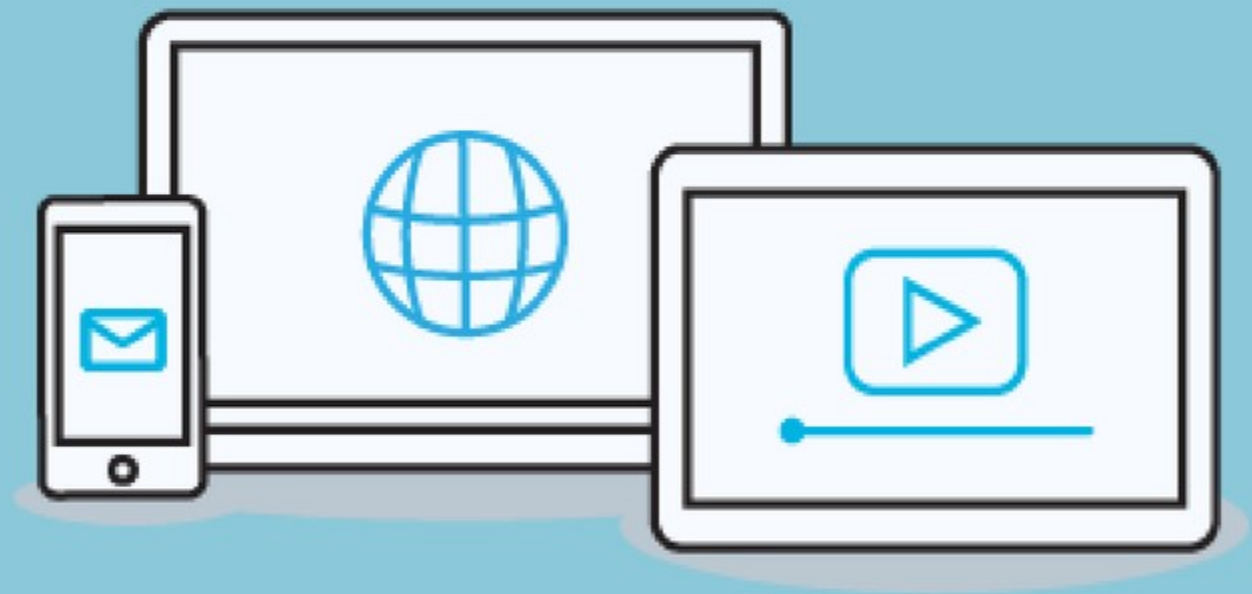


Project 8

Portfolio



1. Customer Journey Based Marketing Plan

What: your offer

Who: your customers

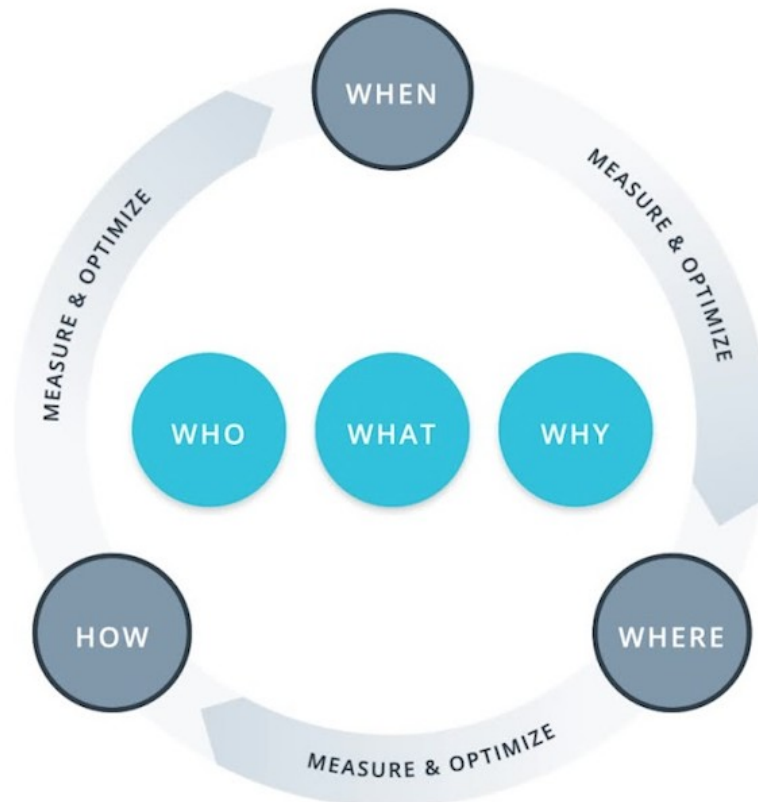
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



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

To have at least 168 new students to buy DMND by the end of the next quarter, with a budget of \$ 50,000.

Value Proposition

FOR active people how want to change their future and have a marketing-business mind oriented

WHO need to improve their digital marketing skills or to embrace a new career path in to the digital world

OUR dedicated DMND program

THAT gives you all the tools and knowledge you need

UNLIKE Coursera,Udemy and edX.

OUR OFFER is a wonderful program for professional growth and a deep understanding of the world of digital marketing.

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



Target Persona

Background and Demographics	Target Persona Name	Needs
Female Aged between 18-25 Bachelor Degree Single No children	 Freelance	-Learning from free platform like youtube -To have some real-world skills -A teaching program how works better with her schedule free time
Hobbies	Goals	Barriers
-Reading -Watching Youtube videos -Studying new technologies to expand the skill range	-Wants to stay at the same job -Willing to learn more -Enroll in a digital course	-Lack of specific information -Does not have a clear idea on the path to take -Not enough money

What: your offer

Who: your customers

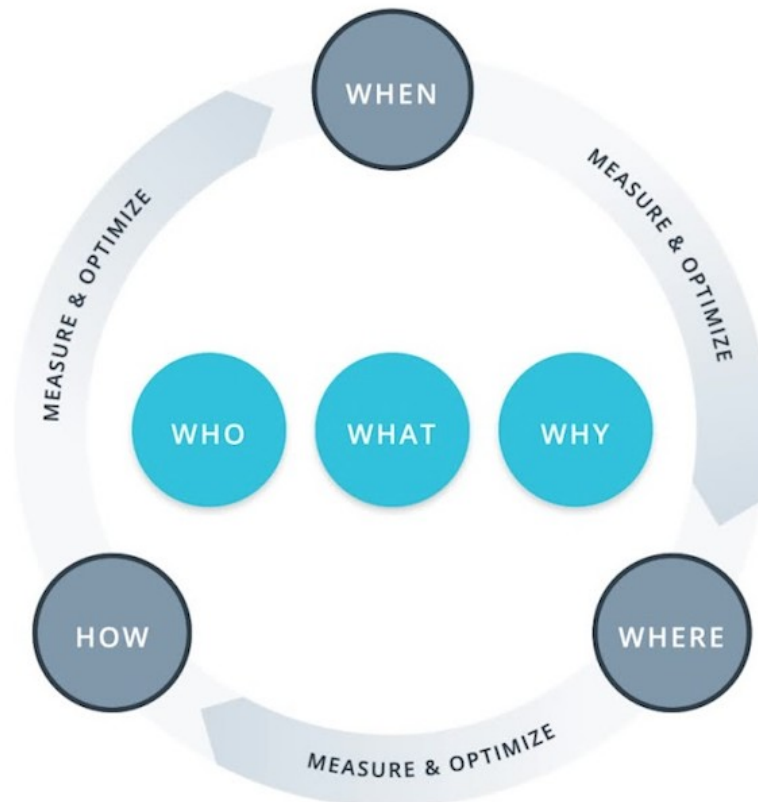
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of the Customer Journey



Awareness



Interest



Desire



Action



Post action

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> -DMND is a well-structured marketing course - it give real employable skills -Teaches through project-based method 	<ul style="list-style-type: none"> - career advise - mentoring <p>collaboration with peers</p> <ul style="list-style-type: none"> - video learning -top experts - flexible learning program 	<ul style="list-style-type: none"> - the latest digital skills 	<ul style="list-style-type: none"> - “don’t waste any time” - ” view our digital marketing program” - “acquire new digital skills” 	<ul style="list-style-type: none"> - enroll now -find out more about upcoming product -download syllabus
Channel	<ul style="list-style-type: none"> - content (blog/video post introducing to dmnd) - Informative landing page - Social media display and video ads -paid social media -targeted display ads 	<ul style="list-style-type: none"> - landing page - blog/video post what we do+testimonials -organic search+social organic -paid social+search 	<ul style="list-style-type: none"> - Preview course -blog/video student stories -organic+paid social -paid search 	<ul style="list-style-type: none"> - email -retargeting display and video ads 	<ul style="list-style-type: none"> - email - social



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	\$7000	\$1.25	5600	0.05%	2
AdWords Search	---	\$1.40	0	0.05%	0
Display	\$2000	\$5.00	400	0.05%	0
Video	\$2000	\$3.50	571	0.05%	0
Total Spend	\$11000	Total # Visitors	6571	Number of new Students	2

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$7000	\$0.50	14000	0.1%	14
AdWords Search	\$3000	\$1.50	2000	0.1%	2
Display	\$0	\$3.00	0	0.1%	0
Video	\$3000	\$2.75	1090	0.1%	1
Total Spend	\$13000	Total # Visitors	17090	Number of new Students	17

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	17000	\$0.30	56666	0.3%	169
AdWords Search	9000	\$1.50	6000	0.3%	18
Display	0	\$3.00	0	0.3%	0
Video	0	\$2.75	0	0.3%	0
Total Spend	\$26000	Total # Visitors	62666	Number of new Students	187

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	\$11000	6571	2	\$299	\$598	-94.56%
Interest	\$13000	17090	17	\$299	\$5083	-60.90%
Desire	\$26000	62666	187	\$299	\$55913	115.05%
Total	\$50000	86327	206		\$61594	23.19%

Additional Channels or Recommendations:

Social Channel

Youtube

Pinterest

LinkedIn

1:1 Channel

- asking customers directly
- show the reviews directly to customers(videos and emails)

Broadcast channel

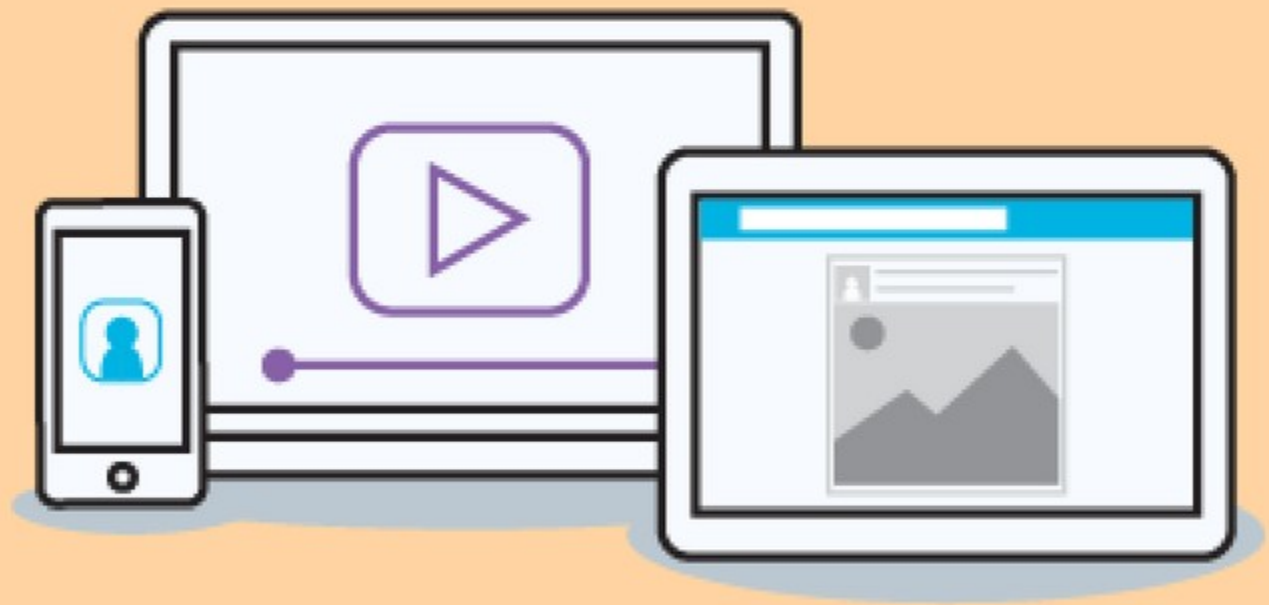
Influencers

BuzzFeed

ESPN

Project 2

Market your Content



Marketing Objectives and KPI

The marketing objective for the blog is to acquire 100 blog followers in January 2021

KPI: The number of blog followers acquired.

Blog Post

<https://bit.ly/34V9tAX>

The path from a profession that requires a basic qualification focused more on a physical skill to a digital world in full expansion is what made me think of an online course at Udacity.

To be honest this site was suggested to me by a number of friends. Udacity offers a well-structured marketing course, which gives the student the opportunity to go through all the fundamental stages of implementing a business in the digital world.

I believe that businesses and trade in general will have to move to a digital environment in the future. Not only because of the pandemic but also because it requires much shorter financial resources and much shorter execution times than before.

Here Udacity comes as a link in personal development and especially offers a number of lessons that structure very well the vastness of data found on the world wide web. It is not the first course or the first attempt to learn online, but it is for the first time I find a course that has clarity in the courses it offers, which others lack, and I think this propels Udacity into the top of the best e-learning sites.

