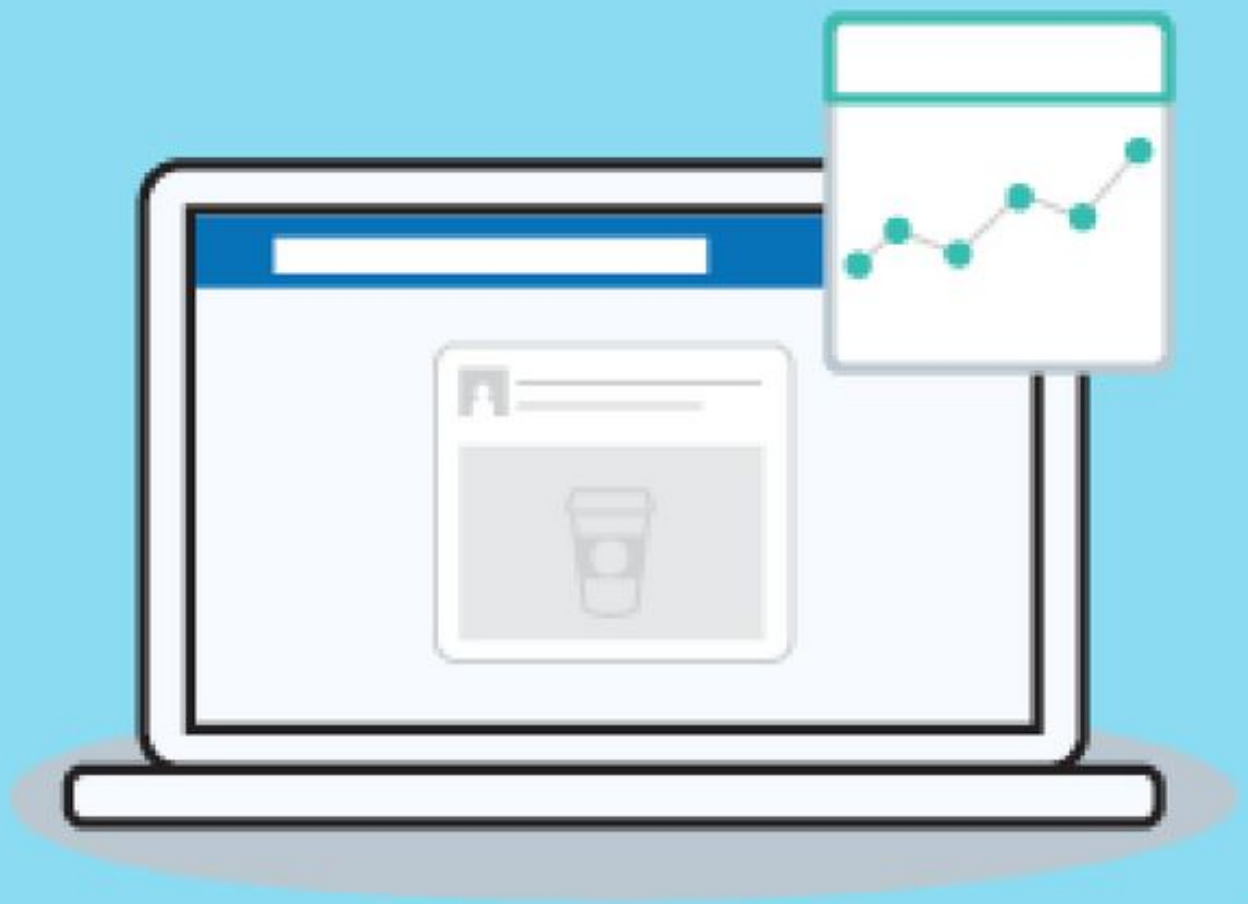# Project 3 - Part 2 Run a Facebook Campaign

Marketing Challenge #1:
Digital Marketing Nanodegree Program

You are tasked with attracting future fellow students for this Digital Marketing Nanodegree Program. More specifically, your objective is to collect email addresses of potential students, who could 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, content that you will see in the Social Advertising course.

