

Project 8

Portfolio



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

The main marketing objective is to sign around 2000 new students to the DMND course with a budget of \$50,000. While trying to achieve this through the first quarter of the year.

Who Are Our Customers?

Target Persona



Background and Demographics	Target Persona Name	Needs
Female 22 Years Old College Student	Rzan	Cost efficient Entertaining Time-saving
Hobbies	Goals	Barriers
Reading Writing Painting	Entertaining Enhancing Vocabulary Learning Experience	Too Complicated Expensive Not Accessibility

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	Course, objectives, and main topics	Skills gained in marketing and course projects	Marketing Development for Digital Marketing	Tracking the clients progress and to assist clients through a purchase	Special Offers, membership courses, and Loyalty discounts
Channel	Ad words	Social media (Facebook and Instagram)	Blog	Display, video ads and Emails	Email



2. Budget Allocation

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$1000	\$1.25	800	0.05%	0
AdWords Search	\$500	\$1.40	357	0.05%	0
Display	\$250	\$5.00	50	0.05%	0
Video	\$250	\$3.50	71	0.05%	0
Total Spend	\$2000	Total # Visitors	1278	Number of new Students	0

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$1000	\$0.50	2000	0.1%	2
AdWords Search	\$500	\$1.50	333	0.1%	0
Display	\$250	\$3.00	83	0.1%	0
Video	\$250	\$2.75	90	0.1%	0
Total Spend	\$2000	Total # Visitors	2506	Number of new Students	2

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$40,000	\$0.30	133,333	0.3%	400
AdWords Search	\$3,000	\$1.50	2000	0.3%	6
Display	\$1,500	\$3.00	500	0.3%	2
Video	\$1,500	\$2.75	545	0.3%	2
Total Spend	\$46,000	Total # Visitors	136,378	Number of new Students	410

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$2000	1278	0	\$299	\$0	-\$2,000
Interest	\$2000	2506	2	\$299	\$598	-\$1,402
Desire	\$46000	136,378	410	\$299	\$122,590	\$76,590
Total	\$50,000	140,162	412		\$123,188	\$73,188

Additional Channels or Recommendations:

Due to the links and dividing the money spent:

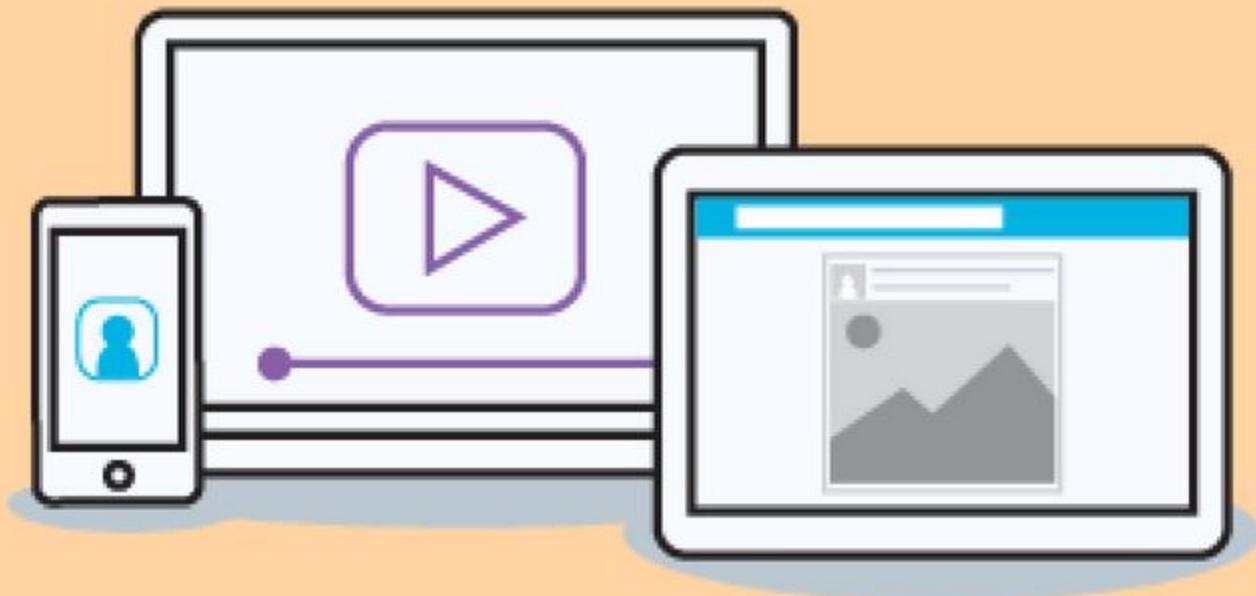
- The best method with the first week (Awareness) was to do A/B testing to better diversify the campaign ads.
- Also to be concise and brief with the ads, while also applying as many types to see what is best towards a specific ad type.
- Then while in the interest the type is set, but through this part offers and once drops are recommended to gain interest throughout the week.
- While also through this campaign we should also focus on the target persona to better the interests with the audience and region this campaign is targeting.
- Finally, with the last week the best method to show is to clearly show what a student will gain and how that can develop a campaign, company, and product.
- One way also is to get feedback from the students new and old to better understand the target persona and the region that the campaign is in.
- Understanding the channels that will be used should be understood in regards to what is more suitable for this campaign, again to better target the persona.



3. Showcase Work

Project 2

Market your Content



Marketing Objective

The marketing objective from this blog is to increase the number of potential students coming from the social media outlets by late December 2019.