Blog Post

<https://bit.ly/34V9tAX>

This is just a small part of the blog. I made the blog on Medium. The link will send you to the article I wrote. If you need a smaler version I can provide it to you. The article describes the reason of why I am doing this cours.

<https://bit.ly/34V9tAX>

Summary

I Chose LinkedIn , Twitter , Facebook . LinkedIn because is an important career-related networking site and many people could be interested in taking the course. Twitter and Facebook are a god place for share blog adds due to the popularity they have and the views who can be future students on Udacity.

LinkedIn

There is way I chose Udacity Nanodegree program instead of others and some of my personal struggles I face in taking this path in live. The amount of data related to digital marketing is huge and one of the problems was to get the right skills in order to be more efficient.



<https://bit.ly/34V9tAX>

Twitter

Learning Digital Marketing with Udacity
THE BEST DEAL ON WEB
you can take to improve your skills.



If you are in a time of change in your life and want to start a new career, Udacity is the best choice. Face the inner struggles and move one. You can do it!

Facebook

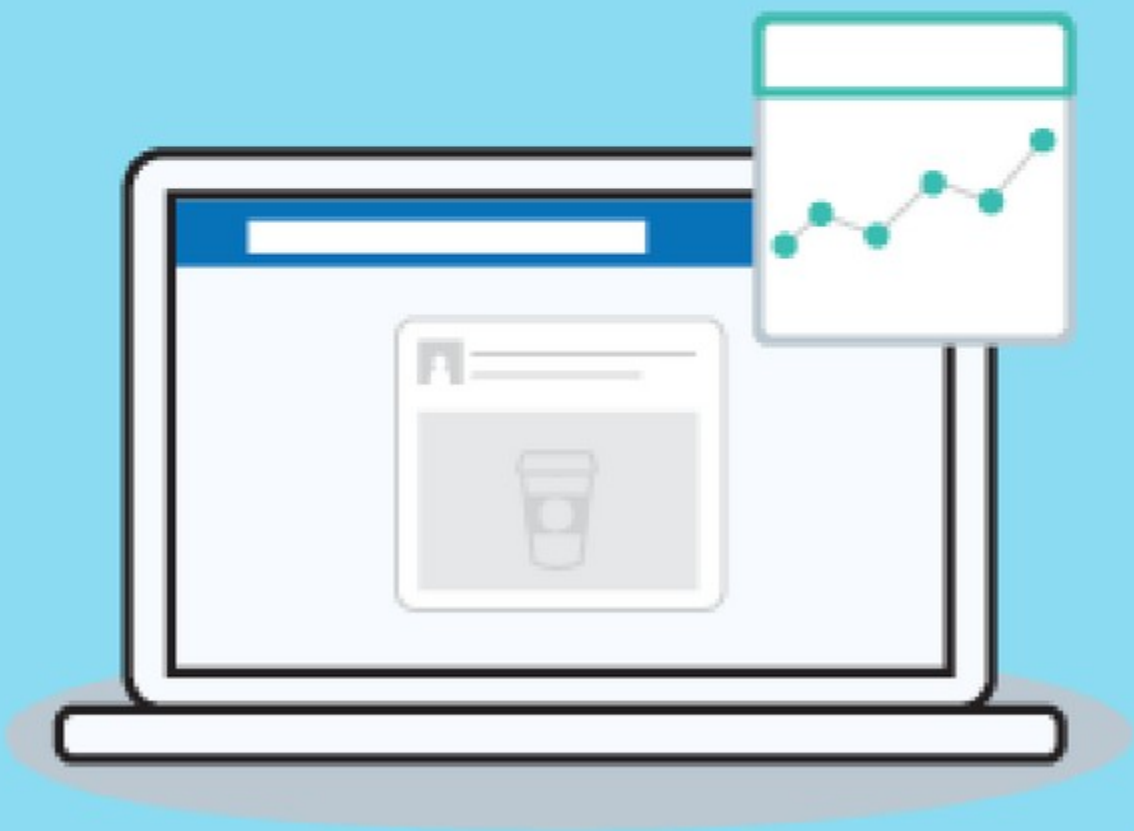
Learning Digital Marketing with Udacity
THE BEST DEAL ON WEB
you can take to improve your skills.



If you are in a time of change in your life and want to start a new career, Udacity is the best choice. Face the inner struggles and move one. You can do it!

Project 3 - Part 2

Run a Facebook Campaign



Campaign Approach

I choose to market the DMND free eBook Campaign. The goal of this campaign is to generate as many leads as needed (assumed costs of \$0 for the eBook and a conversion value revenue of \$15 per collected email address).

I will target young females around 20 and 30 years old who are interested in gaining new digital skills. I targeted the women who finished their college or are in course to do so and are interested in digital marketing topics. I approached this Target Persona with three ads. The three ads have three different pictures and all of them have different text, so I can speak to a greater number of possible people. In one of the ads the image is a group of people who work on their computer inducing the analytical type of work that is required and also the team work. The text encourages to learn the necessary skills: "Like all transitions in life it is necessary to acquire new skills" and is ended with "Let Udacity be a part of your journey". The other two are: a young woman who works from her home and has a cute dog and the text says: "Be your own boss with this free ebook on Social media advertising"; "Enjoy your life and be free financially" and the other ad is an abstract image and the text says: "Learn How to propel your business Online". The goal is to see which ads perform better.

Marketing Objective

Digital Marketing Nanodegree Program

Marketing Objective:

Generate 20 leads from eBook downloads

Budget:

One hundred(100) USD lifetime budget

Time frame :

From January 21th through January 28th 2021

KPI

KPI : Number of leads from eBook downloads

Campaign Summary

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

Locations Included

US

Age

20 - 30

Gender

Women

Languages

English (All)

Detailed Targeting Included

People Who Match

Education statuses: College grad, In college

Interests: Sales, Home business, Freelancer, Online advertising, Digital marketing, Social media marketing, Content marketing, Marketing, Email marketing

Targeting Expansion

Yes

Placements

Automatic Placements

Optimization Goal

Conversions

Bid Strategy

Lowest cost

When You Get Charged

Impression

Delivery Type

Standard

Campaign Name

TanNicJan-21

ID: 23846969390900312

Special Ad Categories

No Category Selected

Buying Type

Auction

Objective

Conversions

Campaign Budget

Lifetime Budget \$100,00

Campaign Bid Strategy

Lowest cost

Ad Scheduling

Run ads all the time

Campaign Summary

What Ad Copy and Ad Creatives did you use?

Ad one has an abstract image which include lines ,dots and graphics, text like "SEO", "Social Media" "Blog" and different colors. The primary text on the ad is:"Learn how to propel your business Online"; the Headline:"Take your Free ebook" and the description : "Let Udacity be apart of your journey!" In the ad campaign the post was called "Free Ebook Add-Copy".




The image shows a Facebook advertisement for 'Digital Marketing by Udacity'. At the top left is the Udacity logo, followed by the text 'Digital Marketing by Udacity' and 'Sponsored ·'. To the right of this is a three-dot menu icon. Below the header is the text 'Learn how to propel your business Online'. The main visual is a vibrant, abstract graphic with a blue and green color scheme. It features a laptop in the foreground, overlaid with various digital marketing terms in glowing boxes: 'BLOG', 'SEO', 'social media', and 'IT'. The background is filled with glowing circles, lines, and a grid pattern. At the bottom of the ad, there is a white bar containing the URL 'DMND.UDACITY.COM', the text 'Get your free copy eBook', and 'Let Udacity be a part of your journey'. A 'LEARN MORE' button is positioned to the right of the text. Below the ad, there are three icons for 'Like', 'Comment', and 'Share'.

Ad One


Campaign Summary

What Ad Copy and Ad Creatives did you use?


Ad two has an image which includes people working together on laptops and sheets of papers in an office environment. The primary text on the ad is: "Like all transitions in life it is necessary to acquire new skills."; the Headline: "Take your Free ebook Now!" and the description: "Let Udacity be a part of your journey!" In the ad campaign the post was called "Free Ebook Add".

**Digital Marketing by Udacity**

...

Sponsored · 

Like all transitions in life it is necessary to acquire new skills.



DMND.UDACITY.COM
Take your Free ebook Now!
Let Udacity to be a part of your jo...

LEARN MORE

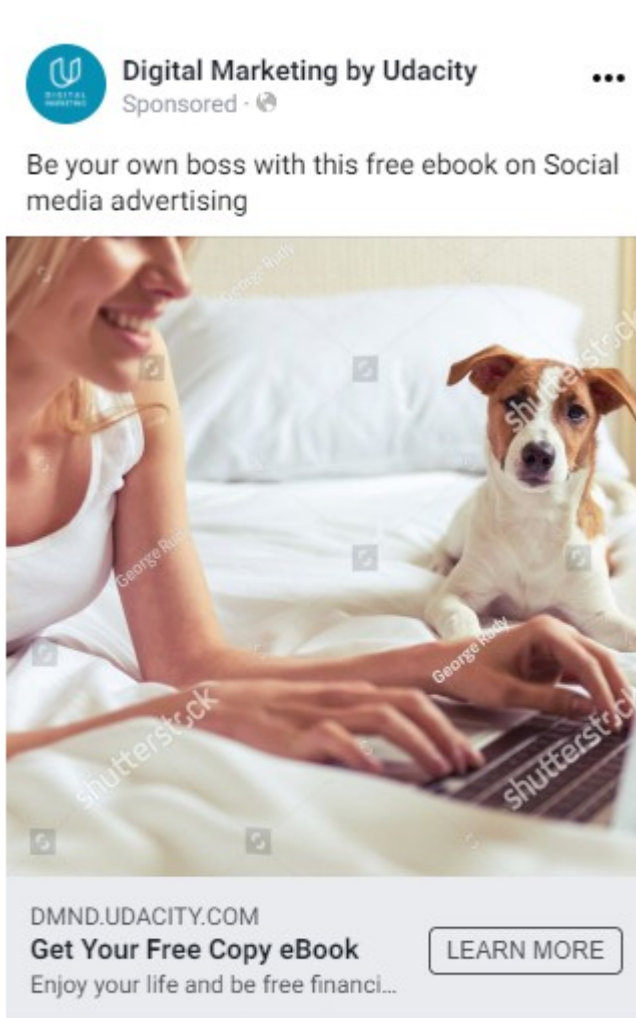
Ad Two

 Like  Comment  Share

Campaign Summary

What Ad Copy and Ad Creatives did you use?

Ad three has an image with a young women working on her laptop in her bedroom and near hear you can see a cute dog. The primary text on the ad is:"Be your own boss with this free ebook on Social media advertising" ; the Headline:"Get your Free ebook" and the description : "Enjoy your life and be free financially" In the ad campaign the post was called : "Free Ebook Add-Copy 2".



Digital Marketing by Udacity
Sponsored · 🌐

Be your own boss with this free ebook on Social media advertising

DMND.UDACITY.COM
Get Your Free Copy eBook
Enjoy your life and be free financi...

LEARN MORE

Ad Three

👍 Like 💬 Comment ➦ Share

Ad Images: Sample

 **Digital Marketing by Udacity**
Sponsored · 🌐

Learn how to propel your business Online



DMND.UDACITY.COM
Get your free copy eBook
Let Udacity be a part of your journey

[LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

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Like all transitions in life it is necessary to acquire new skills.




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Be your own boss with this free ebook on Social media advertising



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Key Results

Campaign	Results	Reach	Cost	Amount Spent
Ad One	18	1406	\$2.46	\$44.25
Ad Two	6	584	\$3.68	\$22.09
Ad Three	1	262	\$5.83	\$5.83
Overall	25	2067	\$2.89	\$72.17

Campaign Evaluation

The campaign was a success, the main objective was to generate 20 leads in five days with a budget of \$100. The campaign generated 25 leads in the end giving a 375% ROI using the \$15 conversion value. The total amount spent was \$72.17. The formula was $(\$15 \times 25) / \72.17 .

The purpose of this campaign was to see which ads perform best. The first two ads went well, but the third ad generated only one lead. Other than that the main difference was on the age of the people since the target personas were all women.

Overall, it appears that women between 18 and 24 are much more interested in taking the course than women between 25 and 34. The ads were posted on different media and the "News Feeds" and "Instagram Stories" were by far the most conclusive giving the fact that all the clicks were made in these two placements. Both age groups grew in the first two days, after which the 25-34 age group began a slow-paced descending line. The 18-24 band, on the other hand, continued the ascending line until the third day, after which a slow decrease began. Strangely, after the fourth day the results no longer indicate anything.

It was very interesting to see how "ad3" didn't get enough clicks as it featured a young woman working from home but "ad1" which had impersonal graphical representation was more successful.

As for the "ad2", it did not go badly, but even here the presence of people and work groups did not impress too much.

Initially I thought that the presence of an image of a young woman could influence more women to be interested in the subject, as well as the images of people working together. The point of all this is that the activity that was carried out in digital marketing are both teamwork and analytical work which can be made also from home. I expected the two images to do well. Instead the abstract had more success.

Campaign Evaluation: Recommendations

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

If I had a bigger budget, I'd run smaller ad campaigns (no more than five days, maybe three or four) with different types of images and test different ad creatives.

I think it will be a good idea to test different types of images and text to see how it works, especially abstract images or those that don't have much to do with personal space, impersonal images.

