

A professional photograph of two people in an office setting. A woman with short blonde hair and glasses, wearing a yellow sleeveless top, looks thoughtfully at a man. The man, wearing a grey sweater over a white shirt, holds a dark coffee cup and looks upwards. The background is blurred, showing office elements like blinds and a lamp.

Project 8: DMND Portfolio

Building a Marketing Strategy

1.Customer Journey Based Marketing Plan

What: your offer

Who: your customers

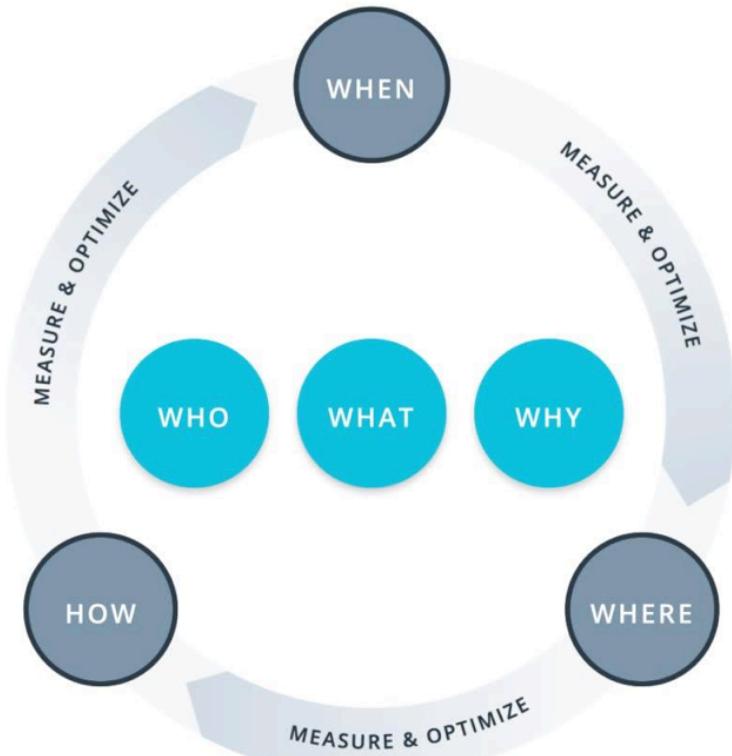
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



What: your offer

Option 1: Digital Marketing Nanodegree

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: DMND

Signing up 3000 new customers to the DMND Program in one quarter (January – April 2018).

Who Are Our Customers

What: your offer

Who: your customers

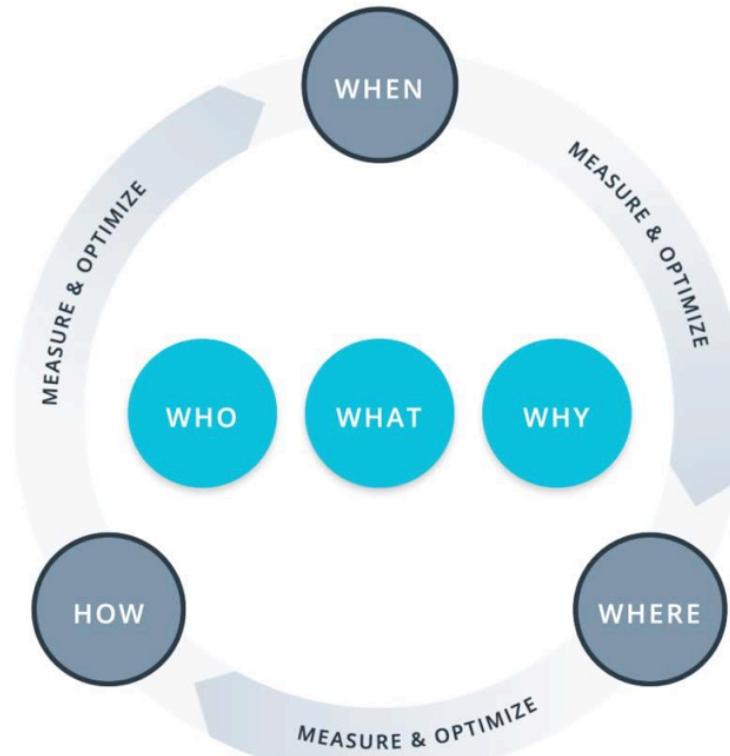
When: your customer's journey

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How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Target Persona