For the purpose of the projects, assume costs of $0 for the eBook and a conversion value (revenue) of $15 per collected email address.
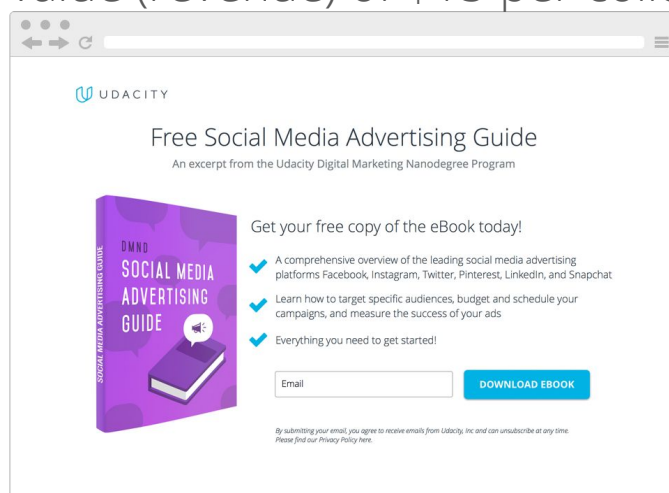
Reference slide remove before you submit

Campaign Approach

So in the beginning I would like to describe what my approach and who I'm trying to approach. Due to this digital marketing nano degree, I would think that the best technique would be for college students, grad students, and people who are trying to achieve more in their fields. The second approach would be to target an age persona to better approach those people like from 18 - 40 year old. The other thing was to equip a location closer to the country which is giving the courses to also make the classes a better make conversations with the potential students. Additional, I would also work on the target persona that I had prepared for the product to then even more better equip the ad to interact with more people. Then by adding tags to the ad to then even more better prepare it to go around in more circles to then even add more people. Lastly, by adding more ads it increases the likelihood of it reaching more circles is probable due to the exposure of the ad.

As well as the argument of adding a specific customer types it is better seeing the types of impressions on the product it is furthermore better to witness the comments and likes on it. To better improve or to even see what a customer thinks about. Also in regards to time-line it is also recommended to see what times do most of the clicks and comments come in on. To better understand the highs and lows for such a product.

Target Persona

Background and Demographics	Target Persona Name	Needs
Male 19 Years Old College Student	Muhammad	Time efficient (No more than an hour of time) Easy to Read
Hobbies	**Goals**	**Barriers**
Traveling Surfing the Web Watching Movies	To better Understand Enhancing Vocabulary Having another Perspective	Too Complicated Too Long Too Hard to read

Marketing Objective

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

For this ad set, my marketing objective would be to reach as many clicks for this ad to gain as many emails through a budget of 100 dollars. The timeline would be 4 days divided between 3 ads to see the effects of each ad.

KPI

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

The KPI for this social media campaign (Part 1) would be for the number of clicks, number of impressions on the product, and the number of people who engage with the product for a period of 4 days.

Campaign Summary

Campaign Summary

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

	Sao Paulo Time
Ad Scheduling	Run ads all the time
Custom Audiences Included	Udacity ebook visitor KSA 20 to 35 Udacity ebook corses KSA 18-30 Lookalike (US, 1%) - eBook download College students 18-30 Lookalike (SA, 1%) - College students 18-30 المتشابه (SA, 1%) - Saudi Graduates
Locations Included	Dammam, Eastern Province, SA, 25 mile Jeddah, Makkah Region, SA, 25 mile Riyadh, Riyadh Region, SA, 25 mile Makkah, Eastern Province, SA
Age	18 - 40
Gender	All
Detailed Targeting Included	**People Who Match** Interests: Online advertising, Advertising, Social media Work positions: Internet marketing, Digital Marketing Strategist, Digital strategy manager
Targeting Expansion	Yes
Placements	Automatic Placements
Optimization Goal	Conversions
Bid Strategy	Lowest cost
When You Get Charged	Impression
Delivery Type	Standard

Campaign Summary

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

From the image it show exactly what ad copy and creatives I had
used.