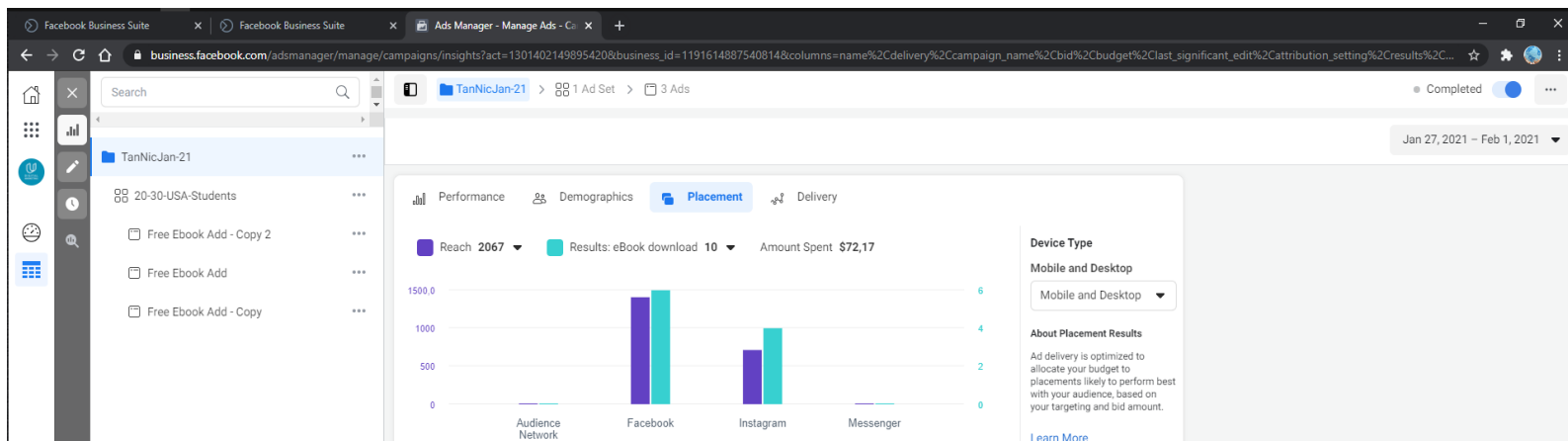
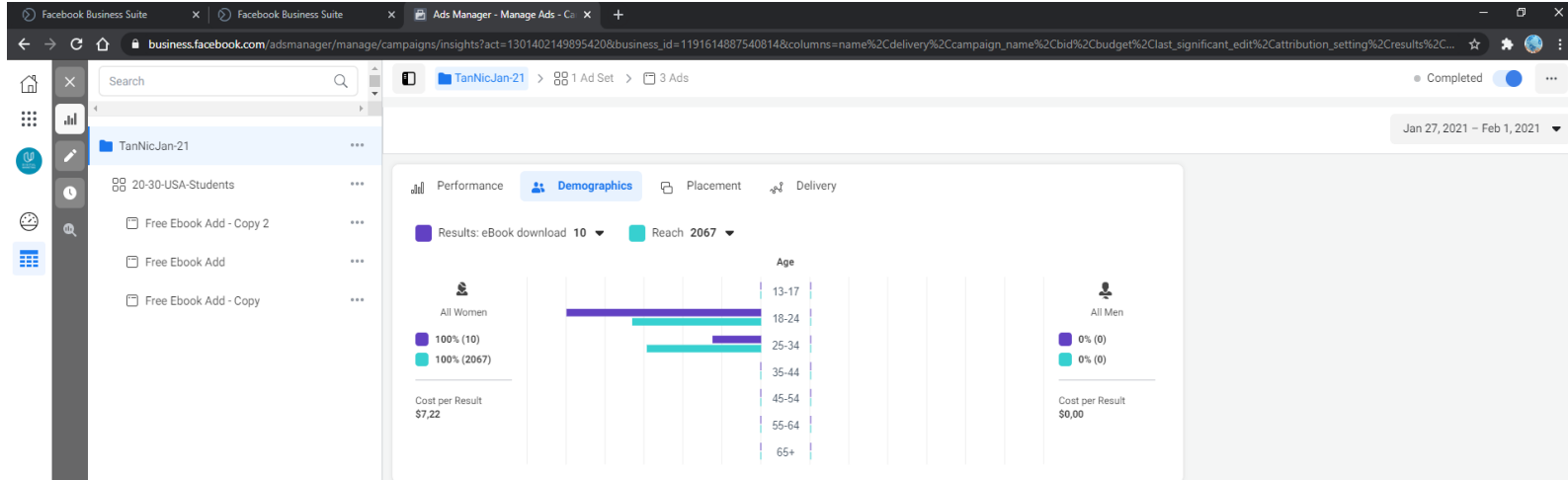
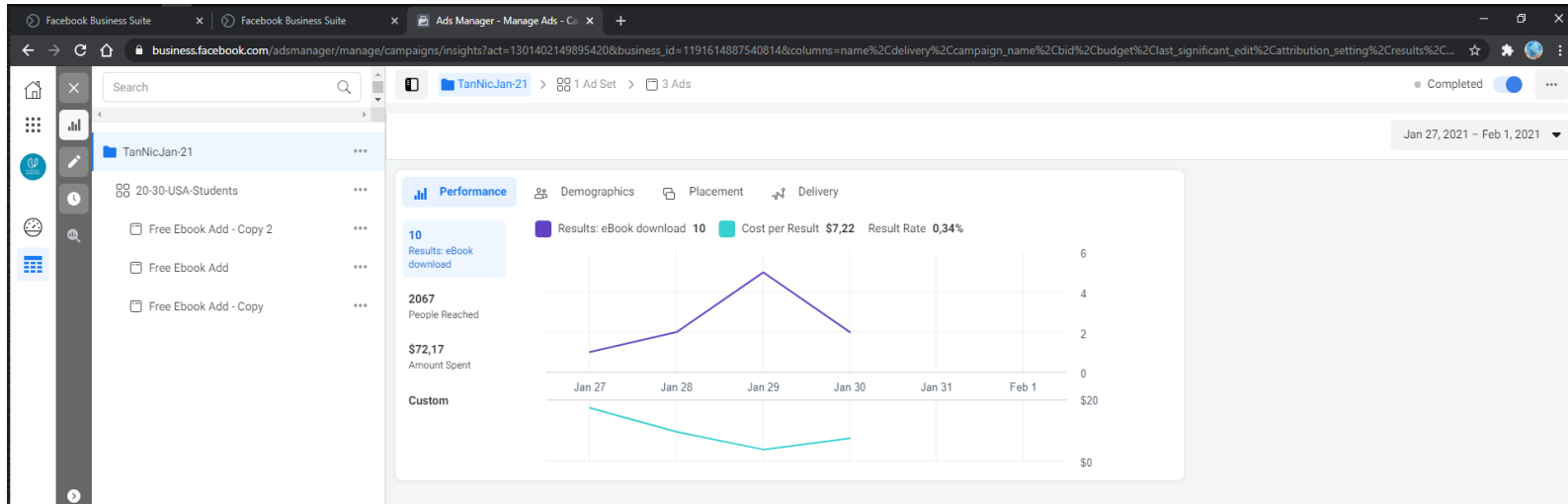
Women between the ages of 18 and 24 have performed well overall and the strategy should follow the same approach and try to find different text and images.

The 25-34 age group is a category that should be emphasized more to understand what the right approach would be in the future, this age group could be targeted more insistently and with ads that could have a greater impact.

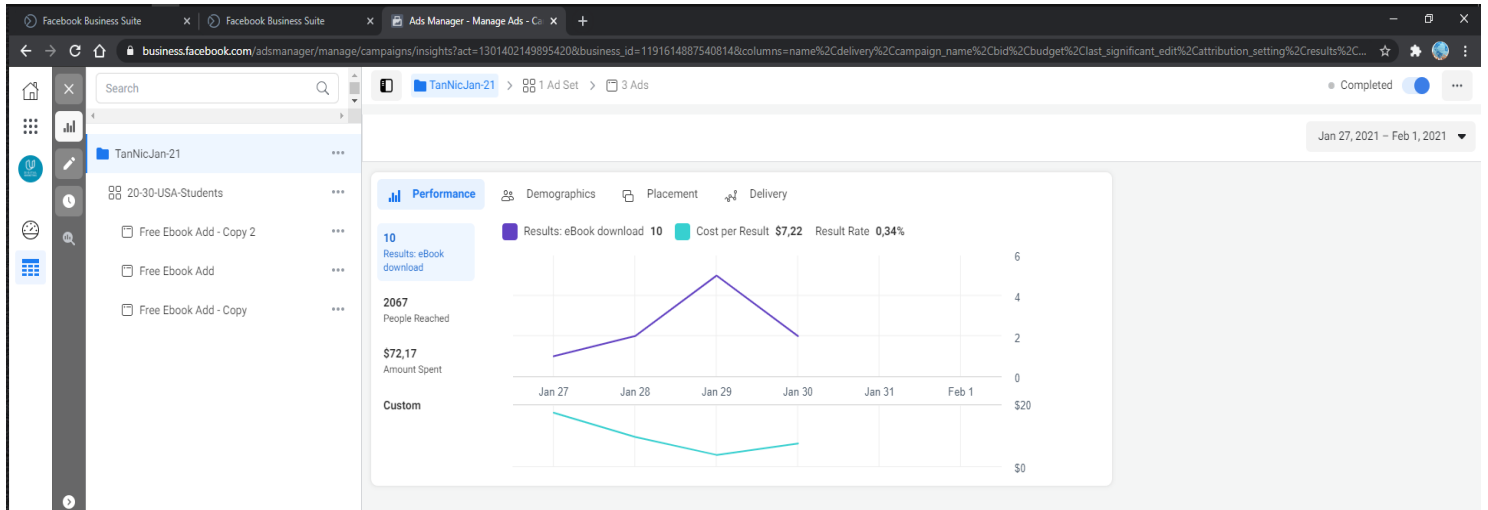
Since the results were unsuccessful in the final days of the campaign, I don't think you should spend more than five days on a digital marketing intervention.

Campaign Results:

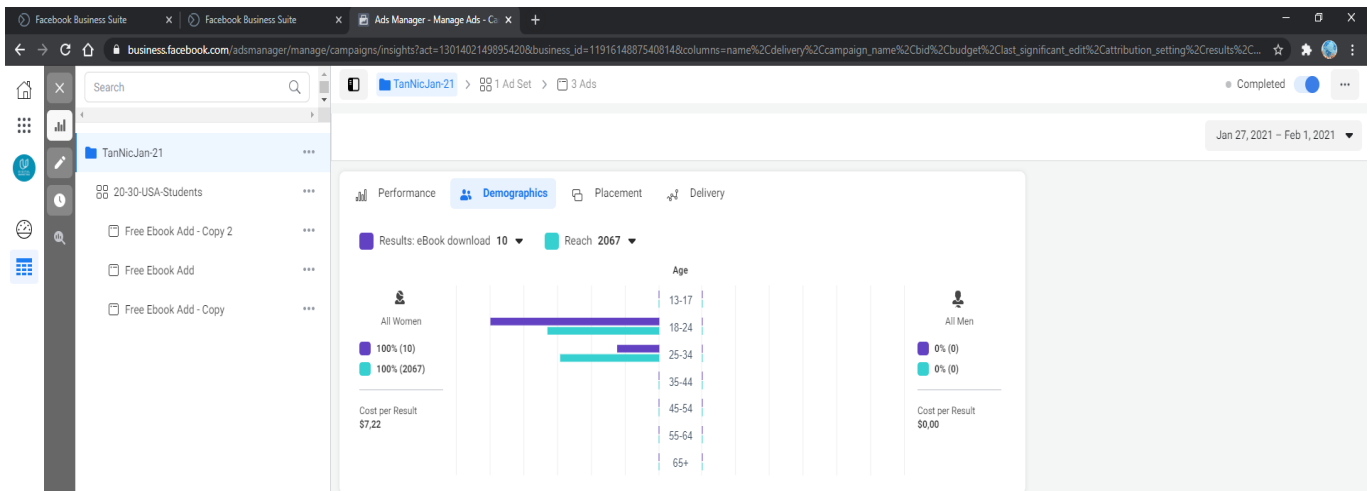
Performance+Demographics+Placement



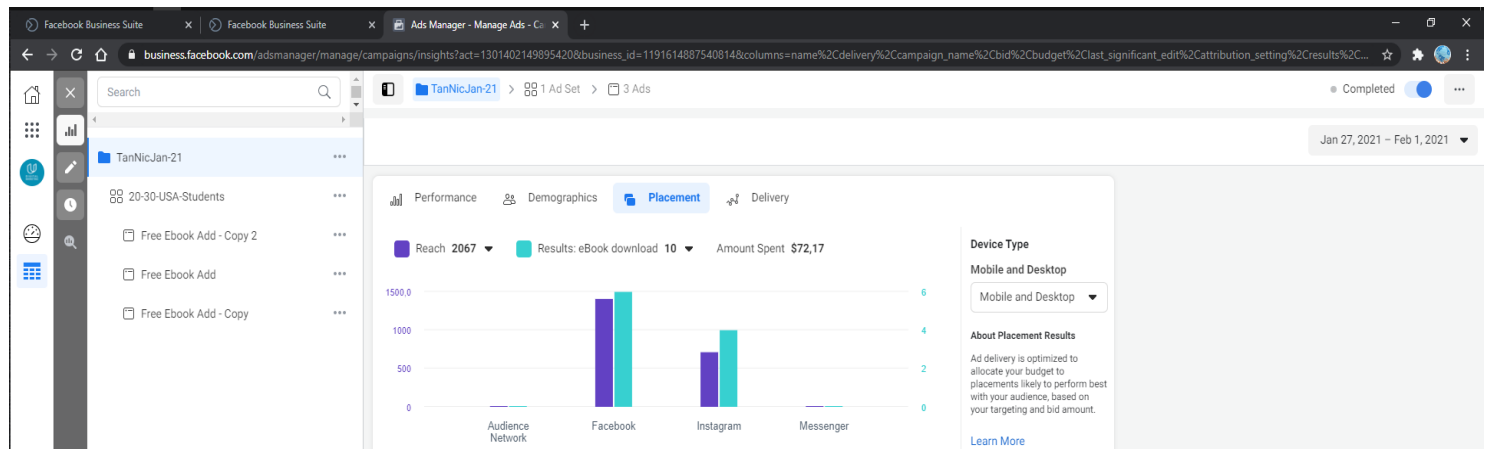
Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

Ads

Udacity 3 US (1301402149895420)

Updated just now

Discard Drafts

Review and Publish

...

