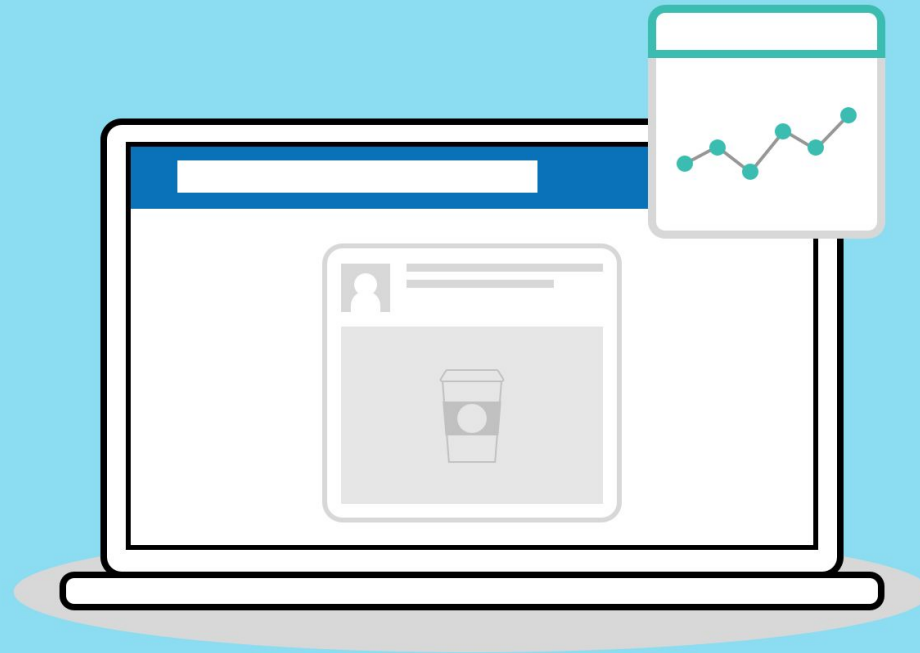


Project 3:

Evaluate a Facebook Campaign



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.



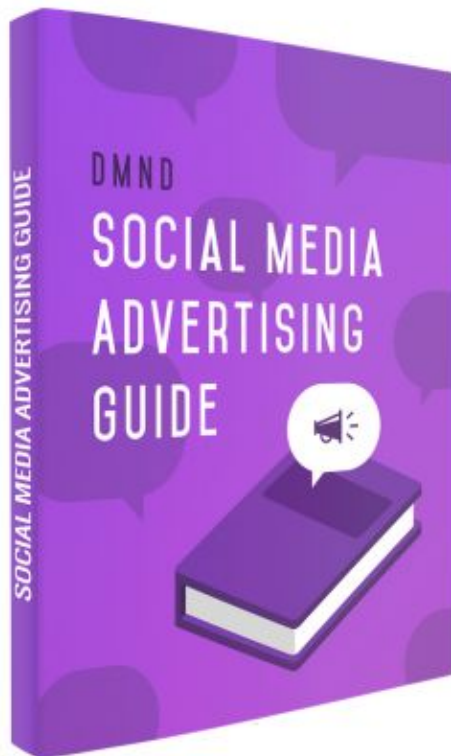
The screenshot shows a web browser window displaying the Udacity landing page. The page has a clean, modern design with a white background. At the top, the Udacity logo is visible. Below it, the title "Free Social Media Advertising Guide" is prominently displayed, followed by a subtitle "An excerpt from the Udacity Digital Marketing Nanodegree Program". On the left side, there is a purple eBook cover titled "SOCIAL MEDIA ADVERTISING GUIDE". To the right of the cover, the text "Get your free copy of the eBook today!" is followed by three bullet points: "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", and "Everything you need to get started!". Below these points is a form with an "Email" input field and a blue "DOWNLOAD EBOOK" button. At the bottom, there is a small disclaimer: "By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here."

Landing Page



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!

SUBMIT




By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time.
Please find our [Privacy Policy](#) here.

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

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">● Age 27● Female● Graduated from university● Employed● Lives in a mid-size US city	<p>Jessica</p> 	<ul style="list-style-type: none">● Flexible study schedule● “Bite-size” chunks of learning
Hobbies	Goals	Barriers
<ul style="list-style-type: none">● Hiking● Photography● Walking her dog	<ul style="list-style-type: none">● Transition into a new career in digital marketing● Get a job with higher earning potential/path to advancement● Meet other marketers	<ul style="list-style-type: none">● Limited time for studying/learning new skills● Unsure how to break into a new industry

Ad Set

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

Ad One



Digital Marketing by Udacity

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising

digitalmarketing.udacity.com

Download

Ad Two



Digital Marketing by Udacity

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!







Free eBook: Social Media Advertising


digitalmarketing.udacity.com

Download

Ad Three

**Digital Marketing by Udacity**
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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising

digitalmarketing.udacity.com

[Download](#)

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