Ad Set Name	18-40 ID: 23844058460400218
Destination	Website
Budget	Lifetime Budget $100.00
Start Date	Sunday, December 29, 2019 at 10:48 AM Sao Paulo Time
End Date	Tuesday, December 31, 2019 at 10:48 AM Sao Paulo Time
Ad Scheduling	Run ads all the time
Custom Audiences Included	Udacity ebook visitor KSA 20 to 35 Udacity ebook corses KSA 18-30 Lookalike (US, 1%) - eBook download College students 18-30 Lookalike (SA, 1%) - College students 18-30 المتدبه (SA, 1%) - Saudi Graduates
Locations Included	Dammam, Eastern Province, SA, 25 mile Jeddah, Makkah Region, SA, 25 mile Riyadh, Riyadh Region, SA, 25 mile Makkah, Eastern Province, SA
Age	18 - 40
Gender	All
Detailed Targeting Included	**People Who Match** Interests: Online advertising, Advertising, Social media Work positions: Internet marketing, Digital Marketing Strategist, Digital strategy manager
Targeting Expansion	Yes

Campaign Summary

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

So in the beginning I had a couple of issues with my first ad. Firstly, Facebook's algorithm mentioned that I had written too many words in the description bar. Then after I reviewed it, the algorithm still insighted that it had too many words (again). After removing some more words Facebook then mentioned that I had an image with too many words in it. So I changed the image. Although it had been the last one to start, it was clearly the most successful one between the 3 ads.

DIGITAL MARKETING
NANODEGREE PROGRAM

Ad Images: Sample

Ad Images: Sample

After adjusting the first ad in terms of image and description bar.

Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
Ad One	27	9,574	$2.49	$67.34
Ad Two	3	1,896	$2.46	$7.38
Ad Three	10	4,186	$2.88	$28.84
Overall	40	15,656	$7.83	$103.56

DIGITAL MARKETING
NANODEGREE PROGRAM

Campaign Evaluation

1. Evaluate the success of your campaign, given your

    marketing objectives.

    a. Which ad performed best?

        **In my perceptive it was the first ad although it
        was the last ad that had been posted and
        activated online.**

    b. Was your campaign ROI positive? Please use this

        equation to calculate ROI:

        i. **($15*# of leads)/cost=ROI for DMND**

            ($15*15,656)/($103.56)=ROI for DMND

            2,267 = ROI for DMND

Marketing Challenge Reference

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

DIGITAL MARKETING
NANODEGREE PROGRAM

Campaign Evaluation: Recommendations

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

I would have changed the timing that I had add the ads due to new years eve. I would have also changed the second and third ad to better themselves due to the majority of people who had seen the ad were men.