Search

Campaign Name contains TanNicJan-21

Search and filter

Clear

Jan 27, 2021 – Feb 1, 2021

▼

Resource Center

Campaigns

1 Selected

Ad Sets

1 Selected

Ads

3 Selected

+ Create

Duplicate

Edit

A/B Test

Preview




Rules

View Setup

Columns: Performance

Breakdown

Reports

<input checked="" type="checkbox"/>	Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Attribution Setting	Results	Reach	Impressions
<input checked="" type="checkbox"/>	 Free Ebook Add - Copy 2	Completed	20-30-USA-Students 0 active ads	Lowest cost Conversions	Using campaign...		7-day click or ...	2 eBook download	262	315
<input checked="" type="checkbox"/>	 Free Ebook Add	Completed	20-30-USA-Students 0 active ads	Lowest cost Conversions	Using campaign...		7-day click or ...	— eBook download	584	674
<input checked="" type="checkbox"/>	 Free Ebook Add - Copy	Completed	20-30-USA-Students 0 active ads	Lowest cost Conversions	Using campaign...		7-day click or ...	8 eBook download	1406	1973
Results from 3 ads						—	7-day click or ...	10 eBook download	2067 People	2962 Total

Ads

Udacity 3 US (1301402149895420)

Updated just now

Discard Drafts

Review and Publish

Search

Campaign Name contains TanNicJan-21

Search and filter

Clear

Jan 27, 2021 – Feb 1, 2021

Resource Center

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Rules

View Setup

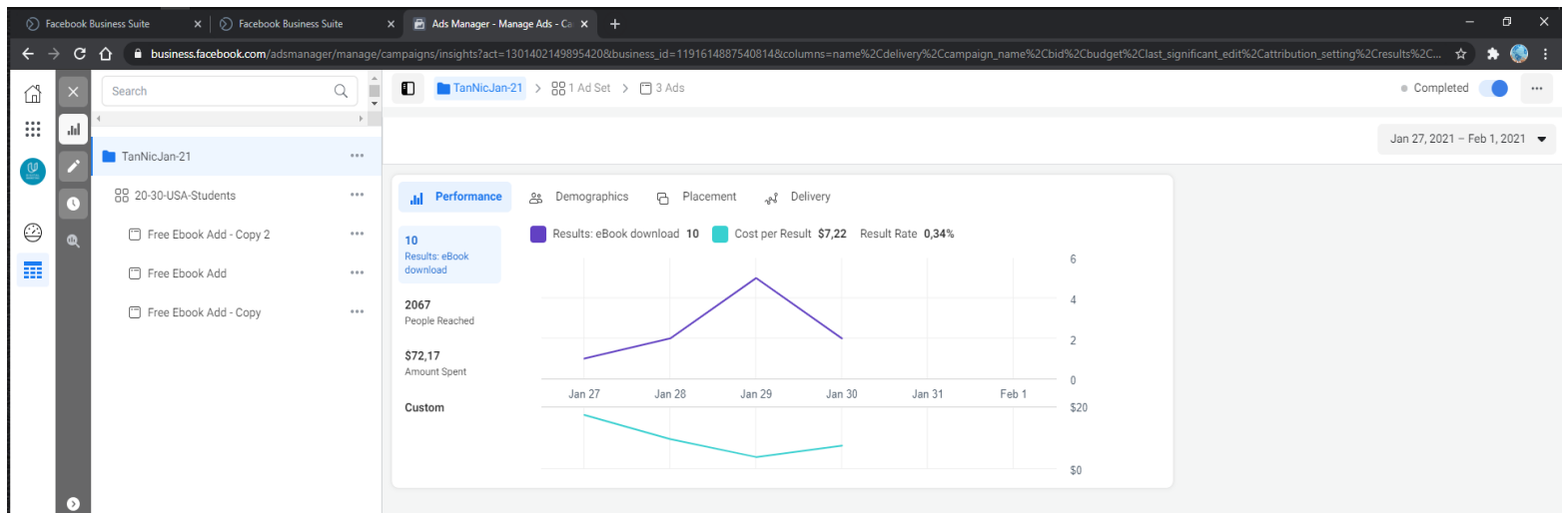
Columns: Performance

Breakdown

Reports

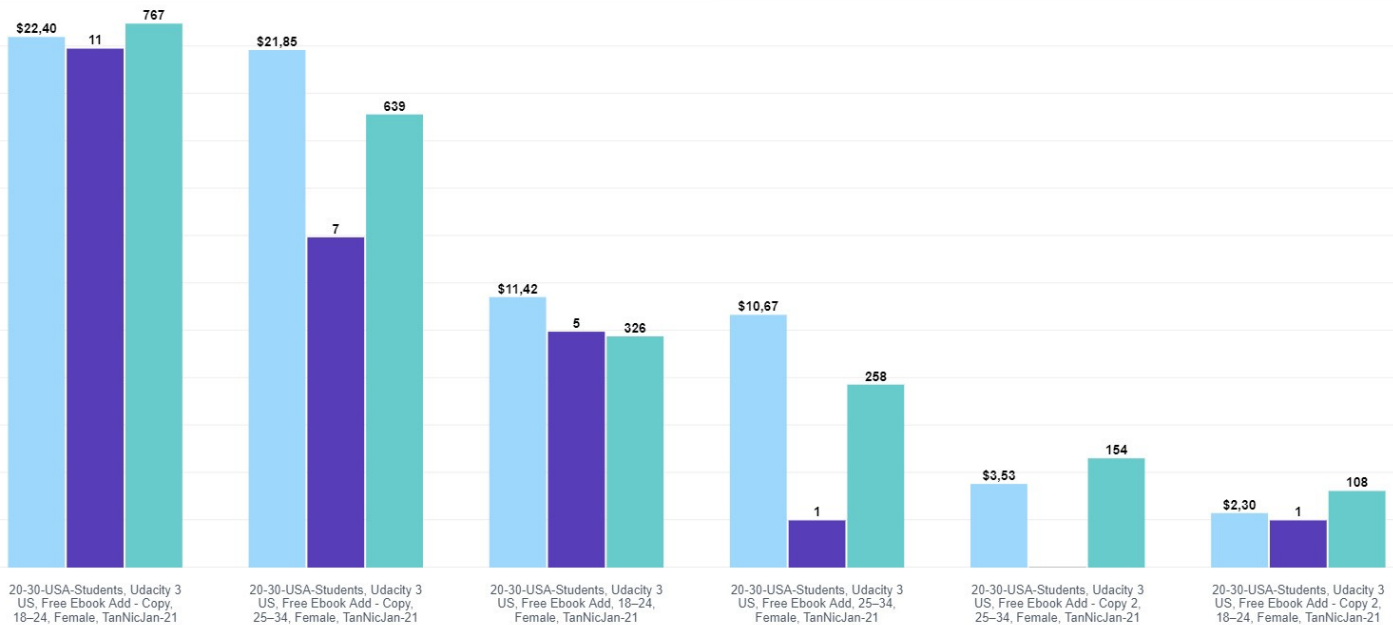
<input checked="" type="checkbox"/>	Ad Name	Impressions	Cost per Result	Quality Ranking Ad Relevance ...	Engagement Rate Ranking Ad Relevance ...	Conversion Rate Ranking Ad Relevance ...	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases
<input checked="" type="checkbox"/>	 Free Ebook Add - Copy 2	315	\$2.92 Per eBook download	—	—	—	\$5,83	Feb 1, 2021	1	—	—
<input checked="" type="checkbox"/>	 Free Ebook Add	674	— Per eBook download	—	—	—	\$22,09	Feb 1, 2021	6	—	—
<input checked="" type="checkbox"/>	 Free Ebook Add - Copy	1973	\$5,53 Per eBook download	Above average	—	—	\$44,25	Feb 1, 2021	14	—	—
> Results from 3 ads ⓘ		2962 Total	\$7,22 Per eBook download				\$72,17 Total Spent		21 Total	— Total	Tot...

Ad Set Data: Performance



Jan 27, 2021 – Feb 1, 2021

☒ Amount Spent ☒ Clicks (All) ☒ Reach



Ad1

Ad2

Ad3

Jan 27, 2021 – Feb 1, 2021

☒ 18-24, Female ☒ 25-34, Female

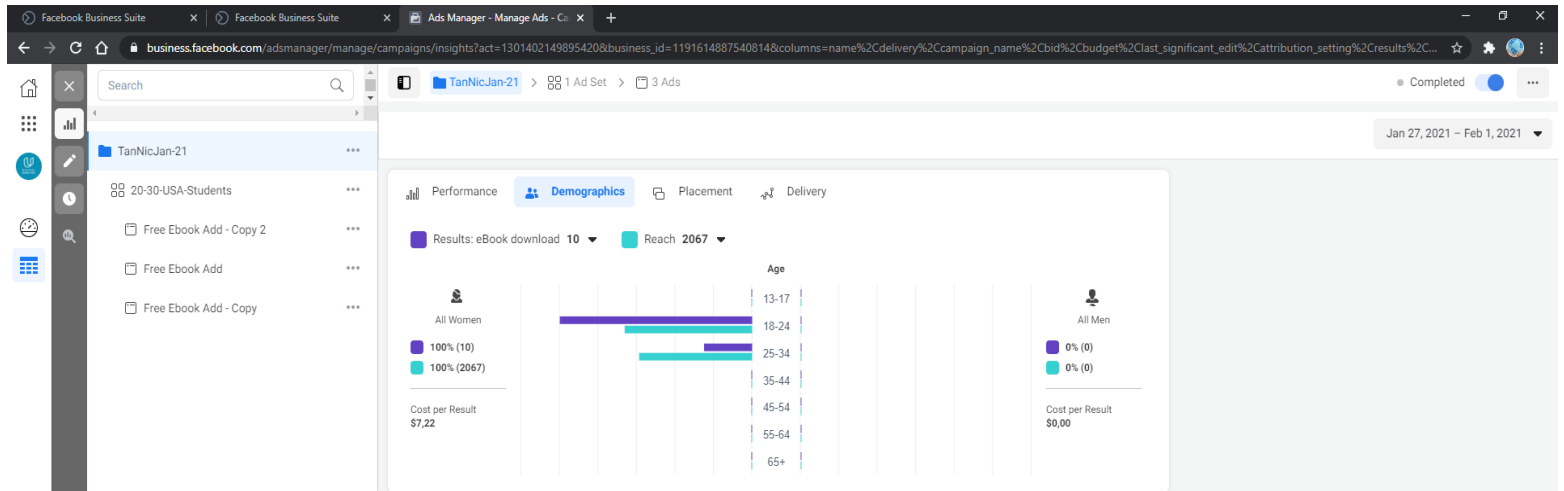


Jan 27, 2021 – Feb 1, 2021

☒ 18-24, Female ☒ 25-34, Female

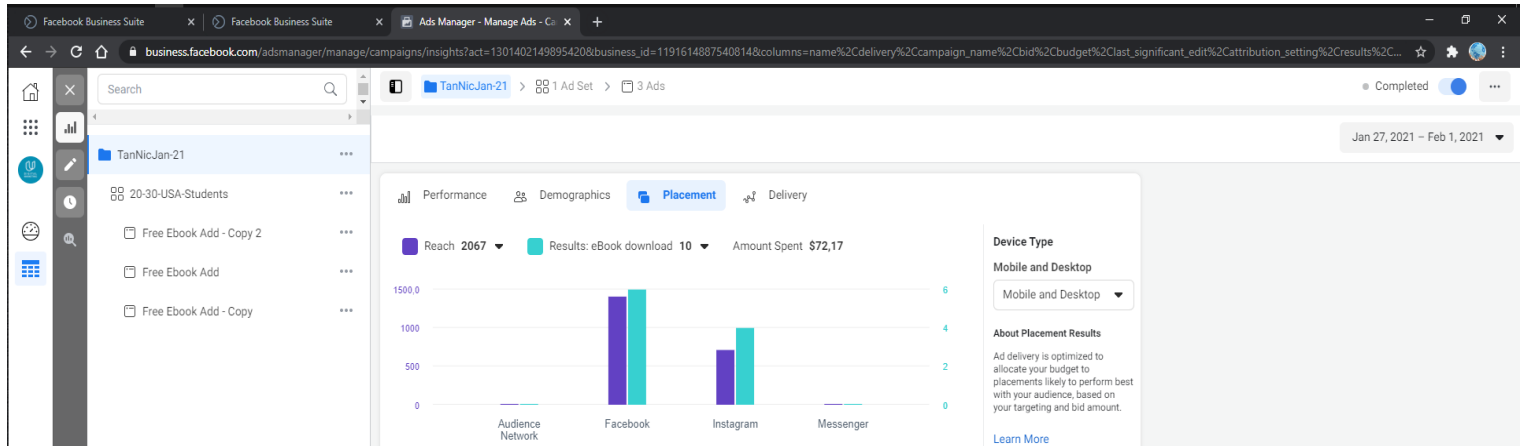


Ad Set Data: Demographics



Age	Gender	Day	Ad	Reach	Impressions	Clicks (All)	CPC (All)	Amount Spent
18-24	All	All		1096	1619	17	\$2,12	\$36,12
	Female	All		1096	1619	17	\$2,12	\$36,12
		2021-01-30		311	339	3	\$2,34	\$7,01
		2021-01-29		455	512	9	\$1,27	\$11,41
		2021-01-28		363	411	1	\$8,35	\$8,35
		2021-01-27		306	357	4	\$2,34	\$9,35
25-34	All	All		971	1343	8	\$4,51	\$36,05
	Female	All		971	1343	8	\$4,51	\$36,05
		2021-01-30		243	263	—	—	\$8,28
		2021-01-29		302	326	1	\$8,33	\$8,33
		2021-01-28		348	410	6	\$1,87	\$11,19
		2021-01-27		305	344	1	\$8,25	\$8,25
Total Results 12 / 12 rows displayed				2067 People	2962 Total	25 Total	\$2,89 Per Click	\$72,17 Total Spent