Background and Demographics	Target Persona Name	Needs
Position: Manager of Sales & Marketing Department Company: Large size (3200 employees) Education: Bachelor's Degree with more than 5 years of working experience Country: USA Age: 33-38 Annual income: USD60000-120000	Emma Jones 	1. Staying up-to-date with fast changing digital marketing trends 2. Automate certain tasks at work in order to be more proficient 3. Increase Marketing Deparment by 3 persons in order to participate in Expo 2018
Hobbies	Goals	Barriers
1. Any types of competition: maraphons, volleyball, basketball, 2. Running 3. Spending time with friends 4. Reading magazines about marketing & sales techniques	1. Manage variety of social media campaigns independently 2. Convert leads into buying customers 3. Make ROI faster	1. Limited budget 2. Lack of tech / design skills 3. There are so many online digital marketing courses available in the internet, that it's hard to make a choice

What: your offer

Who: your customers

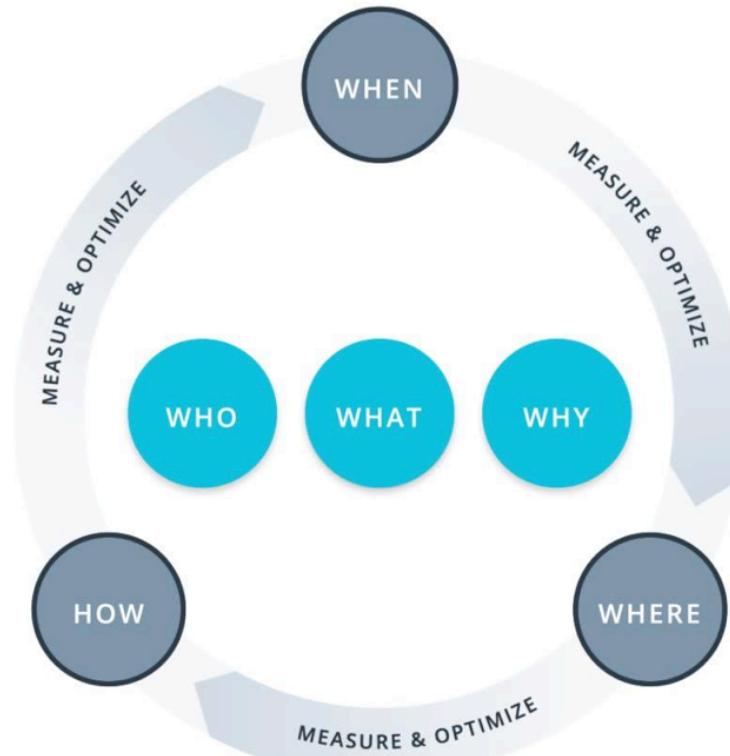
When: your customer's journey

Why: your marketing objective

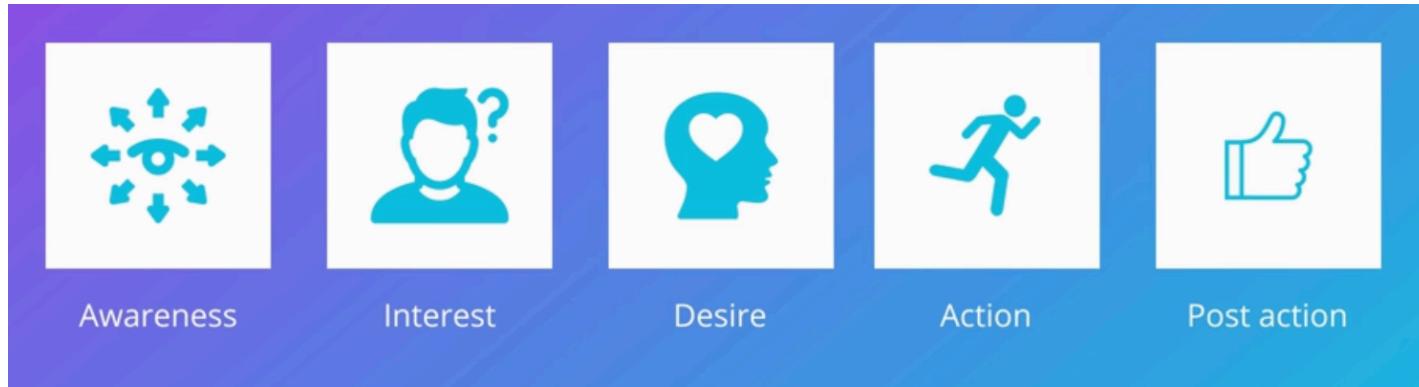
How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of the Customer Journey



When + How + Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> • describe the product • describe what it can do for your target persona 	<ul style="list-style-type: none"> • <i>Describe the benefits of the product for the customer</i> • <i>Offer to learn more</i> • <i>Provide additional information</i> 	<ul style="list-style-type: none"> • <i>Kindly encourage customer to purchase the product by creating limited offer</i> 	<ul style="list-style-type: none"> • <i>Make sure that check out process is smooth and easy</i> • <i>Place benefits of your offer on check out page</i> 	<ul style="list-style-type: none"> • <i>Thank customers for purchasing the product.</i>