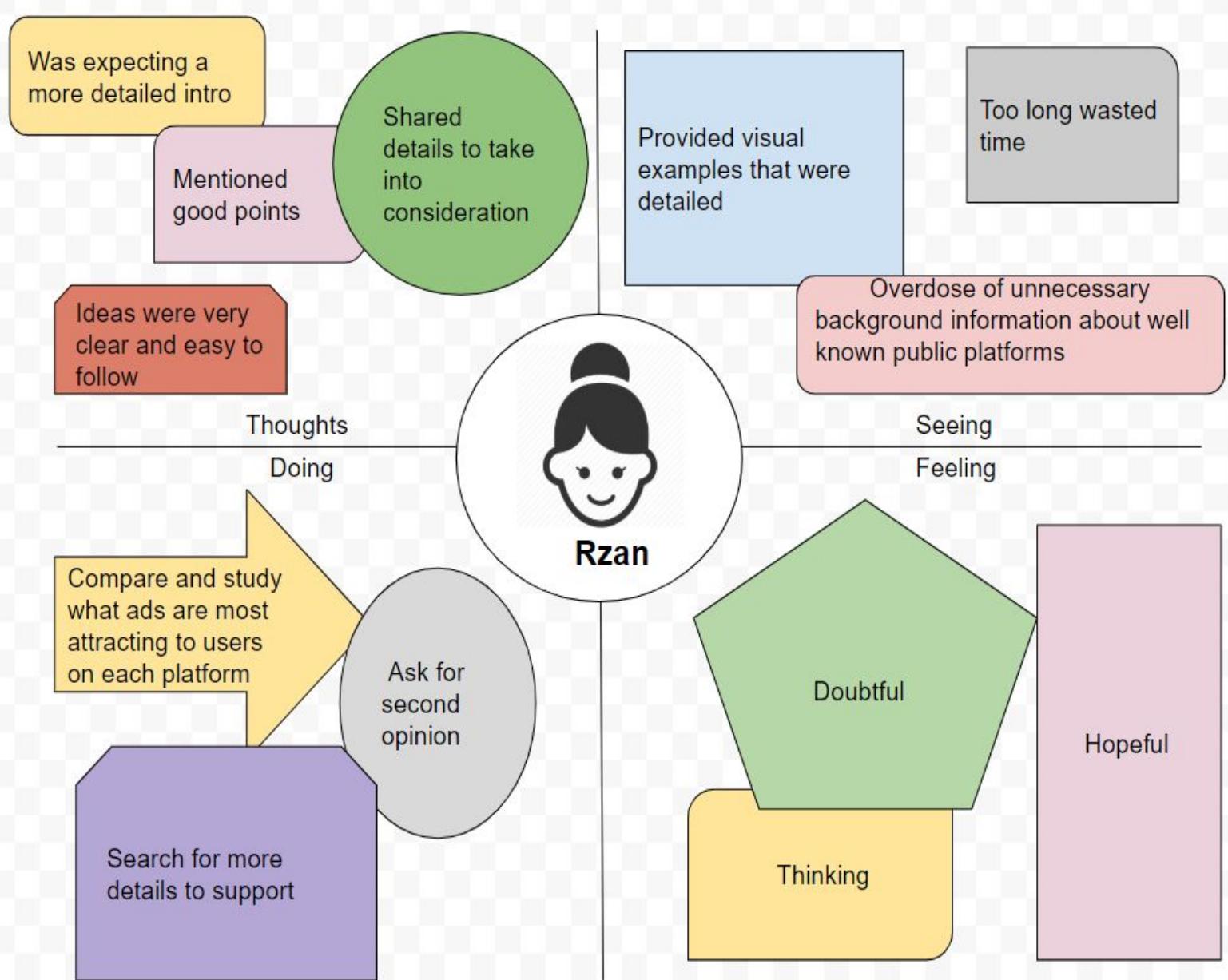
KPI

The KPI for this Udacity DMND is to achieve a gain in the number of followers in December.

Target Persona

Background and Demographics	Target Persona Name	Needs
Female 22 Years Old College Student	Rzan	Cost efficient Entertaining Time-saving
Hobbies	Goals	Barriers
Reading Writing Painting	Entertaining Enhancing Vocabulary Learning Experience	Too Complicated Expensive Not Accessibility

Empathy Map



What is the theme and framework of your blog post?

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?

- An SCQA

Blog Post

It's mainly about the reasons as to why I had joined the Udacity's DMND. Also hopefully what opportunities it will open up for me in the future.

https://udacity-muhanadgdohal.blogspot.com/b/post-preview?token=APq4FmCfo230IVTALtRDx4EVGJ5KZXzmQy9kKhBbZN0Voqevr0tXw5h_grOePO1ekx7tO6iTHNhFoe-qW8E57p1NR81HrttkH1KouYLp3TxK4ha0N-qo4meQf3KbRDs9EBJvmu744mVo&postId=8517328094286761195&type=POST

The Blog

Udacity DMND



Why I joined in the Udacity DMND

December 20, 2019

Why I joined in the Udacity DMND!

As to why I had decided to join the Udacity's - Misk Digital Marketing Nano-Degree? Well there were many reasons that played a role as to why, but it was mainly to better prepare myself for the future tasks ahead. Furthermore, we are currently heading towards a newer more advanced and connected social media life cycle and as the medium changes the need for more diversity also changed. Another reason is that I aim to build my own company. For that I must better my skills to face whatever tasks I might encounter, from understanding the outlets to building strong communication bridges with my customers and for many more reasons. The Udacity incorporation had joined the Misk foundation to give students a better understanding of digital marketing and help us take a step forward in better providing ourselves with tools for the future. Additionally, I had seen the fact that the nano-degree had to take up-to 3 months which aligned perfectly in regards to my current situation. As well as having all the right options being there for me which also enabled me to seek this degree. So after you, the reader, know that the situation has all been set and the timing was not an issue all that's left is to attend the classes and to finish all the projects needed of me to pass and all the quiz's. I'm hopeful that everything will go smoothly to my accord but it should be very eventful for the class room attendance in Faisal University. So, that's why I had joined this program. I would definitely recommend it to anyone who has the time and availability to try the nano-degree program out. I have found it can be very useful to he/she in any future ventures they choose.

website link: <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>



Platform 1 and Post

I have chosen(Facebook) as my first platform. The website has over a million users posting about many different daily things. It gives you the ability to post publicly which helps create a more interactive platform for yourself reaching a much farther and larger audience.



A screenshot of a Facebook post from Muhanad Dohal. The post was made just now and is locked. The content of the post is: "Writing a new blog about the why I had joined in the Udacity program. #UdacityDMND #Misk <https://www.udacity.com/.../digital-marketing-nanodegree--nd0...>". Below the post are 'Like' and 'Comment' buttons. A comment input field says "Write a comment..." with a placeholder "Press Enter to post." and includes icons for smiley face, camera, GIF, and video.

Platform 2 and Post

The second social media platform I've chosen would be (Instagram). The content being absorbed on a daily basis on this platform is images. And combining both platforms will aid with gaining more views, likes, as well as making it easier to interact with others.

Why I joined in the Udacity DMND

As to why I had decided to join the **Udacity - Misk Digital Marketing Nano-Degree?** Well there were many reasons that played a role as to why, but it was mainly to better equip myself for the future tasks ahead. Furthermore, we are currently heading towards a newer more advanced and connected social media life cycle and as the medium changes the need for more diversity also changed. Another reason is that I aim to build my own company. For that I must better my skills to face whatever tasks I might encounter, from understanding the outlets to building strong communication bridges with my customers and for many more reasons. The **Udacity** incorporation had joined the **Misk** foundation to give students in my country a better understanding of digital marketing and help us take a step forward in better equipping ourselves for the future. Additionally, I had seen the fact that the nano-degree had to take up-to 3 months which aligned perfectly in regards to my current situation. As well as having all the right options being there for me which enabled me for to seek this degree. So after you, the reader, know that the situation has all been set and the timing was not an issue all that's left is to attend the classes and to finish all the projects needed of me to pass and all the quiz's. I'm hopeful that everything will go smoothly to my accord but it should be very eventful for the class room attendance in Faisal University. So, that's why I had joined this program. I would definitely recommend it to anyone who has the time and availability to try the nano-degree program out. I have found it can be very useful to lie/she in any future ventures they choose.

website link: <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

18 seconds ago

DIGITAL MARKETING
NANO DEGREE PROGRAM

Platform 3 and Post

This last social media platform is mainly about the world of the internet (Twitter). Many people, governments, officials, and celebrities use this platform to direct attention to blogs, facebook users, and many more other social media apps. Which will allow them to expand their brand everywhere creating more traffic on their personal platforms. This makes it ideal for a blog to have a connected account to post about it on here to allow it to grow.

MuhndDhal @DhalMuhnd · 12s
Writing a new blog on Blogger!
About why I had Joined Udacity's DMND.
#Udacitydmnd
#Misk

Digital Marketing Nanodegree Program
Learn job-ready skills with real-world projects and expert marketers.

Become a Digital Marketer by Learning Online | Udacity | Udacity
Gain real-world experience running campaigns as you learn from top experts. Take the first step of your digital marketing career today, with ...
udacity.com

The image shows a Twitter post from a user named MuhndDhal (@DhalMuhnd). The post is dated 12 seconds ago and contains the following text:
"Writing a new blog on Blogger!
About why I had Joined Udacity's DMND.
#Udacitydmnd
#Misk"
Below the text is a promotional image for the "Digital Marketing Nanodegree Program". The image features two people, a man and a woman, looking at a laptop screen. The text on the image reads:
"Digital Marketing Nanodegree Program
Learn job-ready skills with real-world projects and expert marketers."
At the bottom of the post, there is a call-to-action:
"Become a Digital Marketer by Learning Online | Udacity | Udacity
Gain real-world experience running campaigns as you learn from top experts. Take the first step of your digital marketing career today, with ...
udacity.com"
The Twitter interface includes standard icons for reply, retweet, like, and share.