Appendix

Screenshots for

Reference

Campaign Results: Performance
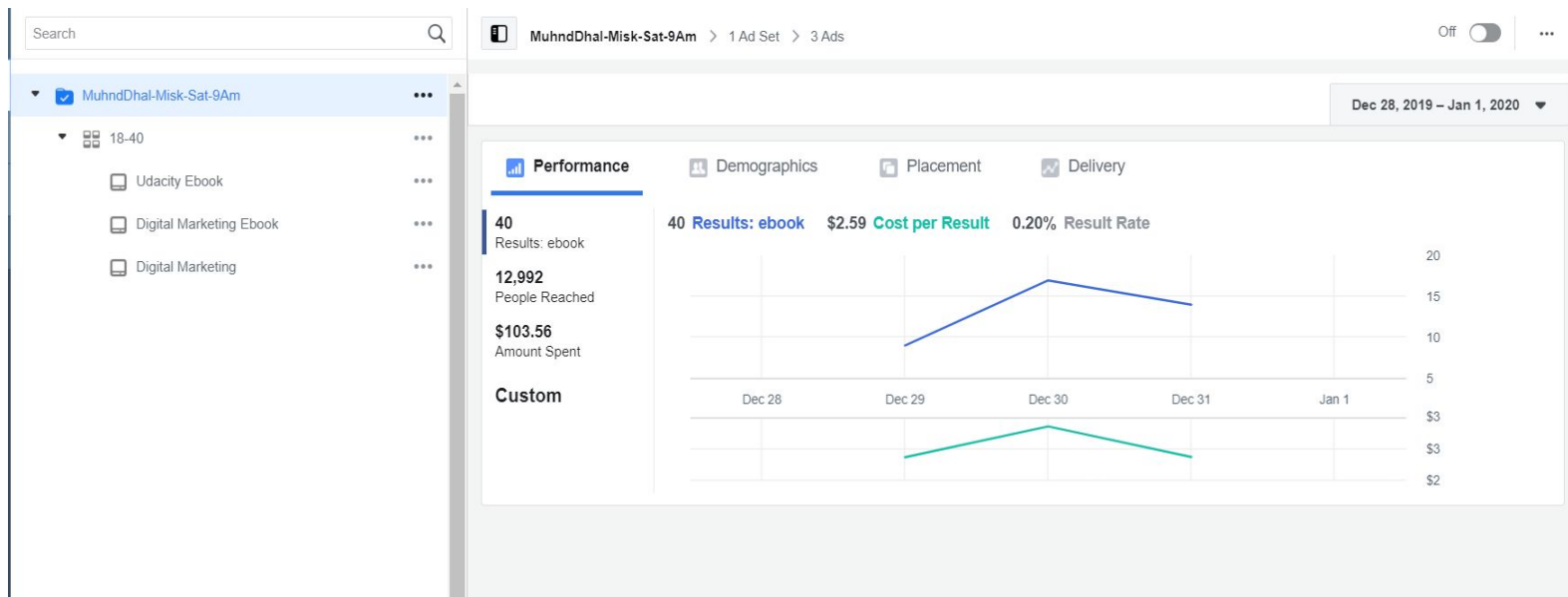
Campaign Results: Demographics
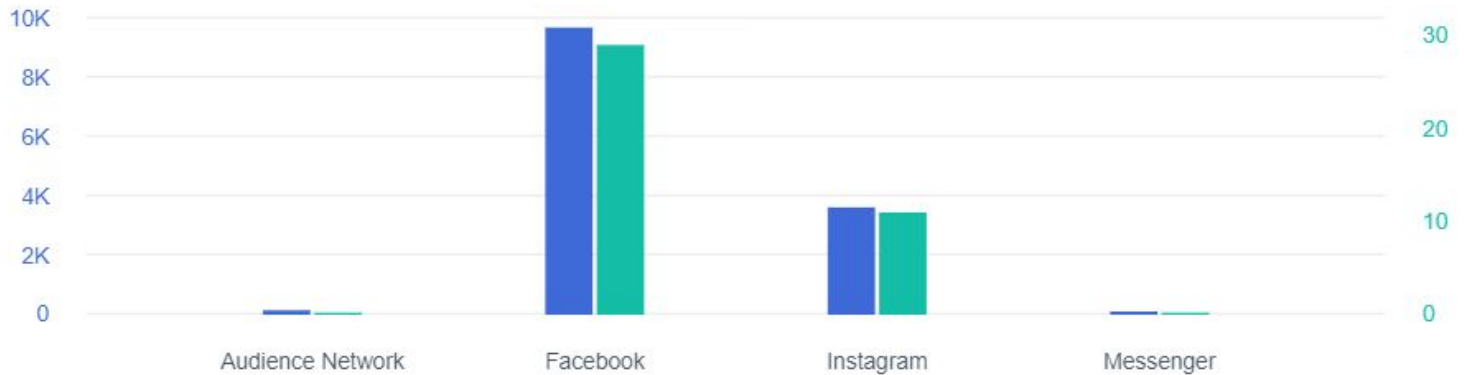
Campaign Results: Placement

12,992 **Reach** ▾   40 **Results: ebook** ▾ $103.56 Amount Spent

* You may see low delivery of ads to the Facebook Stories placement until it's available to everyone who uses Facebook Stories. A more accurate metric is cost per result.

Ad Set Data: Performance

Ad Set Data: Demographics

Performance　**Demographics**　**Placement**　**Delivery**

40 **Results: ebook** ▾　12,992 **Reach** ▾

Age

	13-17	
	18-24	
	25-34	
	35-44	
	45-54	
	55-64	
	65+	

All Women

25% (10)
25% (3,296)

$3.09
Cost per Result
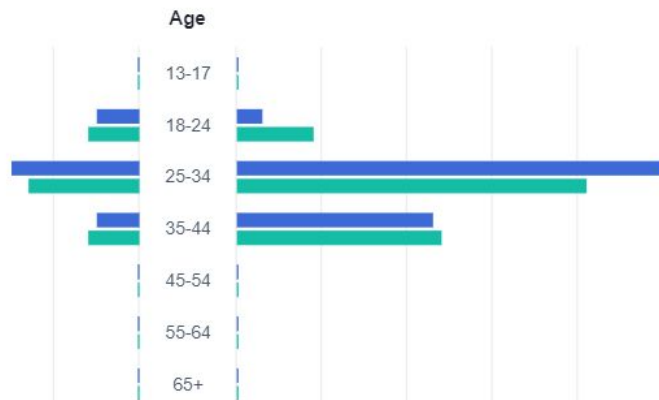
All Men

75% (30)
74% (9,616)