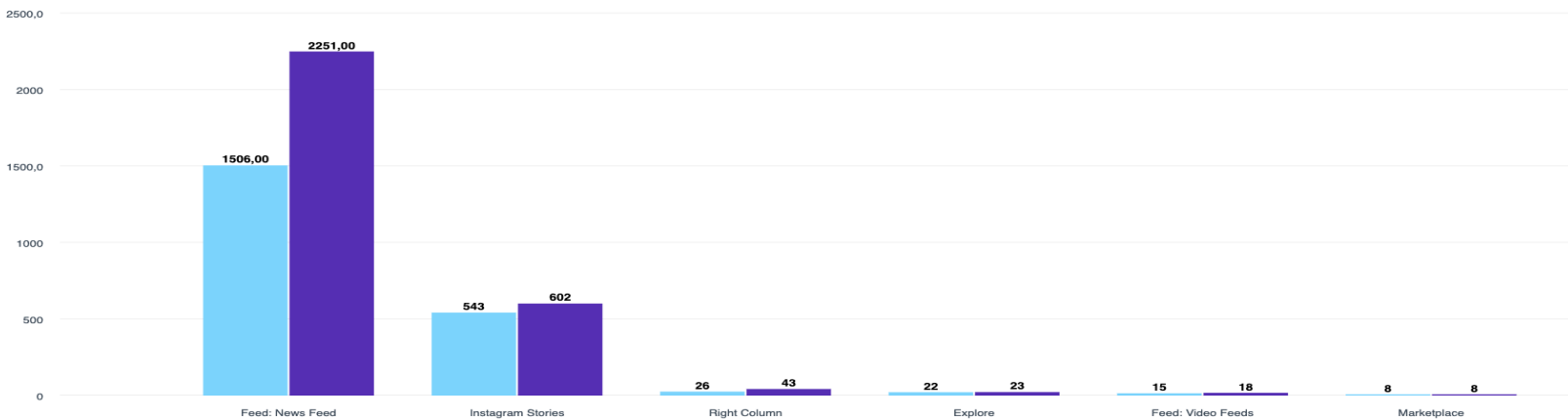
Ad Set Data: Placement



Placement	Ad Delivery	Reach	Impressions	Clicks (All)	CPC (All)	Amount Spent	Schedule	CTR (All)
Feed: News Feed		1506	2251	19	\$3,08	\$58,55	—	0,84%
Instagram Stories		543	602	6	\$2,03	\$12,19	—	1,00%
Right Column		26	43	—	—	\$0,04	—	—
Explore		22	23	—	—	\$0,27	—	—
Feed: Video Feeds		15	18	—	—	\$0,76	—	—
Marketplace		8	8	—	—	\$0,12	—	—
Search Results		7	7	—	—	\$0,04	—	—
Facebook Stories		6	6	—	—	\$0,18	—	—
Instant Article		3	3	—	—	\$0,01	—	—
Native, Banner & Interstitial		1	1	—	—	\$0,01	—	—
Total Results 10 / 10 rows displayed		2067 People	2962 Total	25 Total	\$2,89 Per Click	\$72,17 Total Spent	—	0,84% Per Impressions

Jan 27, 2021 - Feb 1, 2021

Reach Impressions



Project 4

Conduct an SEO Audit





Part 1

Plan your Audit

Marketing Objective & KPI

- **Marketing Objective** – Organic search increase by 10% in the next year.
- **KPI** – The numbers of website visitors monthly based



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.

	Head Keywords	Tail Keywords
1	digital marketing	online marketing for small businesses in easy steps
2	digital marketing course	transfer digital media marketing
3	digital marketing degree	best internet marketing teachers
4	Udacity digital marketing	Udacity nanodegree job placement
5	learn digital marketing	best training websites for digital software strategy

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

“digital marketing” with 72 score on moz keyword explorer

Which Tail Keyword has the greatest potential?

“best internet marketing teachers” with 47 on moz keyword explorer

Technical Audit: Metadata

URL:<http://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Current

Title Tag	Learn Digital Marketing Online Nanodegree
Meta-Description	Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads.
Alt-Tag	-

Revision

Title Tag	Learn Digital Marketing Online Nanodegree
Meta-Description	Learn digital marketing strategies to successfully brakethru in to the digital world.Gain knowledge and update your skills in SEO,SEM, Google ads.
Alt-Tag	Become a digital marketer; Video: city full of lights and very dynamic, teachers presenting the course, laptops with marketing campaign graphics and social media.

Suggested Blog Topics

Topic 1 – Get into digital marketing

“Digital Marketing”- I choose Digital Marketer as a head keyword because it shows a high search volume compared to all other keywords. This word is targeting to the people in their early stage in getting an online course. These are the potential clients who try to figure out what is best for them.

I believe that business and commerce in general will have to move to a digital environment in the future because it requires much shorter financial resources and even shorter lead times than before. This is why it is important to promote in a blog post the emerging need in companies to promote and advertise all kinds of products through social media and search engines, and all these skills can be developed in the DMND course and other digital courses offered by Udacity.

This could be done in a blog, a video on YouTube or Facebook, it could be an interview with an employee, some teachers or a student who has graduated and found the way to a successful career / business.

Suggested Blog Topics

Topic 2 -for people how need to learn new skills

“Udacity digital marketing” – this blog post is about active people how want to change their future and have a marketing-business mind oriented, they are already interested in made the transition in digital media marketing(digital world), or they need to improve their digital marketing skills, or maybe embrace a new career path in to the digital world learning digital marketing from the best training websites for digital software strategy.

Here Udacity comes as a link in personal development and especially offers a number of lessons that structure very well the vastness of data found on the world wide web. It is like an online marketing for small businesses in easy steps and the course offer clarity in it's chapters/easy steps. I think this propels Udacity into the top of the best training websites for small business and free lancers .In this case a good Idea will be to have a small video how explain ,in a brief manner ,the world of digital marketing and the DMND.

Suggested Blog Topics

Topic 3 -Learn digital marketing on your own rhythm

"Small Business Online Marketing in Easy Steps" - The keyword has a very low search volume. This could be a fairly search of people who already know the digital course or udacity and are close to buying.

The internet is a huge jungle and sometimes it's really hard to choose from the vast offerings you come across. Udacity is a well-ranked digital business school, and the DMND is the best digital marketing course to easily learn the necessary skills and become a digital marketer in no time. The DMND course is built in such a way that you can learn at your own speed. This is the right course that can help you increase your digital skills in small and simple steps.

First of all perhaps is important to take advantage of the idea of having video-interviews or blog pages, where you can talk about the commercial successes by de people who have made it in digital marketing and business in general.

Maybe having alumni who had finished the course and are willing to give good reviews on a blog or even in a short clip is a good idea.



Part 3

Off-Site SEO

Technical Audit: Backlink Audit

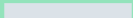

List **three** of the top backlink URLs you discovered for the website. These backlinks should add value to the website and not be spam.

	Backlink	Domain Authority (DA)
1	http://medium.com/@bglutz1/how-your-thirties-can-help-you-change-careers-digital-marketing-2498529c814a	96
2	http://steemit.com/news/@odigetti/free-social-media-advertising-guide	89
3	http://www.woorank.com/en/www/dmnd.udacity.com	68

Link-Building

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	https://blog.hubspot.com/marketing/what-is-digital-marketing
Organic Search Traffic	52.5K
Site Name	neilpatel.com
Site URL	https://neilpatel.com/what-is-digital-marketing/
Organic Search Traffic	25.4K
Site Name	smartinsights.com
Site URL	https://www.smartinsights.com/digital-marketing-strategy/digital-strategy-development/10-reasons-for-digital-marketing-strategy/
Organic Search Traffic	14.8K



Part 4

Performance Testing

Page Index

Page index is "the way" in which google index your website. In order to be seen on google engine this score can help you receive more traffic and make you more visible on research.

Enter Your URL

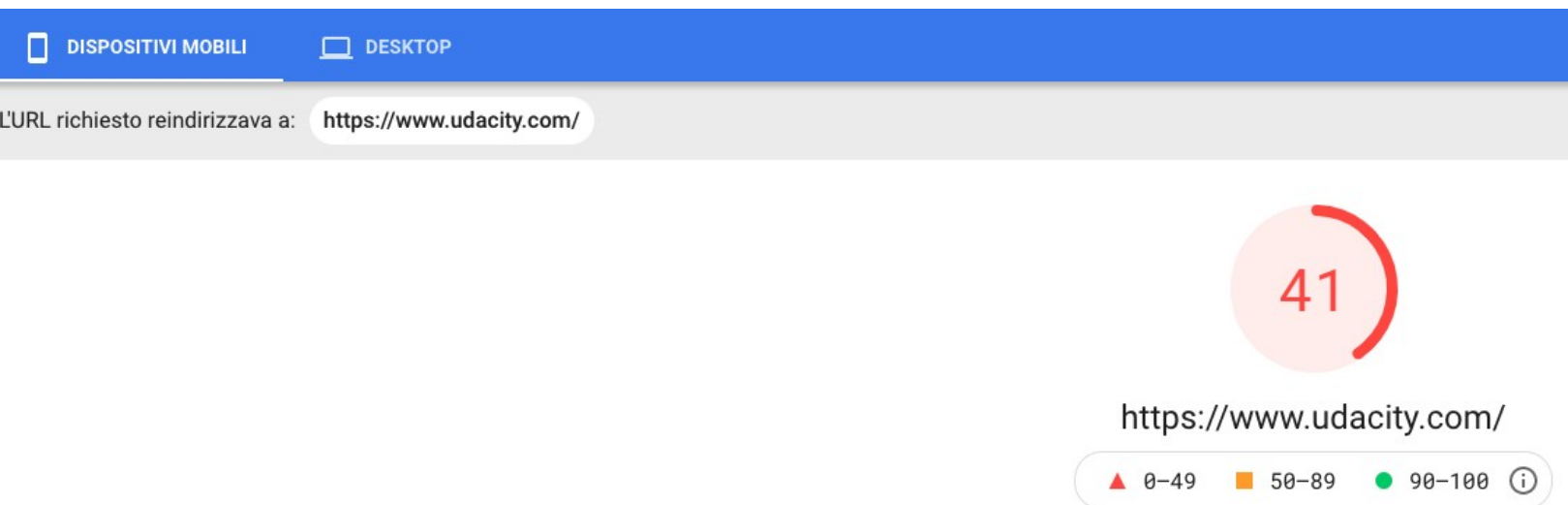
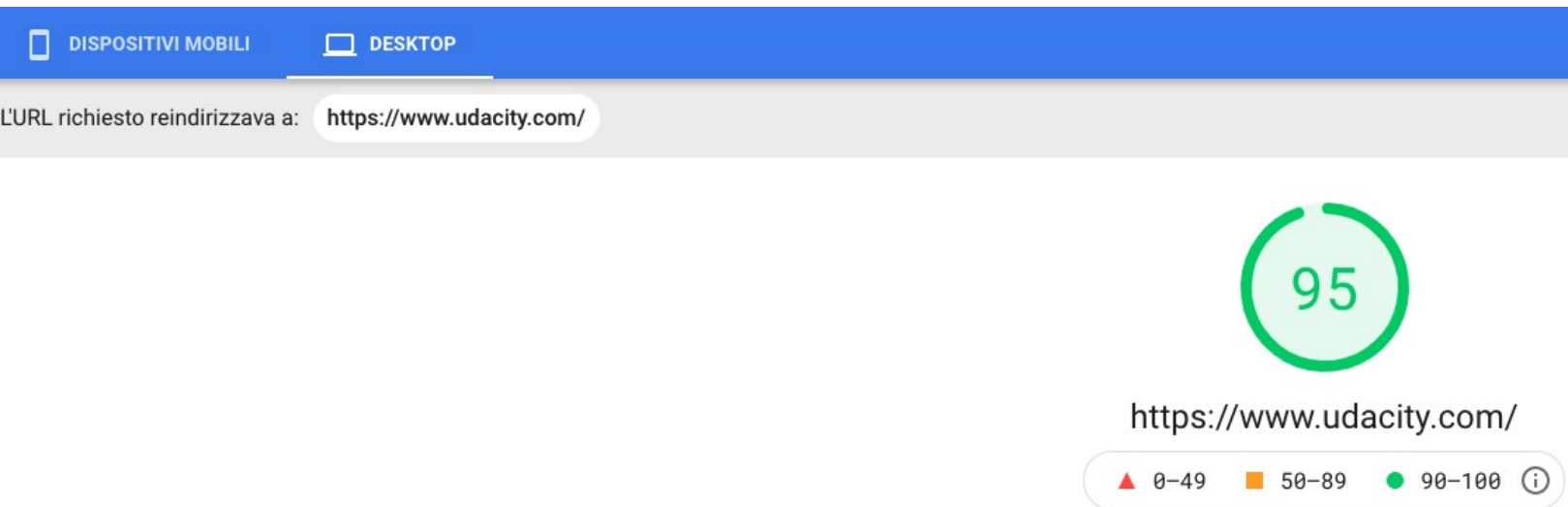
Continue >>

Google Indexed Pages Checker

URL	Google Indexed Pages
udacity.com	n/a

Page Speed

Page Speed is very good on desktop and poor on mobile.