Project 3 - Part 2

Run a Facebook Campaign



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 nanodegree, 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

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

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

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
الخريجين (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 أطباء (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.

Ad Images: Sample

Edit

Digital Marketing by Udacity Sponsored ·

Digital Marketing

DMND.UDACITY.COM Your way into digital marketing DOWNLOAD

Like Comment Share

Edit

Digital Marketing by Udacity Sponsored ·

Digital Marketing by Udacity

DMND.UDACITY.COM Free Social Media Advertising Guide DOWNLOAD

Like Comment Share

Digital Marketing by Udacity Sponsored ·

DMND.UDACITY.COM **Digital Marketing eBook** Digital Marketing eBook today DOWNLOAD

Like Comment Share

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

Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.
 - a. Which ad performed best?

In my perception 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. $(\$15 * \# \text{ of leads}) / \text{cost} = \text{ROI}$ for DMND
 $(\$15 * 15,656) / (\$103.56) = \text{ROI}$ for DMND
 $2,267 = \text{ROI}$ for DMND

Marketing Challenge Reference

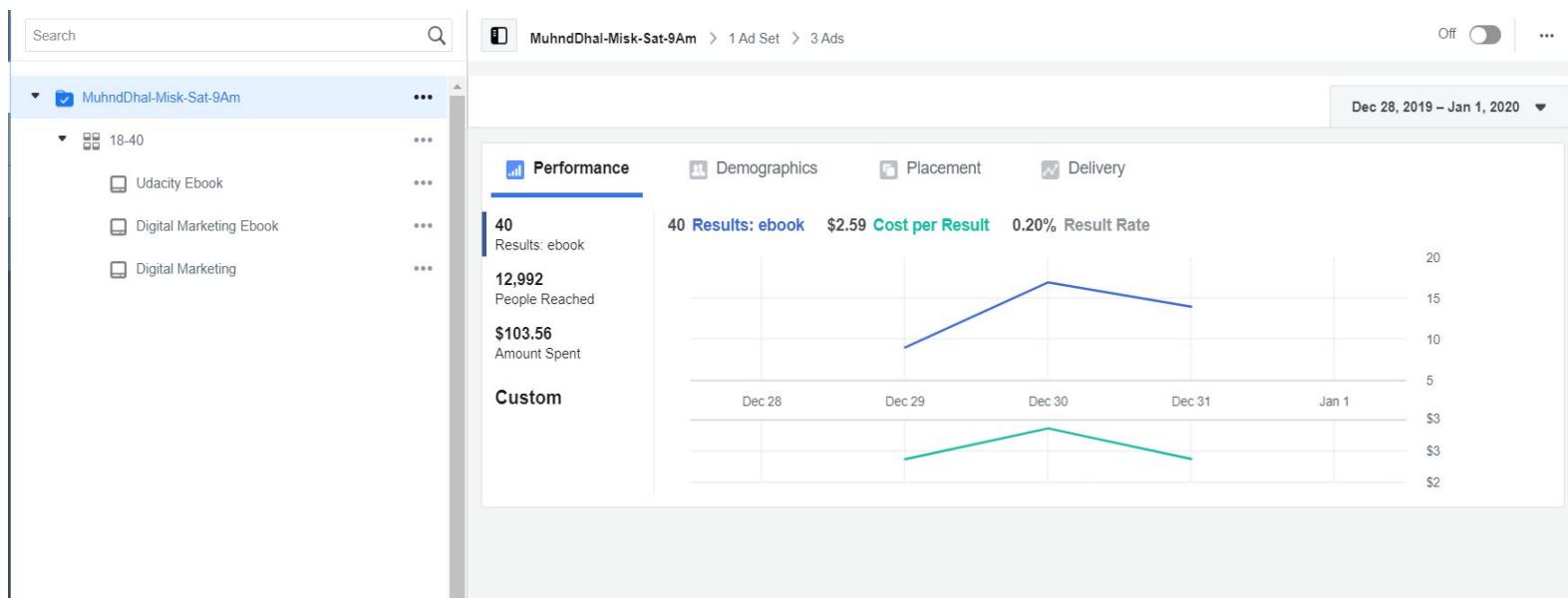
- **DMND:** conversion value (revenue) of \$15 per collected email address

Campaign Evaluation: Recommendations

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

I 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.

Campaign Results: Performance

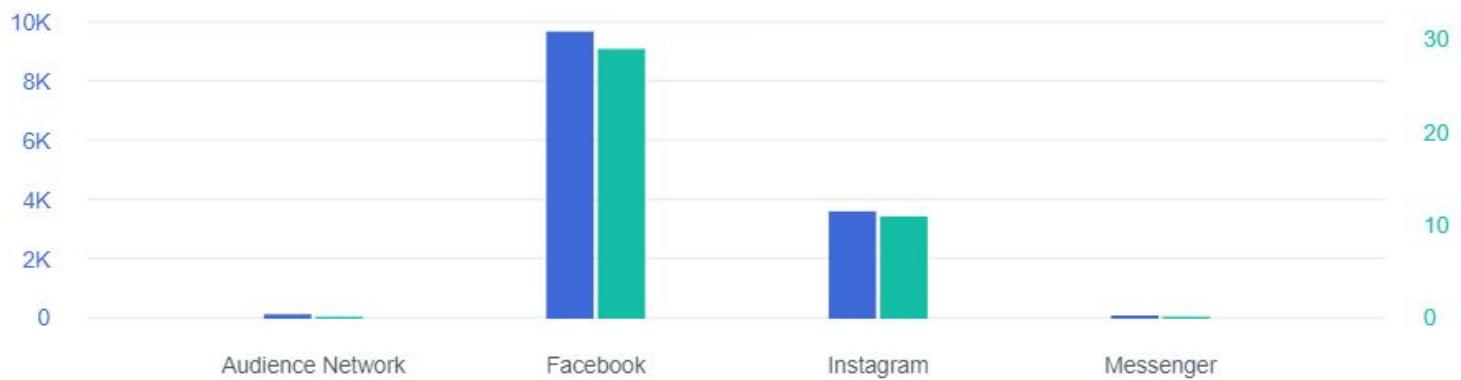


Campaign Results: Demographics



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.