Channel	<ul style="list-style-type: none"> • content marketing (e.g. blog) • Informative landing page • Social media • Display and video ads 	<ul style="list-style-type: none"> • <i>Optimized landing page with button "Learn more"</i> • <i>*Social media</i> • <i>Display and video ads</i> 	<ul style="list-style-type: none"> • <i>Website with CTA</i> • <i>Google AdWords</i> • <i>Organic search with high content</i> • <i>Social media</i> • <i>Display and video ads</i> 	<ul style="list-style-type: none"> • <i>Responsive website and social media channels</i> • <i>Google AdWords</i> • <i>Retargeting</i> • <i>Display and video ads</i> 	<p>* Personalized email Marketing using MailChimp (Merged Tags option)</p>



2. Budget Allocation

Digital Marketing Nanodegree

Budget Allocation for Media

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	\$ 2000	\$1.40	1429	0.05%	1
Display	\$ 1000	\$5.00	200	0.05%	0
Video	\$ 1000	\$3.50	286	0.05%	0
Total Spend	\$ 5000	Total # Visitors	2715	Number of new Students	1



Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$ 6000	\$0.50	12000	0.1%	12
AdWords Search	\$ 2000	\$1.50	1333	0.1%	1
Display	\$ 4000	\$3.00	1333	0.1%	1
Video	\$ 3000	\$2.75	1091	0.1%	1
Total Spend	\$ 15000	Total # Visitors	15758	Number of new Students	16



Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$ 20000	\$0.30	66667	0.3%	200
AdWords Search	\$ 2000	\$1.50	1333	0.3%	4
Display	\$ 5000	\$3.00	1667	0.3%	5
Video	\$ 3000	\$2.75	1091	0.3%	3
Total Spend	\$ 30000	Total # Visitors	70758	Number of new Students	212



ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$ 5000	2715	1	\$299	299	-4701
Interest	\$ 15000	15758	16	\$299	4784	-10216
Desire	\$ 30000	70758	212	\$299	63388	+33388
Total	\$ 50000	89229	229		68399	+18471

Additional Channels/Recommendations:

1. I would recommend other Social Media Channels, like Twitter and LinkedIn and would split the expenses in between these 3 (Facebook, Twitter, LinkedIn) under one category which is Social Media.
2. When working with Display Ad and Video Ad very high quality content is required, especially on Awareness and Interest stages.
3. I would suggest to invest to Desire stage of Customer Journey with Facebook Ads the most as the conversion rate is higher (0.3%) and CPC is lower (\$0.30). The least investment should be done for Awareness stage because the conversion rate is very low (0.05%) and CPC is high.