Page Speed

The page speed is the most important ranking factor in search engine. There are many factors in calculating the page speed like the numbers of huge contents like video or big photos and bad code lines.

The page speed it's important for the viewer ,especially on mobile devices ,since Google said that nearly 50% of the visitors will abandon the site if it doesn't load in a max of 3 seconds.

Mobile-Friendly Evaluation

Google declared that nearly 50% of the visitors will abandon the site if it doesn't load in a max of 3 seconds. This is why the mobile-friendliness is important.

Speed results for udacity.com ⓘ

The mobile site speed is 3.1 seconds in Italy - on a connection 4G - .

RATING

Average

[Further information](#)

MONTHLY TREND

No variations

The speed of the site has remained

Your speed results for udacity.com ⓘ

Your mobile site speed is 2.9 seconds in United Kingdom - on a 4G - connection.

RATING

Average

[Learn more](#)

MONTHLY TREND

No Change

Your site speed has not changed since last month.

[Learn more](#)



Part 5

Recommendations

Recommendations

1) Mobile friendly is probably the first to take care of. It needs a lot of improvement. The number of big photos and videos should be reduced or change with smaller formats. Also, a good optimization of some inactive lines of code will be a good idea.

2) The second recommendation is regarding blogging. It needs a more consistent presence on blog articles. Maybe daily or weekly content could be a good start. A good content on different topics can help on attracting the proper type of students from which also clients. Once you have established a group of loyal readers, it can get a lot of traffic from the site's readers every day; it can also embed images and header tags and elements such as links and keywords in your blog content.

3) Improve the index pages; a good way is to verify the pages that are slow to load, the broken ones, and maybe have some content that is duplicated. Another recommendation is to use unique title and description meta-tags on every page. You can also include the page in the sitemap, this way it will tell Google which pages of the site are important and which are not.

4) Sharing on social media is a good practice. The people who read the website are certainly going to share the content they like. It can be a small video, some pictures, or maybe a slideshow or audio. You can put small media buttons on the slideshows and movies so it can be easy to share. The people respond better to the motions than only words. This practice can up your SEO ranking.

Project 5 - Part 2

Run an AdWords Campaign





Campaign Approach

Description, Marketing Objective, and KPI

1. Approach Description

I had to advertise the free course “Data Visualization in Tableau” in India. I approach the google campaign with two ads groups "Awareness" and "Action" to try to distinguish the two types of possible candidates for the course in the best way possible.

The first two ads are for people on the first stage of learning. These are people who want to learn about statistics and analytics for the first time. These people will probably not enroll on a paid nano-degree program. This could be a good experience to all of those interested to learn new skills and a different approach on data manipulation and statistics with the best built-in visual analytics platform. Keywords include generic terms like "free online course" and "business intelligence visualization tools".

The second ad group is focused on people who are interested in a stage, learning a new digital skill or to upgrade their career while they are on a current job. These people are on an final stage of the Customer Journey (or all most there), and are likely interested to enroll on a free solution. This ads target best the people who already are in search on taking an online course or are all taking one and search specific skills to help them in the future career. The budget is limited and I am curious to see how it will work.

2. Marketing Objective & KPI

Campaign Objective:

Generate 10 leads from signups for the free course

Budget: \$10 daily

Time: 5 days

KPI: Number of leads

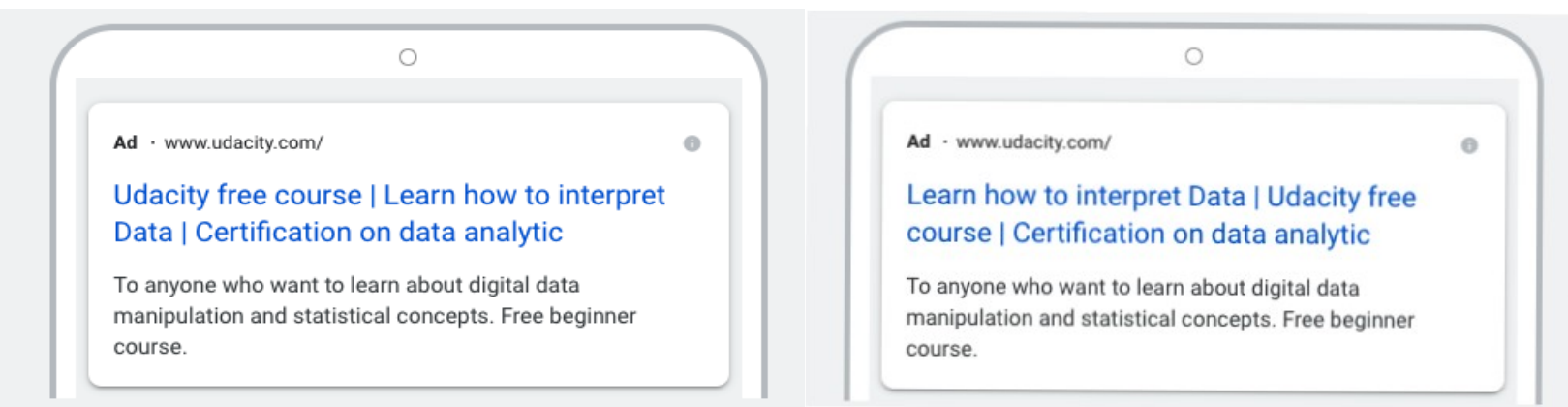


Ad Groups

Ads and Keywords

Ad Group #1:

Ads & Keyword Lists



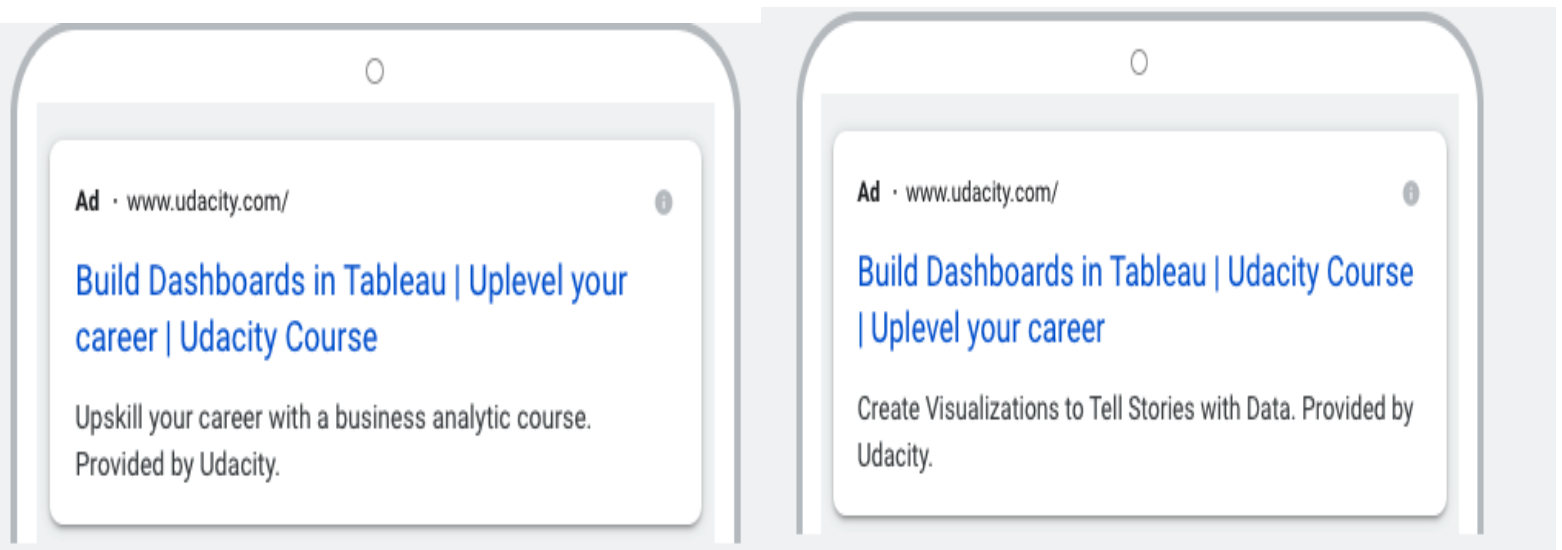
Ad Group: Awareness

Default bid: \$3.00

Keywords: free online course, best visualization, mapping visualization, free data sites, free data for analysis, data visualisation dashboard, data scientist courses, top visualization tools, best data visualization companies, top data visualization companies, free data websites, how to learn data visualization, big data visualization tools comparison, certification on data analytics, sql data visualization tools, online courses for data scientist, infographics tools, training for data scientist, tableau tableau, business intelligence visualization tools, certification courses in data analytics, data visualization healthcare, create beautiful charts, marketing data visualization, tableau data sources list, udacity data visualization course

Ad Group #2:

Ads & Keyword List



Ad Group: Action

Default bid: \$3.00

Keywords: data analysis, best visualization, data for analysis, mapping visualization, data visualisation dashboard, top visualization tools, best data visualization companies, top data visualization companies, how to learn data visualization, big data visualization tools comparison, certification on data analytics, sql data visualization tools, online courses for data scientist, infographics tools, training for data scientist, desktop tableau, data visualization in healthcare, business intelligence visualization tools, certification courses in data analytics, create beautiful charts, marketing data visualization, tableau data sources list



Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results

(Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Co nv.	CR	Co st pe r Co nv.	Cost
<i>Awareness</i>	\$3	1695	27	1.59%	\$1.43	0	0	0	\$38.58
<i>Action</i>	\$3	483	10	2.07%	\$1.14	0	0	0	\$11.42
Total		2178	37	1.70%	\$1.35	0	0	0	\$50.00

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.
<i>Ad Group 1, Ad 1</i>	20	1.43%	\$1.27	0.00	0.00%	\$0.00
<i>Ad Group 1, Ad 2</i>	7	2.37%	\$1.88	0.00	0.00%	\$0.00
<i>Ad Group 2, Ad 1</i>	6	1.66%	\$1.09	0.00	0.00%	\$0.00
<i>Ad Group 2, Ad 2</i>	6	3.28%	\$1.22	0.00	0.00%	\$0.00

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.
Free online course	20	1.41%	\$1.35	0.00	0.00%	\$0.00
Desktop tableau	3	7.89%	\$0.65	0.00	0.00%	\$0.00
Data analysis	3	0.97%	\$1.86	0.00	0.00%	\$0.00

Campaign Evaluation

The campaign has a negative ROI because it did not lead to any conversions. Even if the number of clicks and views were good, unfortunately they did not lead to any conversion.

The campaign had two Ad Groups, one called Awareness and the other Action. In total, both groups did well with the Awareness group: 1695 impressions and 27 clicks, and the Action group: 483 impressions and 10 clicks.

Overall we see that Awareness had a lower CTR (1.59%) than Action which has a CTR of 2.07%. Undoubtedly the Awareness group went best with 20 clicks in Ad1 and a CTR of 1.43% and the second highest ad, Ad2, had 7 clicks and a CTR of 2.37%. In the Action Group Ad1 had only 1.66% CTR being the lowest, and Ad2 with 3.28% respectively. Unfortunately the CPC in both Ad Groups is zero. The low number of clicks in the second Ad Group (Action) could be the cause of the lack of conversion. The Action Group was created intentionally for potential future clients interested in an internship or course to help them grow in their careers.

Campaign Evaluation

The average cost per click in awareness is \$ 1.43 and in Action is \$ 1.14. The first Awareness Group had almost double impressions and almost three times more clicks which means that the volume of words in the Data visualization in Tableau had a greater interest.

In the first ad group, the first ad was significantly higher than the second ad, but in the second group, very interesting, both ads had the same number of clicks, differentiating only in CTR.

Keyword evaluation is more difficult to analyze due to lack of data, for example, only a few of the keywords generated enough clicks to have a solid analysis base. The keywords that generated clicks ranged from 1 to 20 clicks, and some keywords such as "beautiful charts" and "best data viewing companies" had 50% CTR, which means 2 impressions and 1 click, and the "data analysis certification" was 100%; which makes it much more difficult to evaluate keywords. By far the keywords that performed better are "free online course" which had 20 clicks and a ctr of 1.41%, "desktop tableau" and "data analysis". The keyword "free online course" is the word in Ad1 Awareness that had both the highest conversion number and the highest number of clicks. The keywords "desktop tableau" as well as "data analysis" are the words from the second Ad Group that performed well but far below expectations. Broadly speaking, the second Ad Group has the weakest evolution in this campaign.