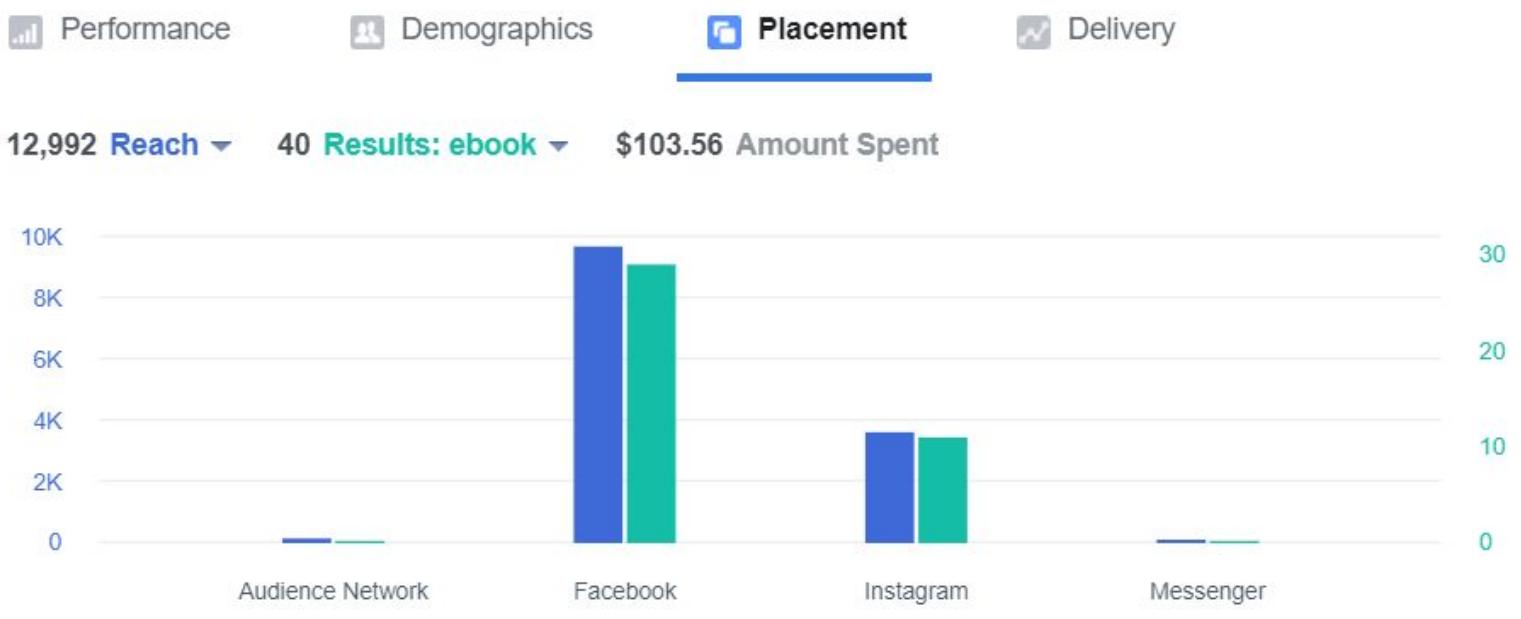
Ad Set Data: Performance



Ad Set Data: Demographics



Ad Set Data: Placement



* 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

Account Overview		Campaigns	Ad Sets	Ads							
					View Setup	Columns: Performance	Breakdown	Reports			
	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...
<input type="checkbox"/>	<input checked="" type="checkbox"/> Udacity Ebook  View Charts <input type="button" value="Edit"/> <input type="button" value="Duplicate"/>	Lowest cost Conversions	\$125.00	Dec 30, 2019, 9:5... Lifetime 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
<input type="checkbox"/>	<input checked="" type="checkbox"/> Digital Marketing Ebook 	Lowest cost Conversions	\$125.00	Dec 30, 2019, 9:5... Lifetime 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
<input type="checkbox"/>	<input checked="" type="checkbox"/> Digital Marketing 	Lowest cost Conversions	\$125.00	Dec 30, 2019, 9:5... Lifetime 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			

Account Overview		Campaigns	Ad Sets	Ads				
					View Setup	Columns: Performance		
	Ad Name	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
<input type="checkbox"/>	<input checked="" type="checkbox"/> Udacity Ebook  0 Per ebook	\$2.49 Per ebook	Below average Bottom 10% of ads	Below average Bottom 35% of ads	Above average	\$67.34	Dec 31, 2019	100
<input type="checkbox"/>	<input checked="" type="checkbox"/> Digital Marketing Ebook  1 Per ebook	\$2.46 Per ebook	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Above average	\$7.38	Dec 31, 2019	17
<input type="checkbox"/>	<input checked="" type="checkbox"/> Digital Marketing  9 Per ebook	\$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 Total	\$2.59 Per ebook				\$103.56 Total Spent	152 Total

Project 4

Conduct an SEO Audit



Marketing Objective & KPI

- **Marketing Objective** - Is to market ourselves(company) to be more active socially to better increase the organic growth of the websites and following. As well as to grow more by at least a 25% margin, by the first half of the quarter.
- **KPI** - To increase the company's social awareness by adding more organic search results and website following by a margin of 25% by the first half of the quarter.

Target Persona

Background and Demographics	Target Persona Name	Needs
Female 22 Years Old College Student	Rzan	Cost efficient Entertaining Time-saving
Hobbies	Goals	Barriers
Reading Writing Painting	Entertaining Enhancing Vocabulary Learning Experience	Too Complicated Expensive Not Accessibility

On-Site SEO: Keywords Audit

As to why I have chosen those keywords, I researched on a analytics keyword researcher website and found out that those specific words were searched the most. Also in Saudi Arabia that those words were often searched for. Other words got a response too, but not as much. I would also like to add that usually people would look for diplomas or even college degrees, but aren't too familiar with a Nanodegree. But the aspect of a freelancing opportunity is sought out for also front end-web designing or digital marketing. The idea is there, but it takes time for more searches, but I did notice in my social media (facebook campaign) there is a demand for the degree. Finally, this SEO audit is for the DMND.Udacity website to be clear.

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	Udemy	Free Online Courses
2	Udacity	Digital Marketing Course
3	Udacity Courses	Udacity Intro to Computer Science
4	Udacity Nanodegree	Online Marketing Degree
5	Online Courses	Online Digital Marketing Degree

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

I believe that the brand name (Udacity) should be the highest potential keyword. Due to its relevance with brand, company, and projects. With a priority score of 60.

Which Tail Keyword has the greatest potential?

In regards to the tail keywords, I think that the (Digital Marketing Course)has the most views and catches the most eyes and clicks, due to it being online and free of cost. Wth a score of (70).

Technical Audit: Metadata

URL:<https://dmnd.udacity.com/>

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.

Current

Title Tag <title>Udacity Digital Marketing Nanodegree Program Website</title>

Meta-Description <meta name="description" content="" />

Alt-Tag src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg" style="margin-top: 0px;" alt=""

Revision

Title Tag <title>Udacity Digital Marketing Nanodegree Program</title>

Meta-Description <meta name="description" content="A method to better understand the ways that social media works, throughout different mediums. It is also a walkthrough process that helps an individual understand how to better showcase and to as well as understand how companies showcase their products." />

Alt-Tag src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg" style="margin-top: 0px;" alt="A picture for two people understanding and taking about the ways that digital marketing affects a product, website, and company."

Suggested Blog Topics

Topic 1 : The Future of Technology

I think a huge margin in increasing the amount of blogs and social media awareness is one of the main methods in digital marketing. I would also like to add that even though a student or customer or even an expat all have chances to take understand and develop new methods in gaining skills needed for tomorrow. In the nearby future most jobs will have an online understanding, so it would be recommended to gain a digital aspect of these new concepts.

Suggested Blog Topics

Topic 2 : Behind What Happens in Websites

In regards to understanding an online presence you should first understand what goes on the background. The internet is based on code written in many languages, that anyone could choose from BASIC, C, C++, COBOL, Java, FORTRAN, Ada, and Pascal. Here at udacity we helps students, employees, and those with a passion to learn to better understand those languages. There are programs like blockchain developer, website editor, or front end web developer and many more. Which basically anyone can sign up for free of charge and if passed will receive a nanodegree of the matter to prove that they grasped how to assist and to achieve a better tomorrow for themselves.

Suggested Blog Topics

Topic 3 : The Path Udacity Strives For

Here at Udacity we as a company strive to achieve the unthinkable. We strive to better the people, laborer's, and students of today that anything is possible. Just by joining a classroom today anyone can achieve a nano degree that they aspire to have. Tomorrow's day is a technological revolution and it is better to be prepared with all the tools you can get. It is accessible from anywhere around the world. The program is illustrated by experts in the field which will insure that you are getting the right information about everything there is to know. In which they aim to enable individuals with the ability to help be a positive part of building the future.

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.

Note: If you are doing the DMND challenge, dmnd.udacity.com is a new site, **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
1	https://en.wikipedia.org/wiki/Udacity	98
2	Microsoft.com	100
3	http://wordpress.org/	98

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	hubspot
Site URL	hubspot.com
Organic Search Traffic	4.4M
Site Name	Github
Site URL	Github.com
Organic Search Traffic	13.1M
Site Name	Google
Site URL	google.com
Organic Search Traffic	562.7M

Page Index

Using the [Pingler](#) 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.

