	**With digital marketing skills you can promote your business on Facebook, Instagram and Twitter.**
Body	*In this course you will learn about all of the primary aspects of digital marketing. Consisting of 9 chapters that covers: Fundamentals of Marketing, Content Planning, Social Media Marketing, Social Media Advertising, and Social Media Marketing, SEM (Search Engine Marketing), SEO (Search Engine Optimization), Google Ads Search Engine Marketing, Display Advertising, Email Marketing, Use Google Analytics to track and optimize your results.*
Outro CTA	*Enrol Now!!!*

A/B Test Overview

A/B testing is critical since little changes in features can result in a substantial increase in conversion; consequently, doing an A/B test can help optimize our marketing plan.

We will conduct A/B test for Email #1 as it aimed at people interested in learning digital marketing but not sure where to start.

We will run tests with two distinct subject lines and CTA variations.

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	March 28	March 30,31	April 3	April 8
Email 2	March 29	April 1, 2	April 4	April 9
Email 3	March 30	April 3,4	April 5	April 10

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Part 3

Build & Send

Draft Email

Changes saved ↩ ↪ | Preview | Continue

Text

Font

Gilda Display ⌄

Colors

Text ● >
Links ● >
Block Background ⊘ >

Padding ☐ Apply to all sides

Top
12 ⌃⌄

Bottom
12 ⌃⌄

Left
48 ⌃⌄

Right
48 ⌃⌄

Dynamic Content
● Off >

Apply style to all headings

View this email in your browser

UDACITY

H1 | 28 ⌃⌄ | **B** *I* <u>U</u> | ≣ | ↕ | 🔗 | Merge Tags ⌄ ⓘ

Learn a new skill in Digital Marketing today.

Udacity has introduced a completely new Nanodegree program in <u>Digital Marketing</u>. Our Nanodegree enables you to study in-demand Digital Marketing skills at your own speed.

The course was created in collaboration with industry leaders such as <u>Moz</u>, <u>Mailchimp</u>, and <u>Google</u> to give you with industry-vetted content, and the greatest part is that the course is totally project-based and hands-on!!

⌄ Errors 0
Links [0] ✓
Merge Tags [0] ✓

Digital Marketing
Nanodegree Program

Learn job-ready skills with real-world projects
and expert marketers.

View this email in your browser

UDACITY

Learn a new skill in Digital Marketing today.

Udacity has introduced a completely new Nanodegree program in <u>Digital Marketing</u>. Our Nanodegree enables you to study in-demand Digital Marketing skills at your own speed.

The course was created in collaboration with industry leaders such as <u>Moz</u>, <u>Mailchimp</u>, and <u>Google</u> to give you with industry-vetted content, and the greatest part is that the course is totally project-based and hands-on!!

Digital Marketing
Nanodegree Program

Learn job-ready skills with real-world projects
and expert marketers.

Learn More...

---

f ⓞ 𝕏

UDACITY

Final Email

Learn a new skill in Digital Marketing today.

Udacity has introduced a completely new Nanodegree program in Digital Marketing. Our Nanodegree enables you to study in-demand Digital Marketing skills at your own speed.

The course was created in collaboration with industry leaders such as Moz, Mailchimp, and Google to give you with industry-vetted content, and the greatest part is that the course is totally project-based and hands-on!!

Digital Marketing
Nanodegree Program

Learn job-ready skills with real-world projects and expert marketers.

Learn More...

Final Email

UDACITY

Learn a new skill in Digital Marketing today.

Udacity has introduced a completely new Nanodegree program in Digital Marketing. Our Nanodegree enables you to study in-demand Digital Marketing skills at your own speed.

The course was created in collaboration with industry leaders such as Moz, Mailchimp, and Google to give you with industry-vetted content, and the greatest part is that the course is totally project-based and hands-on!!

Digital Marketing
Nanodegree Program

Learn job-ready skills with real-world projects and expert marketers.

Final Email

Learn More…

Part 4

Sending & Analyzing

Results

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

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	**8%**	75	**3.33%**	30

Final Recommendations

- I would enhance my email content by doing an A/B test for Email #1, #2 and #3 to optimize my email content and change the CTA button and color to be more appealing, considering the unsubscription and bounce rates.
- After reviewing the data, I recommend removing any unsubscribers from the email list right away. This will be done in accordance with the CAN-SPAM Act.