Recommendations for future campaigns

- Without discussion, I would focus more on the second Ad Group (Action) both in terms of keywords and ad construction. First I would deal with keywords with impressions between 1 and 3 to determine if it is a problem of low search volume or keyword performance because there was no conversion.
- For the first Ad, “Awareness” I would allocate more time. I think that if it had been more the result could have been positive. I don't think there would have been a need for an A / B test in this Ad Group because they had the highest number of clicks, what I think was missing is a longer time frame.
- For the second Ad “Action” I think I would introduce an A / B test and allocate more time. Ad Group 2 has in its component a series of keywords that could have a better yield, I mean those keywords that had 50% or 100%.
- The A / B test could be done by introducing a more dynamic landing page that would improve the user experience. Of course this would be a decision to be made with the developers, the new page could improve the quality of the ads and the conversion.



Appendix

Screenshots for Reference

Example: Ad Groups

Ad groups

CustomApr 8 – 12, 2021

Ad group status: All but removed

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	Awarreness	Not eligible Campaign ended, Campaign paused	\$3.00 (enhanced)	Standard	27	1,695	1.59%	\$1.43	\$38.58	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	Action	Not eligible Campaign ended, Campaign paused	\$3.00 (enhanced)	Standard	10	483	2.07%	\$1.14	\$11.42	0.00	\$0.00	0.00%
Total: All b...						37	2,178	1.70%	\$1.35	\$50.00	0.00	\$0.00	0.00%
Total: Ca...						37	2,178	1.70%	\$1.35	\$50.00	0.00	\$0.00	0.00%

1 - 2 of 2

Example: Ads

Ads

Custom Apr 8 – 12, 2021

+

Ad status: All but removed

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

▼

<input type="checkbox"/>	<div></div>	Ad	Ad group	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>	<div></div>	<div>Certification on data analytic Learn how to interpret Data Udacity free course www.udacity.com Free beginner course. To anyone who want to learn about digital data manipulation and... View assets details</div>	Awareness	Not eligible Poor ad strength, Campaign ended, +1	Responsive search ad	20	1,400	1.43%	\$1.27	\$25.45	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div></div>	<div>Visualize your Statistics How to Interpret Data Science Udacity free course +2 more www.udacity.com Learn the Fundamentals of Data Visualization and Practice Communicating with Data. Use... View assets details</div>	Action	Not eligible Campaign ended, Campaign paused	Responsive search ad	6	361	1.66%	\$1.09	\$6.54	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div></div>	<div>big data visualization tool learn data visualization Udacity data analytics www.udacity.com Creating Visualizations With Tableau. Udacity's Data Visualization in Tableau course. +1 more View assets details</div>	Awareness	Not eligible Poor ad strength, Campaign ended, +1	Responsive search ad	7	295	2.37%	\$1.88	\$13.13	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div></div>	<div>See and understand your data Uplevel your career Udacity Course +1 more www.udacity.com Create Visualizations to Tell Stories with Data. Upskill your career with a business analytic... View assets details</div>	Action	Not eligible Poor ad strength, Campaign ended, +1	Responsive search ad	4	122	3.28%	\$1.22	\$4.88	0.00	\$0.00	0.00%
Total: All but removed ads ?						37	2,178	1.70%	\$1.35	\$50.00	0.00	\$0.00	0.00%
<div>▼</div>	Total: Campaign ?					37	2,178	1.70%	\$1.35	\$50.00	0.00	\$0.00	0.00%

Example: Keywords

Keywords

+ ADD KEYWORD

	Cost	Clicks	CTR
● free online course	\$22.81	20	1.41%
● data scientist courses	\$5.95	2	1.55%
● tableau tableau	\$5.86	2	2.00%
● data analysis	\$5.59	3	0.97%
● create beautiful charts	\$2.98	1	50.00%

KEYWORDS NEGATIVE KEYWORDS < 1 / 10 >

Most-shown ads

● Awareness

Ad	Impressions	Clicks	CTR
● Enabled	1,400	20	1.43%

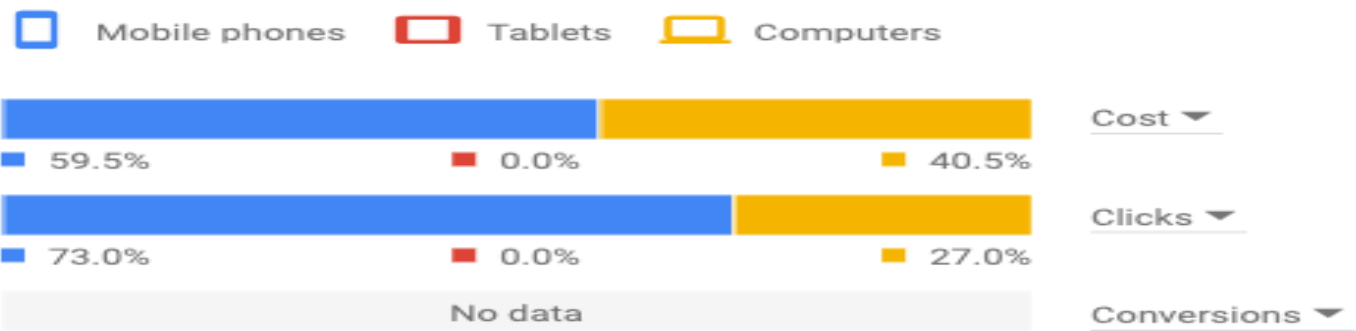
Certification on data analytic | Learn how to interpret Data | Udacity free course
www.udacity.com
Free beginner course. To anyone who want to learn about digital data manipulation and statistical concepts.

Keywords(2021.04.08-2021.04.12)

Search Keyword	Match type	Criterion Status	Campaign Status	Ad Group Status	Cost	Clicks	CTR
free online course	Broad match	Enabled	Paused	Enabled	\$22.81	20	1.41%
data scientist courses	Broad match	Enabled	Paused	Enabled	\$5.95	2	1.55%
tableau tableau	Broad match	Enabled	Paused	Enabled	\$5.86	2	2.00%
data analysis	Broad match	Enabled	Paused	Enabled	\$5.59	3	0.97%
create beautiful charts	Broad match	Enabled	Paused	Enabled	\$2.98	1	50.00%
data for analysis	Broad match	Enabled	Paused	Enabled	\$2.13	2	1.98%
desktop tableau	Broad match	Enabled	Paused	Enabled	\$1.95	3	7.89%
certification on data analytics	Broad match	Enabled	Paused	Enabled	\$1.43	1	100.00%
best data visualization companies	Broad match	Enabled	Paused	Enabled	\$0.73	1	50.00%
training for data scientist	Broad match	Enabled	Paused	Enabled	\$0.32	1	6.25%
certification on data analytics	Broad match	Enabled	Paused	Enabled	\$0.25	1	10.00%

Devices and Timeframe

Devices

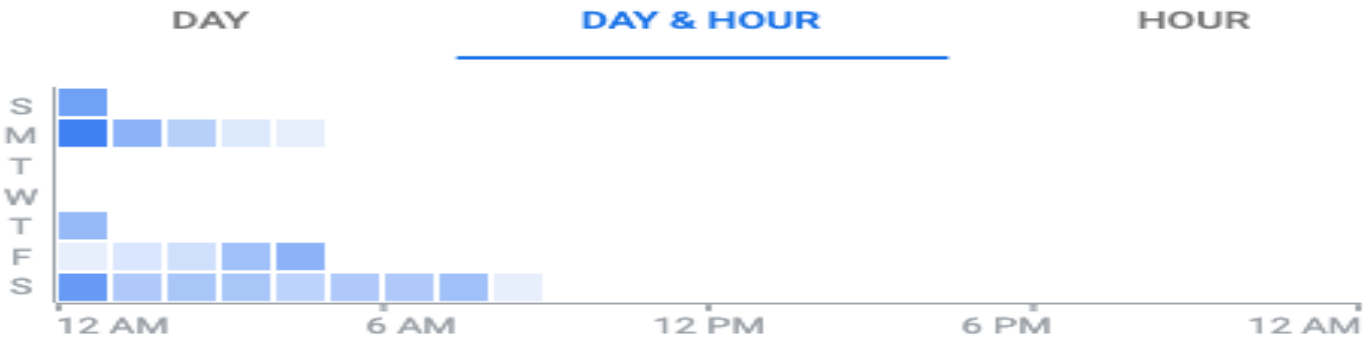


Bid adjustments
Mobile phones: — Computers: — Tablets: —

DEVICES

Day & hour

Impressions



Devices

Custom Apr 8 - 12, 2021

Level: Campaign ADD FILTER

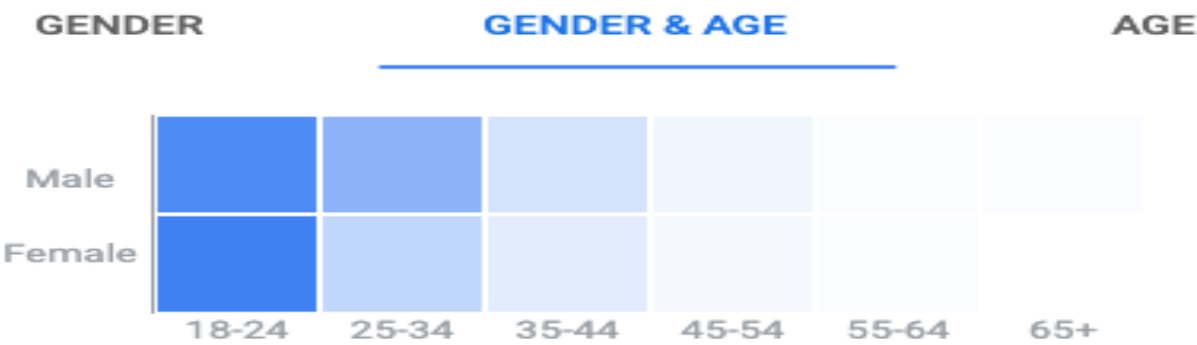
SEGMENT COLUMNS DOWNLOAD EXPAND

<input type="checkbox"/>	Device	Level	Added to	Bid adj.	Ad group bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>	Mobile phones	Campaign	TanNicJan-21	- ☒	None	27	1,761	1.53%	\$1.10	\$29.76	0.00	\$0.00	0.00%
<input type="checkbox"/>	Computers	Campaign	TanNicJan-21	- ☒	None	10	406	2.46%	\$2.02	\$20.24	0.00	\$0.00	0.00%
<input type="checkbox"/>	Tablets	Campaign	TanNicJan-21	- ☒	None	0	11	0.00%	-	\$0.00	0.00	\$0.00	0.00%
	Total: Experi...					0	0	-	-	\$0.00	0.00	\$0.00	0.00%
	Total: Campa...					37	2,178	1.70%	\$1.35	\$50.00	0.00	\$0.00	0.00%

Demographics

Demographics

Impressions ▼



Based on the 65% of your impressions with known gender and age. ?

GENDER & AGE

Demographics(Gender_Age_2021.04.08-2021.04.12)

Gender	Age Range	Impressions	Percent of known total
Male	18-24	381	26.74%
Male	25-34	248	17.40%
Male	35-44	94	6.60%
Male	45-54	34	2.39%
Male	55-64	11	0.77%
Male	65	9	0.63%
Female	18-24	410	28.77%
Female	25-34	136	9.54%
Female	35-44	67	4.70%
Female	45-54	24	1.68%
Female	55-64	9	0.63%
Female	65	2	0.14%

Demographics(Gender_2021.04.08-2021.04.12)

Gender	Impressions	Percent of known total
Male	818	57.40%
Female	681	47.79%

Demographics(Age_2021.04.08-2021.04.12)

Age Range	Impressions	Percent of known total
18-24	792	55.58%
25-34	384	26.95%
35-44	161	11.30%
45-54	58	4.07%
55-64	20	1.40%
65	11	0.77%

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

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




INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

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. 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	\$224.475	33.1% / \$149.05

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: A/B test CTA color


Suggestion 2: A/B test Ad Copy (body text formal vs. friendly)

Suggestion 3: A/B test background images

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



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



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	0.60 %	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	\$231.99	28.88% / \$67