Due to pingler not allowing me to search due to there all ready being too many pings for the website.(Only 3 Pings are allowed for a website)

It is important to know how many blog orlinks or such are linked to your website. To better understand the amount of traffic coming into the website. The current number is 3,480 blogs based on google.

A screenshot of a Google search results page. The search query "https://dmnd.udacity.com/" is entered in the search bar. Below the search bar are navigation links for All, Videos, News, Images, Maps, More, Settings, and Tools. The search results show approximately 3,480 results found in 0.50 seconds. The top result is an advertisement from Digital Marketing Institute, which offers courses in PPC, SEO, Display, Email, and Social Media. The ad includes a link to their website and a brief description of their program.

Google

https://dmnd.udacity.com/

All Videos News Images Maps More Settings Tools

About 3,480 results (0.50 seconds)

Digital Marketing Courses | Enrolling For Courses Now

(Ad) www.digitalmarketinginstitute.com/

Learn everything about Digital Marketing from the comfort of your home. Over Half Of Our Graduates Got A Pay Rise & 81% Were Promoted After Their Course. Fully Accredited. Industry Validated. Recognised Worldwide. Types: PPC, SEO, Display, Email, Social Media.

Course Modules

See All The Different Disciplines Covered By The Diploma

For Educators

Increase Student Intake & Grow ROI By Over 300% In Just 3 Years.

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.

Well it would help the company know the opportunities and diagnostic errors with there website. It would also help them know where the traffic is going to and how much time during interactions go and how does the customer see the website from their point of view.

Also the website is: (<https://dmnd.udacity.com/>)

And it is at (55) on mobile and (95) on Desktop



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:

Now with this website its main focus is mobile. It will help with either errors on the website or if you require a fully detailed report it could be emailed to you. It also tracks the speed as to how long does a network take to download the let the customer preview the page. (4g - 3g) on which network it allows a wide range of test to better understand the customers reactions, when opening the page for the first time.

Its is currently at 3.4 secs and is rated (**slow**) at 4g.

Your results for dmnd.udacity.com ⓘ

Your mobile page speed is 3.5 seconds on a 4G+ connection.

RATING

Slow

Slow sites start to load in over 2.5 seconds.

Recommendations

Firstly, I would like to recommended to add more links and results that show the page. Either by putting it out on social media or by even asking an influencer to put it out there. Its online activity is low because the lack of traffic to the site. Secondly, Would be to change some of the java written scripts to make it easier for people to access the website. It could be better to cut and re-edit some of the code. It would also be better if it would have a cleaner cut to it more open to make it easier on the eyes when watching on the mobile. Lastly, I like the methods behind how students get accepted into the programs, but it would be helpful if the students after submitting would receive multiple screening. Instead of asking too many questions during the first screening. Perhaps a Skype interview as well as later on in person interview to better understand the individual's intentions of completing the course. There are some other aspects like students should be given a initiative to better themselves during the course for a better online experience.

Project 5 - Part 2

Run an AdWords Campaign



1. Approach Description

In my approach to this project (Website Performance Optimization) and country (United Kingdom). I had researched the country through Moz for keywords and linking domains and ranking keywords. Then differentiated between both ad groups to major between head keywords and tail keywords. Regarding the website optimization and other queries to better the ads.

2. Marketing Objective & KPI

My main marketing objective is to increase conversions (student sign ups) for the website with a budget of \$7/day within a timeline of 5 days.

The KPI would be to intensify the amount of student sign ups to the site by a 5% increase for the amount paid \$7/day within a 5 day period.

Keywords Ad Group #1

online e learning websites

website management training courses

online lecture website

top online learning

internet learning sites

training web pages

website management course

web designer education and training

google developer tools

online course application

best course websites

html developer tools

introduction to programming class

introduction to c++ programming

intro to computer programming

web development course outline

site training courses

intro to coding

course platforms

devtools

Ads display Group #1

Edit text ad

Final URL
<https://www.udacity.com/course/website-performance-optimization--ud884> 

Headline 1
Udacity 

Headline 2
Performance|Optimization 

Headline 3
Website Performance  

Display path 
www.udacity.com / course / Website PERF

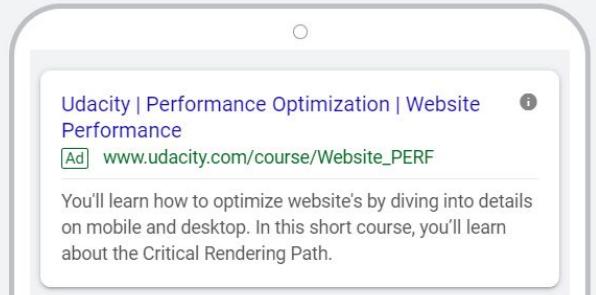
Description 1
You'll learn how to optimize website's by diving into details on mobile and desktop. 

Description 2
In this short course, you'll learn about the Critical Rendering Path.  

69 / 90

1 of 2 previews  

Mobile



Udacity | Performance Optimization | Website Performance
 www.udacity.com/course/Website_PERF

You'll learn how to optimize website's by diving into details on mobile and desktop. In this short course, you'll learn about the Critical Rendering Path.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

New text ad

Final URL
<https://www.udacity.com/course/website-performance-optimization--ud884> 

Headline 1
Udacity 

Headline 2
Website Optimization 

Headline 3
Critical Rendering Path  

Display path 
udacity.com / course / Website OPT

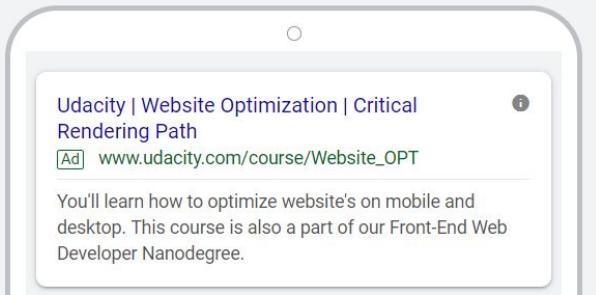
Description 1
You'll learn how to optimize website's on mobile and desktop. 

Description 2
This course is also a part of our Front-End Web Developer Nanodegree.  

69 / 90

1 of 2 previews  

Mobile



Udacity | Website Optimization | Critical Rendering Path
 www.udacity.com/course/Website_OPT

You'll learn how to optimize website's on mobile and desktop. This course is also a part of our Front-End Web Developer Nanodegree.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

UDACITY FRONT-END WEB DEVELOPER NANO DEGREE PROGRAM

Keywords Ad Group #2

udacity c++ course

web developer school

learn javascript free online course

best online sites to learn coding

free programming learning websites

learn javascript online course

online javascript bootcamp

c programming classes

learn javascript course

Internet learning sites

html codes website

basic html course

html training classes

html code online

free coding school

online code academy

codeschool free courses

web coding for beginners

c++ code

c language online course

Ads display Group #2

New text ad

Final URL
<https://www.udacity.com/course/website-performance-optimization-ud884> [?](#)

Headline 1
Udacity [?](#)

Headline 2
C++ Course [?](#)

Headline 3
Online Language [NEW](#) [?](#)

Display path [?](#)
udacity.com / Freecourse / Path 2 [10 / 15](#) [0 / 15](#)

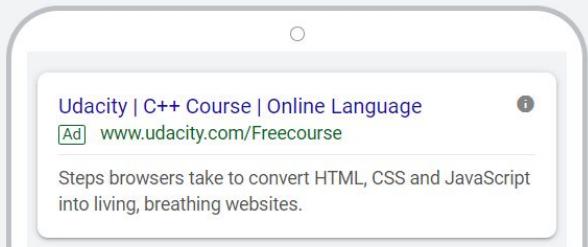
Enter fewer characters

Description 1
Steps browsers take to convert HTML, CSS and JavaScript into living, breathing websites. [88 / 90](#)

