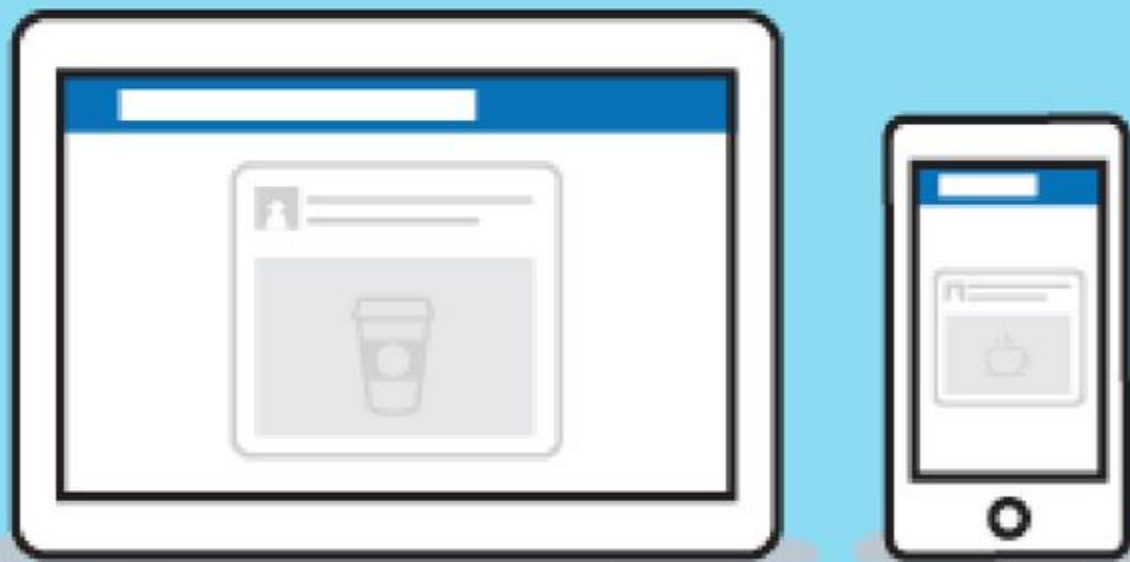


Project 3 - Part 1

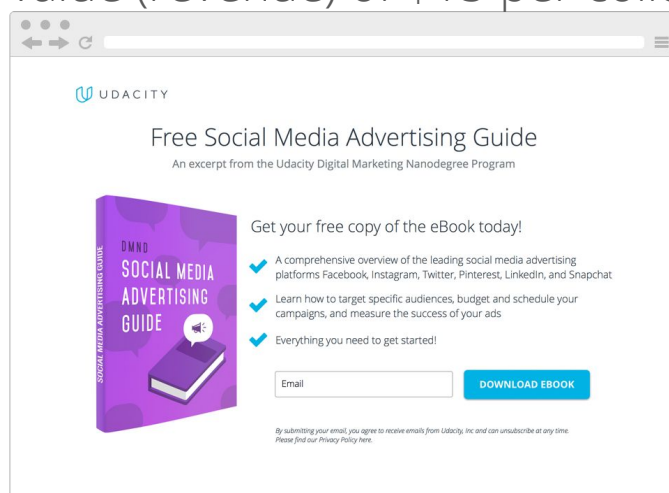


Marketing Challenge #1:

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 & Ad Set

DRAFT CAMPAIGN

Campaign Name

MuhndDhal-Misk-Sat-9Am

Campaign Objective

Conversions

Create New Ad Set ▼

Ad Set Name

18-40

Targeting

Custom Audience: College students 18-30, Lookalike (US, 1%) - eBook download, المتشابه (SA, 1%) - Saudi Graduates, Udacity ebook visitor KSA 20 to 35, Lookalike (SA, 1%) - College students 18-30 or Udacity ebook courses KSA 18-30

[More ▼](#)

Ad Placement

Facebook Feeds, Facebook Instant Articles, Facebook In-Stream Videos, Facebook Right Column, Facebook Video Feeds, Facebook Marketplace, Facebook Stories, Facebook Search Results, Instagram Feed, Instagram Stories, Instagram Explore, Audience Network Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos, Messenger Inbox and Messenger Stories

Budget & Schedule

\$100 (\$100.00 Lifetime) | Dec 29, 2019 - Dec 31, 2019

Ad Summary: Sample

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 courses KSA 18-30
Lookalike (US, 1%) - eBook download
College students 18-30
Lookalike (SA, 1%) - College students 18-30
المستجابه (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

Ad Summary: Sample

Sao Paulo Time

Ad Scheduling Run ads all the time

Custom Audiences Included Udacity ebook visitor KSA 20 to 35
Udacity ebook courses KSA 18-30
Lookalike (US, 1%) - eBook download
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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

Ad Images: Sample

 Edit

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