

Project 3:

Evaluate a Facebook Campaign



Marketing Challenge #1:

Digital Marketing Nanodegree Program

Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might 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, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$25 per collected email address.



Landing Page



Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program



Get your free copy of the eBook today!

- ✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- ✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- ✓ Everything you need to get started!

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Marketing Objective & KPIs

Marketing Objective: To collect the email addresses of 50 potential students for the Digital Marketing Nanodegree Program, with a campaign running for one week and having a lifetime budget of \$1000

KPI: Number of eBook downloads

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">● Age 27● Female● Graduated from university● Employed● Lives in a mid-size US city	<p>Jessica</p> 	<ul style="list-style-type: none">● Flexible study schedule● “Bite-size” chunks of learning
Hobbies	Goals	Barriers
<ul style="list-style-type: none">● Hiking● Photography● Walking her dog	<ul style="list-style-type: none">● Transition into a new career in digital marketing● Get a job with higher earning potential/path to advancement● Meet other marketers	<ul style="list-style-type: none">● Limited time for studying/learning new skills● Unsure how to break into a new industry

Ad Set

The following three ads are the Ad Set we have designed to target that persona on the previous slide.

Ad One

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Ad Two



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Ad Three



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Campaign Evaluation

1. Evaluate the success of the campaign, given its marketing objective. Feel free to use bullet points, and add as many slides as you need.

Demographics Age: 26_27

Location midsize US city

Interest online education, digital marketing, meeting other marketers and career change

b. Provide the correct formulas for the following KPIs:

- i. **CPM (Cost per 1,000 Impressions)** cpm is calculated as **$\text{AMOUNT SPENT ON AD} / \text{IMPRESSION SERVED} \times 1000$**
- ii. **Link Click-Through Rate** Link click through rate is calculated as **$\text{No of clicks} / \text{No of time ad is shown} \times 100$**
- iii. **CPLC (cost per link click)** Cplc is calculated as **$\text{AMOUNT SPENT ON AD} / \text{NO OF CLICKS}$**
- iv. **Click To Lead Rate** CLR is calculated as **$\text{ADS TOTAL NUMBER OF LEADS} / \text{ITS TOTAL NUMBER OF CLICKS} \times 100$**
- v. **Cost per Results** CPR is calculated **$\text{BY DIVIDING THE TOTAL AMOUNT SPENT BY THE NUMBER OF RESULTS.}$**

Based on the “Key Results” table, identify which ad performed best, and explain why you think this was the case.

Based on the key result table, AD TWO performed best because of the following reasons

- a. It has the most click through rate of 25%
- b. It has the lowest cost per result of \$13.25
- c. It has the highest result

How would you optimize the campaign, and explain why do you think so?

I will optimize by doing A | B test . This will help improve the campaign.

Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective.

The campaign performed well because our objective was to generate 50 potential student lead and from the result we got 66 leads.

Campaign Recommendations

Would you change any of the existing ad copy or add any new ones? What would you add or change and why?

I will try to separate ads into the different product or services we offer, I will possibly use video for one of the ad because videos are catching and interacting.

What iteration would you make to the A/B test?

- a. The AB test already performed on the campaign IS **Ad layout testing**. This has helped us know which of the add yeilded more clicks.
- b. if am to make an iteration I will focus on the ad copy test. I will choose the Ad text so that as the campaign is running, I will monitor the campaign through the Ad dashboard.
- c. Out of the three adds I will focus on Ad Two {media guide book} simply because it got more clicks and brought the desired result which is LEADS.

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

I will make the landing page sharerable so that vicitors can easily share the content with their own network and inturn,drive more opportunity for converting leads.

How would you optimize the campaign, and explain why do you think so?

will optimize the campaign by installing a facebook pixel on my site because this is great way of building quality back links to my website ,and it will help me get more leads