Description 2 [NEW](#) [?](#) [0 / 90](#)

1 of 2 previews [<](#) [>](#)

Mobile



Udacity | C++ Course | Online Language
[Ad] www.udacity.com/Freecourse

Steps browsers take to convert HTML, CSS and JavaScript into living, breathing websites.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

New text ad

Final URL
<https://www.udacity.com/course/website-performance-optimization-ud884> [?](#)

Headline 1
Udacity [?](#)

Headline 2
Programming Classes [?](#)

Headline 3 [NEW](#) [?](#) [19 / 30](#)

Display path [?](#)
udacity.com / HTML / Programming [4 / 15](#) [11 / 15](#)

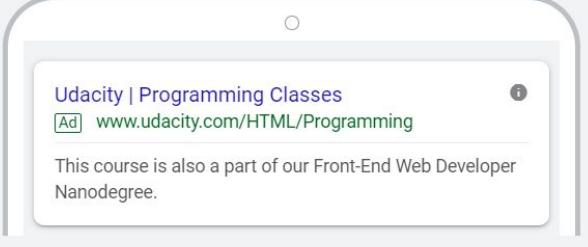
Enter fewer characters

Description 1
This course is also a part of our Front-End Web Developer Nanodegree. [69 / 90](#)

Description 2 [NEW](#) [?](#) [0 / 90](#)

1 of 2 previews [<](#) [>](#)

Mobile



Udacity | Programming Classes
[Ad] www.udacity.com/HTML/Programming

This course is also a part of our Front-End Web Developer Nanodegree.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Key Campaign Results

(Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Website Performance Optimization 1(Beginner)	\$3.00	132	6	4.55%	\$2.41	0	0	0	\$14.46
Website Performance Optimization 2(Intermediate)	\$3.00	374	18	4.81%	\$2.14	0	0	0	\$38.44
Total		506	24	4.74%	\$2.20	0	0	0	\$52.90

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.
Ad Group 1, Ad 1	4	5.48%	\$2.12	0	0	0
Ad Group 1, Ad 2	2	3.39%	\$5.99	0	0	0
Ad Group 2, Ad 1	14	5.28%	\$2.14	0	0	0
Ad Group 2, Ad 2	4	3.67%	\$2.11	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>Internet Learning Sites</i>	4	6.56%	\$2.05	0	0	0
<i>HTML Codes Website</i>	4	7.84%	\$2.13	0	0	0
<i>Top Online Learning</i>	5	7.04%	\$2.69	0	0	0

Campaign Evaluation

- Main view: The campaign was a success due to the knowledge of what I know now. Some key words were not used, so there is a more seeable view of what to use now. Regarding the conversion rate and conversions to the page it is unclear. But I am still curious about other keywords that could have been used. So that the ad would have performed with even more impressions and clicks.
- I thinks overall the experience was a good, but in regards to the ROI,I personally think it was positive.
- The conversion rate was 0 so perhaps there was something wrong in the calculations.
- The course was initiated to attract more of an intermediate student in front-end programming. The second ad was mainly focused on that group.
- Like in the previous note, the group that was the main focus were intermediate students, who had a general view of the course.

Recommendations for future campaigns

- I would first like to do more testing perhaps with different keywords to better understand the terrain.
- In regards to ad groups, They would be changed to have a more suitable view on the course being provided.
- A/B testing is a must to cover a more wider range to better understand the client's view in those specific topics.
- A more vivid and wider audience to yield a more distinct target persona.
- Lastly, the landing page could have a more friend looking page to attract a wider audience.

Ad Groups:

Ad groups

Custom Jan 20 – 24, 2020 ▾ < >

Ad group status: All but removed ADD FILTER												SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	COLLAPSE	MORE
	Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conversions	Cost / conv.	Conv. rate						
□	● Website Performance Optimization 1(Beginner)	Campaign paused	\$3.00 ✎	Standard	6	132	4.55%	\$2.41	\$14.46	0.00	\$0.00	0.00%						
□	● Website Performance Optimization 2(Intermediate)	Campaign paused	\$3.00 ✎	Standard	18	374	4.81%	\$2.14	\$38.44	0.00	\$0.00	0.00%						
Total: All... ⓘ					24	506	4.74%	\$2.20	\$52.90	0.00	\$0.00	0.00%						
▼	Total: Ca... ⓘ				24	506	4.74%	\$2.20	\$52.90	0.00	\$0.00	0.00%						

Ads:

Ads

Ads													Custom Jan 20 – 24, 2020						
													SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	COLLAPSE	MORE
	Ad	Ad group	Status	Ad type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate							
<input type="checkbox"/>	<input checked="" type="radio"/> Ad	Udacity Programming Classes www.udacity.com/HTML/Programming This course is also a part of our Front-End Web Developer Nanodegree.	Website Performance Optimization 2(Intermediate)	Campaign paused	Expanded text ad	14	265	5.28%	\$2.14	\$30.00	0.00	\$0.00	0.00%						
<input type="checkbox"/>	<input checked="" type="radio"/> Ad	Udacity Website Optimization Critical Rendering Path www.udacity.com/course/Website_OPT You'll learn how to optimize website's on mobile and desktop. This course is also a part of our Front-End Web Developer Nanodegree.	Website Performance Optimization 1(Beginner)	Campaign paused	Expanded text ad	4	73	5.48%	\$2.12	\$8.47	0.00	\$0.00	0.00%						
<input type="checkbox"/>	<input checked="" type="radio"/> Ad	Udacity C++ Course Online Language www.udacity.com/Freecourse Steps browsers take to convert HTML, CSS and JavaScript into living, breathing websites.	Website Performance Optimization 2(Intermediate)	Campaign paused	Expanded text ad	4	109	3.67%	\$2.11	\$8.44	0.00	\$0.00	0.00%						
<input type="checkbox"/>	<input checked="" type="radio"/> Ad	Udacity Performance Optimization Website Performance www.udacity.com/course/Website_PERF You'll learn how to optimize website's by diving into details on mobile and desktop. In this short course, you'll learn about the Critical Rendering Path.	Website Performance Optimization 1(Beginner)	Campaign paused	Expanded text ad	2	59	3.39%	\$3.00	\$5.99	0.00	\$0.00	0.00%						
Total: All but removed ads ?					24	506	4.74%	\$2.20	\$52.90	0.00	\$0.00	0.00%							
<input checked="" type="checkbox"/>	Total: Campaign ?				24	506	4.74%	\$2.20	\$52.90	0.00	\$0.00	0.00%							

Keywords:

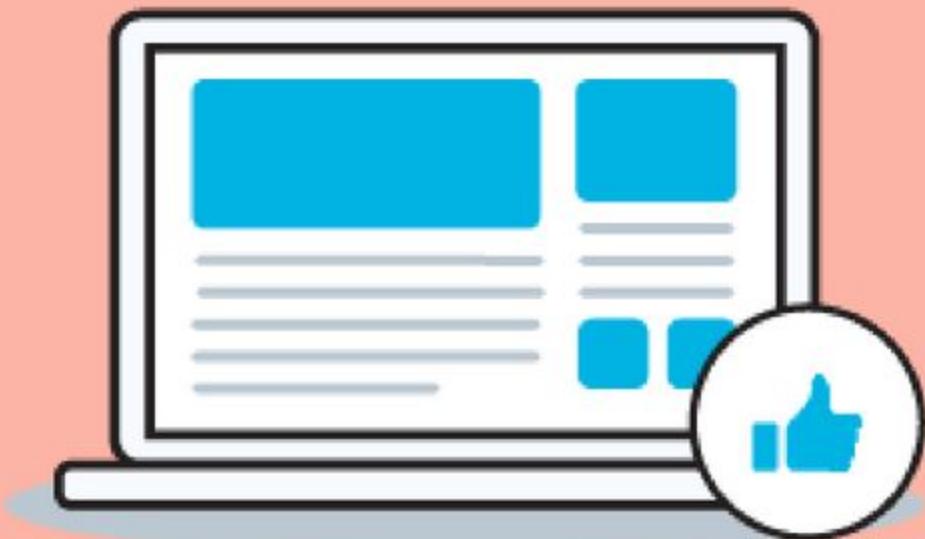
These are both keyword groups results for both the ad groups.