$2.39
Cost per Result

DIGITAL MARKETING
NANODEGREE PROGRAM

Ad Set Data: Placement

Performance   Demographics   **Placement**   Delivery

12,992 Reach ▾   **40 Results: ebook** ▾   **$103.56** Amount Spent
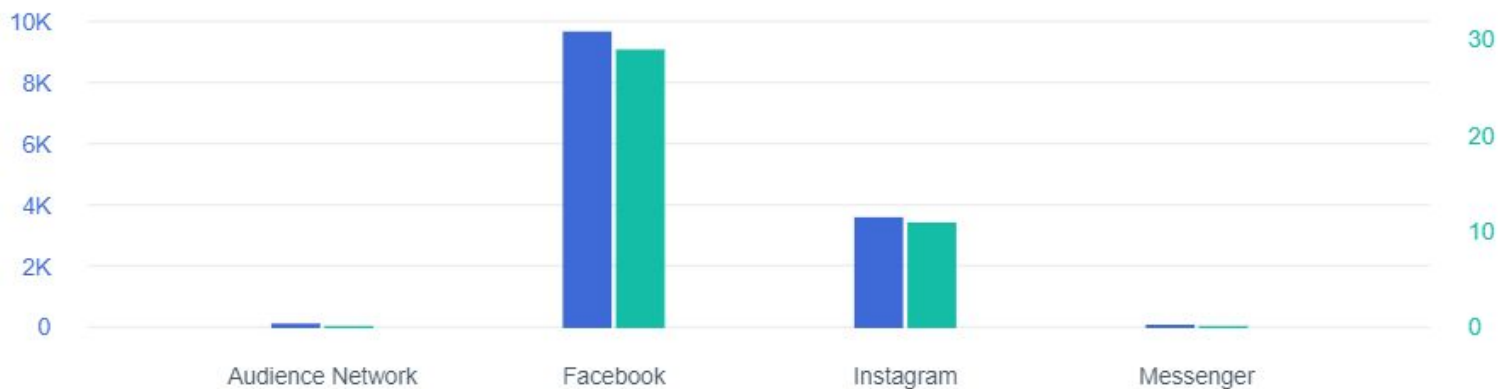
Chart showing placement data across Audience Network, Facebook, Instagram, and Messenger. Left axis scaled 0–10K, right axis scaled 0–30.

* You may see low delivery of ads to the Facebook Stories placement until it's available to everyone who uses Facebook Stories. A more accurate metric is cost per result.

Ad Set Data Information

	Ad Name	Bid Strategy Ad Set	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...
	Udacity Ebook ✏ View Charts ✏ Edit Duplicate	Lowest cost Conversions	$125.00 Lifetime	Dec 30, 2019, 9:5... 3 days ago	27 ebook	9,574	12,020	$2.49 Per ebook	Below average Bottom 10% of ads	Below average Bottom 35% of ads	Above average
	Digital Marketing Ebook	Lowest cost Conversions	$125.00 Lifetime	Dec 30, 2019, 9:5... 3 days ago	3 ebook	1,896	2,261	$2.46 Per ebook	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Above average
	Digital Marketing	Lowest cost Conversions	$125.00 Lifetime	Dec 30, 2019, 9:5... 3 days ago	10 ebook	4,186	5,589	$2.88 Per ebook	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Above average
	Results from 3 ads ⓘ		—		40 ebook	12,992 People	19,870 Total	$2.59 Per ebook			

	Ad Name	s	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent	Ends	Link Clicks
	Udacity Ebook	0	$2.49 Per ebook	Below average Bottom 10% of ads	Below average Bottom 35% of ads	Above average	$67.34	Dec 31, 2019	100
	Digital Marketing Ebook	1	$2.46 Per ebook	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Above average	$7.38	Dec 31, 2019	17
	Digital Marketing	9	$2.88 Per ebook	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Above average	$28.84	Dec 31, 2019	35
	Results from 3 ads ⓘ	0 al	$2.59 Per ebook				$103.56 Total Spent		152 Total