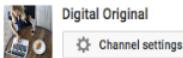
A photograph of two people, a woman on the left and a man on the right, looking at a screen. The woman has short blonde hair and wears round-rimmed glasses. She is wearing a light-colored, button-down shirt. The man has dark skin and short hair. He is wearing a dark-colored shirt. They appear to be in an office or presentation setting.

3. Showcase Work

Market your Content

Market your Content

4 reasons to take Udacity's Digital Marketing Nanodegree



Digital Original

Channel settings



Add to



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Hootlet



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Olga Arkadieva

Digital Marketing Professional looking for opportunities

19m

Highly effective Digital Marketing course created by top companies for career development. Check it out here.

<https://goo.gl/Sai4NK>

#DMND #IminDMND



4 reasons to take Udacity's Digital Marketing Nanodegree
digitaloriginal.blog



Olia Arkadieva

41 mins · 11 ▾

Are you interested in highly professional and goal-oriented online Digital Marketing course? Find out the answer in this article.

<https://goo.gl/Sai4NK>

#IminDMND #DMND



4 reasons to take Udacity's Digital Marketing Nanodegree

In a fast changing world, there are so many opportunities for ambitious people who are looking to develop their career in a most efficient way. Regardless of the primary education, anyone can take ...

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Gabriel Jonathan Alcedo

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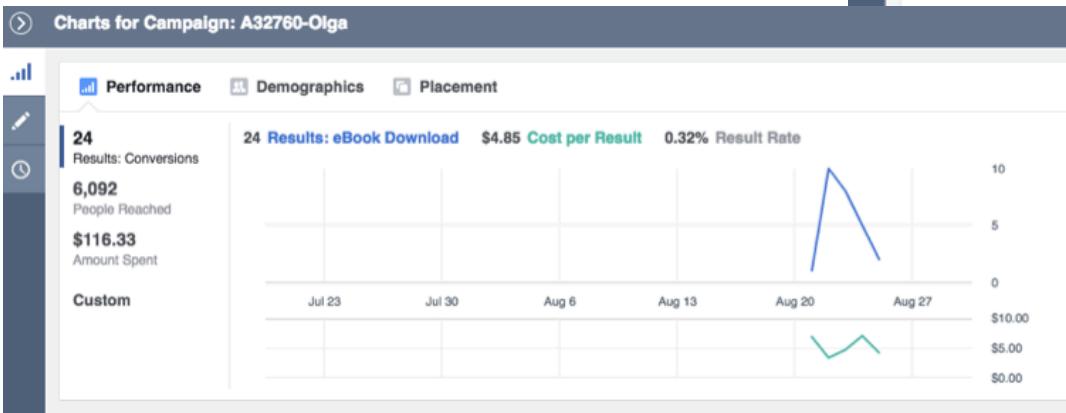
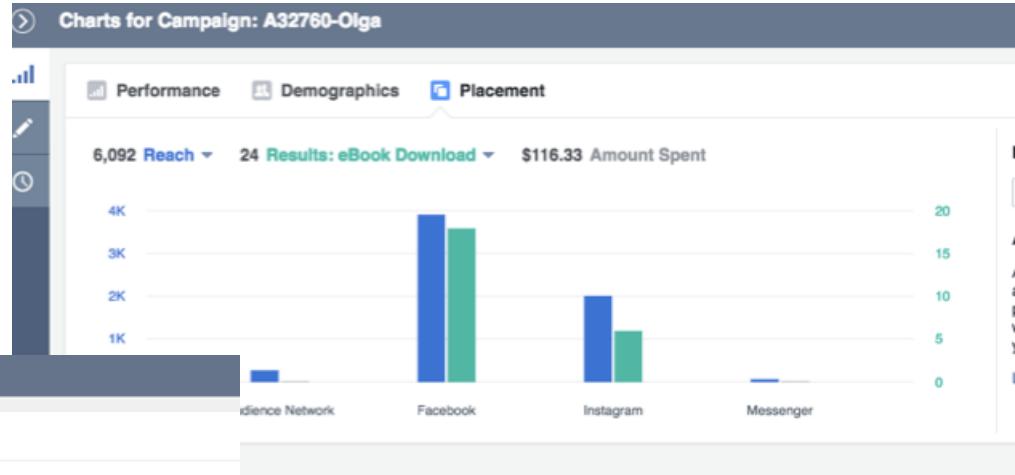
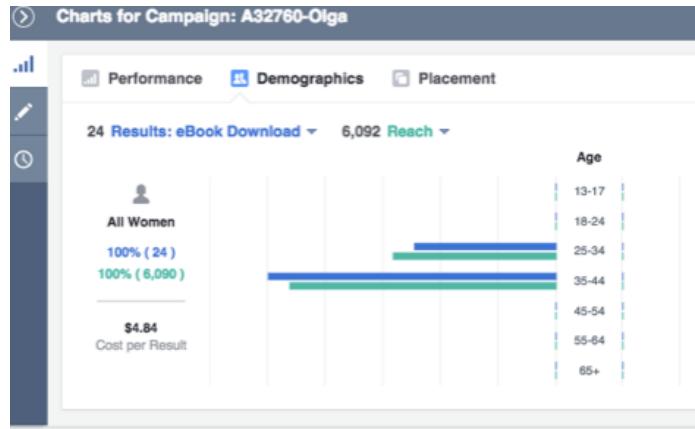
14 views of your post in the feed