All campaigns > MuhndDohl-Misk-SLBarry > Website Performance Optimization 1(Beginner)												
Keywords	Search Keywords											
	Custom Jan 20 – 24, 2020											< >
	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE											
	Keyword status: All but removed ADD FILTER											
	Keyword	Status	Max. CPC	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion	
	top online learning	Campaign paused	\$3.00	Eligible	—	5	71	7.04%	\$2.69	\$13.43	0.00	
	internet learning sites	Campaign paused	\$3.00	Eligible	—	1	16	6.25%	\$1.03	\$1.03	0.00	
	devtools	Campaign paused	\$3.00	Eligible	—	0	7	0.00%	—	\$0.00	0.00	
	google developer tools	Campaign paused	\$3.00	Eligible	—	0	3	0.00%	—	\$0.00	0.00	
	html developer tools	Campaign paused	\$3.00	Eligible	—	0	1	0.00%	—	\$0.00	0.00	
	web development course outline	Campaign paused	\$3.00	Eligible	—	0	0	—	—	\$0.00	0.00	

All campaigns > MuhndDohl-Misk-SLBarry > Website Performance Optimization 2(Intermediate)												
Keywords	Search Keywords											
	Custom Jan 20 – 24, 2020											< >
	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE											
	Keyword status: All but removed ADD FILTER											
	Keyword	Status	Max. CPC	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion	
	internet learning sites	Campaign paused	\$3.00	Eligible	—	4	61	6.56%	\$2.05	\$8.19	0.00	
	html codes website	Campaign paused	\$3.00	Eligible	—	4	51	7.84%	\$2.13	\$8.50	0.00	
	online code academy	Campaign paused	\$3.00	Eligible	—	3	25	12.00%	\$2.71	\$8.13	0.00	
	c++code	Campaign paused	\$3.00	Eligible	—	3	99	3.03%	\$1.42	\$4.26	0.00	
	c programming classes	Campaign paused	\$3.00	Eligible	—	1	15	6.67%	\$1.27	\$1.27	0.00	
	web coding for beginners	Campaign paused	\$3.00	Eligible	—	1	15	6.67%	\$2.91	\$2.91	0.00	
	codeschool free courses	Campaign paused	\$3.00	Eligible	—	1	8	12.50%	\$2.99	\$2.99	0.00	
	free programming learning websites	Campaign paused	\$3.00	Eligible	—	1	20	5.00%	\$2.19	\$2.19	0.00	
	web developer school	Campaign paused	\$3.00	Eligible	—	0	4	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
 $*0.002 = \# \text{ of Student Sign Ups}$

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA

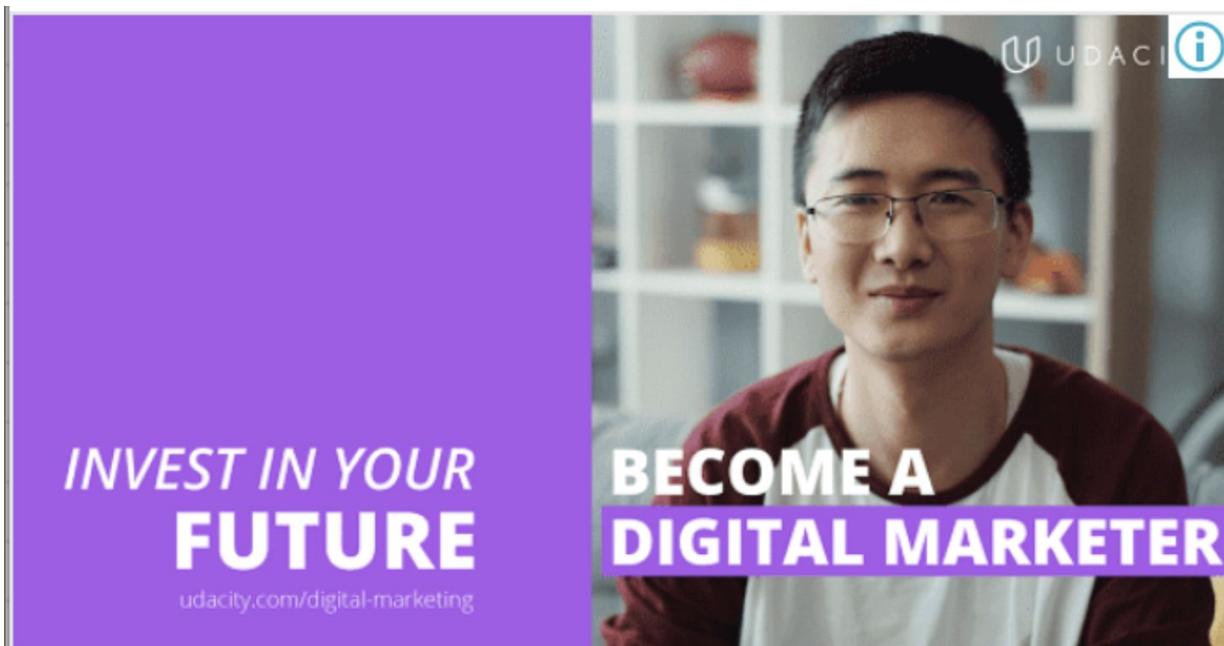
Note: Please round to the nearest cent

ROI: [(299 Profit) - CPA] * # of Student Sign Ups = 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



Launch Your New Career



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



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	1,243	200,957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	2	224	150 (+VE)

How would you optimize this campaign?

My suggestions for this specific campaign would be:

1. Is to perform A/B testing by changing one variant at a time, e.g. Changing the display image and then changing the headline to conclude which ads perform better.
2. I would use a different ad creative, change the images or even insert videos to see my ads performance.
3. I would make changes to my target by: (changing the target location, demographics, age groups, and keywords to evaluate my campaign.) For this campaign, I would pause the keywords with high CPC and add more eco long tail keywords, so the budget doesn't get used before actually performing the necessary testing.

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

The ad is a display image campaign from Udacity. It features a woman with blonde hair smiling. To her left, the Udacity logo and the text "After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer." Below her is the text "Anke A. | Program Lead, Digital Marketing". At the bottom left is a button with the text "Enroll Today >". The background is orange. At the bottom, there is a call-to-action "Launch Your New Career" and a note that the course is designed for students like you who have a passion for digital marketing. The Udacity logo is at the bottom left, and a large right-pointing arrow is at the bottom right.

UDACITY

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

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	407	67,833	0.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	232	67 (+VE)

How would you optimize this campaign?

Suggestion 1: For this campaign, I would take the time to experiment with different methods, techniques, and content. To get better and different results in making the ad stand out.

Suggestion 2: I will expand the list of keywords with similar ones to the best performing keywords. Once I have a list of keywords that perform great. Breakthrough in the expenditure of the list to the related words.

Suggestion 3: I will perform A/B testing on the changes and assess the campaign.

Suggestion 4: I will keep my ads from showing on websites that are not related to the DMND experience.

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
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Remarketing		Campaign ended	\$3.00 (enhanced)	-	670	109,994	.61%	\$0.35	\$234.50	Display

The ad is a display image campaign targeting visitors to the Digital Marketing Nanodegree Program landing page. It features a woman with braided hair and the text "INVEST IN YOUR FUTURE" and "BECOME A DIGITAL MARKETER". Below the main image, it says "Launch Your New Career". A blue button with a right-pointing arrow is at the bottom right. The ad is part of a Remarketing campaign that has ended.