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: A/B test different CTA

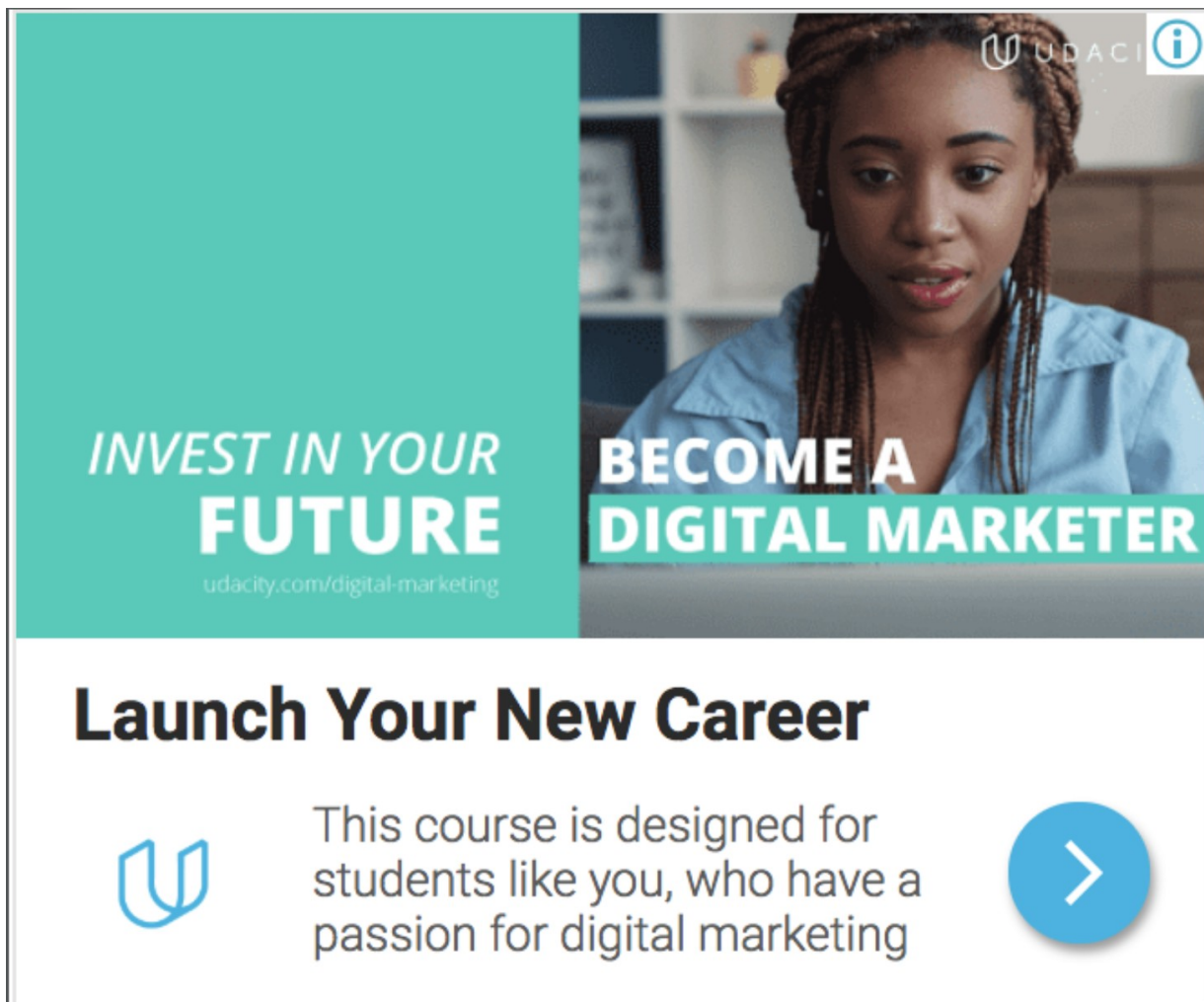
Suggestion 2: A/B test different Ad Copy(shorter vs. long paragraphs)

Suggestion 3: A/B test background image

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



The advertisement features a teal background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a woman with braids looking at a laptop, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner. Below the image, the text "Launch Your New Career" is displayed in a large, bold font. Underneath this, the Udacity logo is shown next to the text "This course is designed for students like you, who have a passion for digital marketing". A blue circular button with a white right-pointing arrow is located to the right of this text. In the bottom right corner, the text "DIGITAL MARKETING NANODEGREE PROGRAM" is displayed next to a small speaker icon.

UDACITY

INVEST IN YOUR FUTURE

udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

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

DIGITAL MARKETING
NANODEGREE PROGRAM

Results:

Calculate the ROI

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	\$234.50	27.5% / \$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: A/B test background image

Suggestion 2: A/B test Ad Copy (formal vs. friendly)

Suggestion 3: A/B test CTA color

Which campaign performed the best? Why?

All three ads went well and the campaign result is positive on all three ads. The difference in performance between them where not to big; the ad1 bring 2 new students and ad2 end ad 3 just 1.

By far the best ad was the first campaign (Affinity Audience) with a total of 2 new enrolled students and a ROI of 33.1% given the assumed conversion rate of 0.2%. This is likely due to the type of ad targeting - professional business people and media enthusiasts.

The campaign two perform a little bit better then the campaign three with 1 new student enroll and ROI of 28.88% .Is to mention that the third campaign had one new student and a ROI of 27.5%.

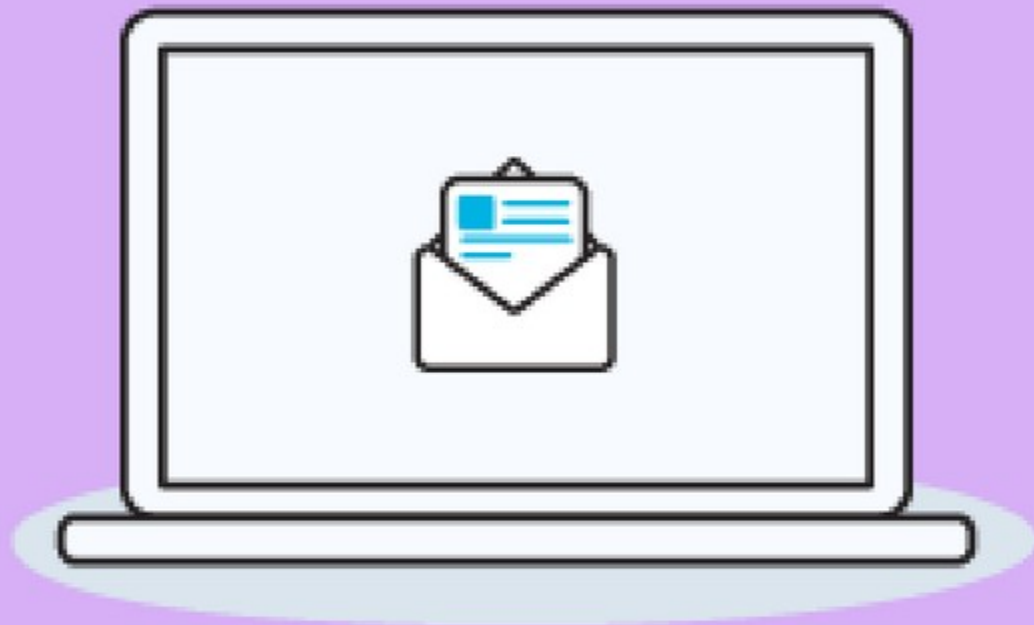
Recommendations for future campaigns

Given that all three ads had a positive conversion rate, I think it can be allocated a larger budget and a longer period of time to see if there's any real possibility of increasing ad performance.

- I would do different A / B tests to the performance of ads. The CTA colors and possibly different text body and background colors and pictures.
- It also can be done a series of testing of the active first-person copy of CTA which tends to work best, testing the placement of CTA (I mean if the audience click right away or it will be at the end of the message).
- Further on another test could be done to determine if changes on body text could have a positive impact to the viewer. It can also be done a A/B test to formal/friendly and personal/impersonal phrases.
- If the result is not good enough then the campaign could be stopped and the budget allocated for another project.

Project 7


Market with Email



Marketing Objective & KPI

- **Marketing Objective** – Convert 20 leads within 3 weeks campaign
- **KPI** – Numbers of conversion/purchases

Target Persona

Background and Demographics	Target Persona Name	Needs
Female Aged between 18-25 Bachelor Degree Single No children	 Freelance	-Learning from free platform like youtube -To have some real-world skills -A teaching program how works better with her schedule free time
Hobbies	Goals	Barriers
-Reading -Watching Youtube videos -Studying new technologies to expand the skill range	-Wants to stay at the same job -Willing to learn more -Enroll in a digital course	-Lack of specific information -Does not have a clear idea on the path to take -Not enough money

Email Series

Email 1: Enjoy your life and be free financially

Email 2: View our Digital Marketing Program

Email 3: Don't waste any time!

Content Plan: Email 1

Overarching Theme: 3-5 Sentences

General	In this first email, students are motivated to take a look at the DMND. At the end of the email and under the (linked) words potential students can click on the main page and read about the program.
Subject Line 1	Enjoy your life and be free financially
Subject Line 2	Acquire new digital skills
Preview Text	* LIST:NAME *, Launch your career with the best experts in Digital Marketing
Body	* LIST:NAME *, Like all transitions in life it is necessary to acquire new skills. Let <u>Udacity</u> be a part of your career journey. Take the future into your hands and let yourself guided by the top experts that <u>Udacity</u> provides so you can quickly achieve your goals! Learn all new on-demand skills and gain experience through real world projects.
Outro CTA 1	<u>Find out more</u>
Outro CTA 2	<u>Read More</u>

Content Plan: Email 2

Overarching Theme: 3-5 Sentences	
General	<i>In this email, students are motivated to take a look at the DMND. At the end of the email and under the (linked) words potential students can click on the syllabus page and read about the program.</i>
Subject Line 1	View our Digital Marketing Program
Subject Line 2	
Preview Text	* LIST:NAME * , Take a look at what we are doing
Body	<p>* LIST:NAME * , We live today in a booming digital world and this is where the online course came into play. Udacity's <u>Digital Marketing Nanodegree Program</u> is one of the best courses when it came to learning about search optimization (SEO), search engine marketing with Google Ads</p> <p>(SEM), display campaigns, email marketing, social media advertising, measure and optimize with Google Analytics.</p> <p>All this can be empty words, don't believe until you see<u>Take a look at what we are doing</u>.....</p>
Outro CTA	<u>Download Syllabus</u>

Content Plan: Email 3

Overarching Theme: 3-5 Sentences

General

*In this email, students are motivated to take a look at the DMND.
At the end of the email potential students can click on the
enroll page and enroll the program*

Subject Line 1

Enroll in our Digital Marketing Program

Subject Line 2

Preview Text

|LIST:NAME| , Don't waste any time!

Body

|LIST:NAME| ,The businesses and trade in general will have to move to a digital environment in the future. Not only because of the pandemic but also because it requires much shorter financial resources and much shorter execution times than before. Here Udacity comes as a link in personal development and especially offers a number of lessons that structure very well the vastness of data found on the world wide web. Udacity offers DMND course that has clarity in it , which others lack, and I think this propels Udacity into the top of the best e-learning sites.

.....Don't waste any time!.....

Outro CTA

Enroll Now

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	19april	20april	21april	23april
Email 2	26april	27april	28april	30april
Email 3	3may	4may	5may	7may

	Week One					Week Two					Week Three				
	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Email 1															
Email 2															
Email 3															

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
-----------	----------------	---------	------------	---------------

Draft Email

DMND

[Edit name](#)

✓ To
All subscribed contacts in the audience DigitalMarketing. [4 recipients](#)
Your 'To' field is personalized with *|FNAME|* .

Edit Recipients

✓ From
Nicolae • affarionlinee@gmail.com

Edit From

✓ Subject
Enjoy your life and be free financialy
Preview Text: Launch your career with the best experts in Digital Marketing

Edit Subject

✓ Content

Edit Design



[Send a Test Email](#)

- ⚠ We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account](#).
 - ✓ A plain-text version of this email will be included automatically. [Edit](#)
- [Enable Social Cards](#)

Draft Email

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Like all transitions in life it is necessary to acquire new skills. Let [Udacity](#) be a part of your career journey. Take the future into your hands and let yourself be guided by the top experts that Udacity provides so you can quickly achieve your goals! Learn all new on-demand skills and gain experience through real world projects.

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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

**{IF:REWARDS}* *{HTML:REWARDS}* *{END:IF}* **

Final Email

Il messaggio fa parte di una mailing list.

[Annulla iscrizione](#)

[View this email in your browser](#)



Learn how to propel your business online like a PRO!

Like all transitions in life it is necessary to acquire new skills. Let [Udacity](#) be a part of your career journey. Take the future into your hands and let yourself be guided by the top experts that Udacity provides so you can quickly achieve your goals! Learn all new on-demand skills and gain experience through real world projects.

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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	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	3.33%	75	8%	30

Final Recommendations

The A / B testing can improve content engagement, increase conversion rates, create more value; it is easy to analyze and can help increase sales.

The A / B testing is important because it provides the amount of data that can help measure the value of your ad campaign.

A / B testing experiences and compares two types or variations of an online or offline campaign, such as a landing page, ad text, headline, call-to-action, or almost any other element of a marketing or ad campaign.

The A / B test can be seen as a chain of improvement of the campaign since all the results can help in taking the right decisions.

Final Recommendations

In our case we can try to optimize Open-rate , CTR ,Conversion and Bounce-rate

- For the bounce-rate is important to eliminate the addresses that couldn't be sen to.
- For the CTR,Conversion and Open-rate should be applied different A/B tests:
 - A/B test different Ad Copy(shorter vs. long paragraphs)
 - A/B test Ad Copy (formal vs. friendly)
 - A/B test CTA color
 - A/B test different CTA
 - A/B test background image

Final Recommendations

An other consideration will be on the number of unsubscribes. Unfortunately it's happened and the best thing to do is to deal with it. It will be a good idea to try to introduce some good text in the unsubscribe section, more personal text which can convince the audience to stay.

The message in this section should be focus on showing you care about the costumer an trying to offer an alternative in a simple way. Texts like "You are leaving?" ; "We are sorry seeing you leaving"; "You're leaving" --- "Let's keep in touch"; "Follow as on other media" can be added.

Every email marketer has to know the anti-spam laws so they can build their campaign according to the country can-spam law.

If the user/customer decide to unsubscribe , it must be removed within ten business days from the list to avoid a salty charge, which in some countries is even up to \$16000 per email!