DIGITAL MARKETING
NANODEGREE PROGRAM

Run a Facebook Campaign

Run a Facebook Campaign



Search Engine Optimization (SEO) Audit

Search Engine Optimization (SEO) Audit

Tested on: Aug 30, 2017 at 7:21 PM

Page is mobile-friendly

This page is easy to use on a mobile device



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Google Indexed Pages Checker

URL	Google Indexed Pages
https://www.udacity.com/course/digital-marketing-nanodegree--nd018	1,090

Now to improve SEO of your business.

word "SEO" have score 34 with maximum monthly volume 70.8k which makes me think that it has opportunities in search engines to be found easily for users. Any business owner is concerned about being in 1st place in Google search, so it is very hot topic. Combination of "how to" has great chances too.

In summary: I would describe 8-10 examples on ways to improve SEO, described in previous topics in DMND, but without revealing all secrets. The goal is to make people hungry for knowledge and beat their competitors. At the end it is important to mention that all described examples can be found on udacity DMND but with more details and practical projects.

Recommendations for future campaigns

- Would you set up an A/B test, and if so, how would you go about it?

I would set up an A/B test and would use long tail keywords for it as it can drive me traffic which is narrower but more interested in specific search terms. When creating long tail keywords I would put into account most successful short keywords from current Ad. And I would create two Ads for each Ad Group using different keywords and changing the headlines in order to find best match between combination of keywords and headlines.

- Would you make changes to the landing page, and if so, what kind of changes and why?

In my opinion the landing page is created carefully and I would not make any changes. It is all about appropriate words on headlines and keywords.



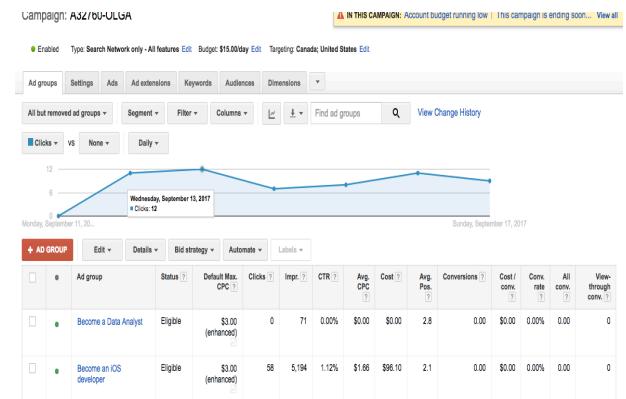
Run an Adwords Campaign

Run an Adwords Campaign

Campaign Evaluation

- Which keywords performed best for you and why might that have been the case?