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	109,994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	235	65 (+VE)

How would you optimize this campaign?

Suggestion 1: I would create a new ad group with different target locations. This will help to compare and see improvements in the results.

Suggestion 2: I will do A/B testing with a different ad creative to see which attracts more views, results, and eventually lead to more sign ups and impression/clicks.

Suggestion 3: I will pause the keywords with high CPC and add more eco long tail keywords so that the budget doesn't get exhausted quickly.

Which campaign performed the best? Why?

I believe that this ad-group target audience consists of business professionals and social media enthusiasts who are interested in learning more about digital marketing.

Recommendations for future campaigns

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

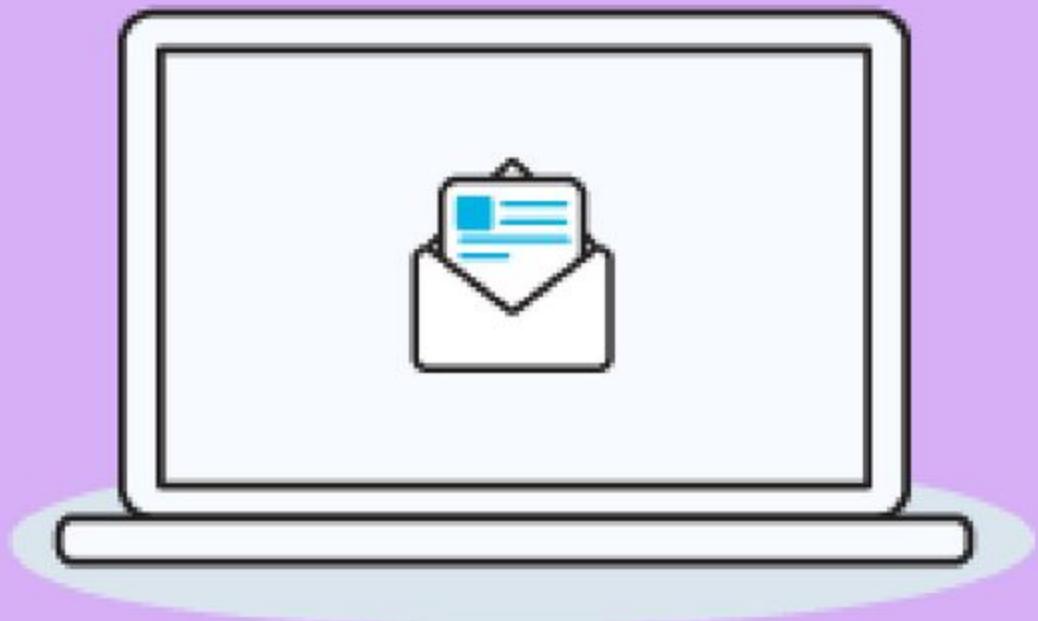
- I will perform A/B testing changing parameters one at a time to notice the different combinations to yield better results.
 - Video Creative
 - Target Location
 - Keywords

I would follow up with additional changes to attract more viewers, impressions and clicks resulting in more signups.

- Assuming the landing page is DMND.Udacity.com, I would consider adding some customer reviews to showcase the quality education and content.

Project 7

Market with Email



Marketing Objective & KPI

- **Marketing Objective** - The marketing objective for this project is to enroll at least a number of 15 students in the DMND course within 2 weeks by email.
- **KPI** - The KPI would be the number of students enrolled within the DMND course by 2 weeks time.

Target Persona

Background and Demographics	Target Persona Name	Needs
Female 22 Years Old College Student	Rzan	Cost efficient Entertaining Time-saving
Hobbies	Goals	Barriers
Reading Writing Painting	Entertaining Enhancing Vocabulary Learning Experience	Too Complicated Expensive Not Accessibility

Email Series

Email 1: Udacity (free course for Digital Marketing)

Email 2: Sign up for Digital Marketing now!

Email 3: Sign up for Udacity's Digital Marketing nanodegree!

Creative Brief: Email 1: Udacity (free course for Digital Marketing)

Overarching Theme: 3-5 Sentences

General	<ul style="list-style-type: none">• The methods that digital marketing works.• Learn about how social media helps a product increase sales.• Learn how companies use social media.
Subject Line 1	Learn about the importance of digital Marketing.
Subject Line 2	Learn how important digital marketing can improve a product/company.
Preview Text	Welcome in starting your journey with us in the digital marketing nanodegree “DMND”. We are hopefully in you coming on aboard with us in this course.
Body	<p>This DMND course is set for those, who want to acquire the needed skill to understand digital marketing.</p> <p>The skills that can be acquired:</p> <ul style="list-style-type: none">• Capable to target a specific audience and region• Understanding what improvements are need for an ad• To understand some of the mainly used abbreviations• Driving online sales to have huge return-investments ROI
Outro CTA	Learn more

Creative Brief: Email 2 : Sign Up for Digital Marketing now!

Overarching Theme: 3-5 Sentences

General	<ul style="list-style-type: none">• General ideas about digital marketing• Learn the positives of digital marketing for a product/company
Subject Line 1	Sign up digital marketing nanodegree
Subject Line 2	DMND course Feedback.
Preview Text	Hello, and thank you for enlisting in the Digital marketing nanodegree course “DMND”. We hope that this course will be easy to understand and hope that our mentors will assist you in every way possible. Your feedback is valued to us throughout the time you spend in this course.
Body	The feedback given by a student's is important to us. This course has given me a broader view onto the social media platform. I now understand more of the aspects and methods that companies use to show importance of their products. Also this course has helped me throughout my business and has increased my sales for my company to a broader reach.
Outro CTA	Read more

Creative Brief: Email 3 : Sign up for Udacity's Digital Marketing nanodegree!

Overarching Theme: 3-5 Sentences

General	<p><i>Learn about:</i></p> <ul style="list-style-type: none">• <i>Customer fundamentals and feedback</i>• <i>Product loyalty and importance</i>• <i>Social media advertising</i>• <i>Social media marketing</i>
Subject Line 1	<i>Udacity Digital Marketing Opportunities</i>
Subject Line 2	<i>Social Media Importance</i>
Preview Text	<i>In this course we will show you the student the importance of the products, costumer's, and social media platforms.</i>
Body	<i>The are many aspects to digital marketing, but you as a student shouldn't worry. It will be explained to the best of ways in an easier techniques. It will also be shown how the social media platform will add to how a product can be sold through improved sales.</i>
Outro CTA	<i>Start Today</i>

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	2 Dec	3 Dec	4 Dec	5 -6 Dec
Email 2	9 Dec	10 Dec	11 Dec	12-13 Dec
Email 3	16 Dec	17 Dec	18 Dec	19-20 Dec

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

Email Copy: Email #1

Subject Line: Udacity (free course for Digital Marketing)

Body:

Hello there,

Welcome in starting your journey with us in the digital marketing nanodegree “DMND”. We are hopefully in you coming on aboard with us in this course.

This DMND course is set for those, who want to acquire the needed skill to understand digital marketing.

The skills that can be acquired:

- Capable to target a specific audience and region
- Understanding what improvements are need for an ad
- To understand some of the mainly used abbreviations
- Driving online sales to have huge return-investments ROI

CTA: Learn More

Link for CTA: [DMND.Udacity.com](https://www.udacity.com/course/digital-marketing-nanodegree--ud082)

Final Email



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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	0.22%	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	0.08	75	0.03	30

Final Recommendations

I would recommend that the subjects would be concise and clear but brief. Not adding too many pictures but also sending at least one picture.

Try to get feedback from people who unsubscribe to the campaign. Why they had taken those actions.