Keywords which has highest CTR are how to develop an app, how to make an app, iOS developer. Keywords iOS, iOS app, iOS app store got highest number of clicks and impressions. Both groups performed best as they are short and commonly used in variety of phrase combinations when people are searching on Internet. So, it attracted more traffic to the Ad, however, does not mean that it's qualitative traffic as it's wide and too general.



Recommendations for future campaigns

- Would you focus on certain Ad Groups, ads or keywords?

Would focus on keywords like "iOS", "iOS app" "iOS app store" and create long tail phrases using them. Also would change the name of Ad group "Become a Data Analyst" during the campaign if I would see that it doesn't get enough impressions.

- Would you change any of your existing ads or keywords or add any new ones?

I would add long tail keywords and remove short ones as they are too popular and thus expensive. Also I would change completely first Ad group (Become an Data Analyst) as it had very low rate of engagement and interest.

Key Campaign Results (Keywords)

Present the three keywords you consider most successful b

Keyword	Clicks	CTR	Avg. Cost per Click
how to develop an app	1	8.33%	\$2.86
how to make an app	2	3.70%	\$2.30
ios app	14	3.29%	\$1.59

Evaluate a Display Advertising Campaign

Evaluate a Display Advertising Campaign

	Ad	Ad group	Status	Video	Impr.	Views	View rate	Avg. CPV	Cost	Clicks	CTR	Avg. CPC
	Short trailer	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	\$0.03	\$290.21	453	0.83%	\$0.64
A	Short trailer 2	short trailer DM large keyword list	Campaign paused	Become a Digital Marketer	103,205	19,261	18.66%	\$0.03	\$535.40	1,439	1.39%	\$0.37
B												

	Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. CPM
	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
	Total - all but removed ad groups			1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
	Total - all ad groups			1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09

Show rows: 50 | 1-1 of 1

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1531	216199	0.71%	\$0.45	\$686.27	.2%	3	228.76	+210.72
Creative - B	442	65867	0.67%	\$0.42	\$186.24	.2%	1	186.24	+112.76

Recommendations for future campaigns

- Would you focus on certain Ad Groups, Ads or Keywords?

I would focus on following keywords: Online marketing video, ad advertisement, seo, digital learning courses, course digital marketing which performing best.

- Would you change any of your existing Ads or Keywords or add any new ones?

I would remove low performing keywords and would change them to others

- Would you set up an A/B test, and if so, how would you go about it?

Definitely I would set up an A/B test, and would try to compare the performance based on image. I will put images with smiling people mainly which shows highest results as per current campaign

Market with Email

Market with Email

Hi Olga,

We would like to bring your attention to the newly launched online course which offers you the opportunity to master platform-specific skills valued by top employers, while at the same time establishing a broad-based understanding of the whole digital marketing ecosystem.

Graduates of the course are able to get a promotion faster or make a smooth career transition into Digital field.

You can learn more about the course in the below link.

Kind regards

[Learn more](#)

Final Recommendations

Email # 2: Receive a gift by completing our survey

With A/B test I would compare two different images for the copies and analyze what perform better.

Email # 3: You are invited to DMND Connect Session this Friday

In A/B test I would add free small gift to the attendees to one of the copy and will see the difference on how people react when they see a free gift.

Email Content Plan				
Subject Line	Body Summary	Visual	CTA	Link
Skyrocket your career with our new course	<i>Information about new course in Digital marketing which includes practical projects and give real life experience which will help with career growth</i>	<i>Photo with smiling people in the classroom</i>	Learn more	<i>Landing page with information about new course in Digital Marketing</i>

