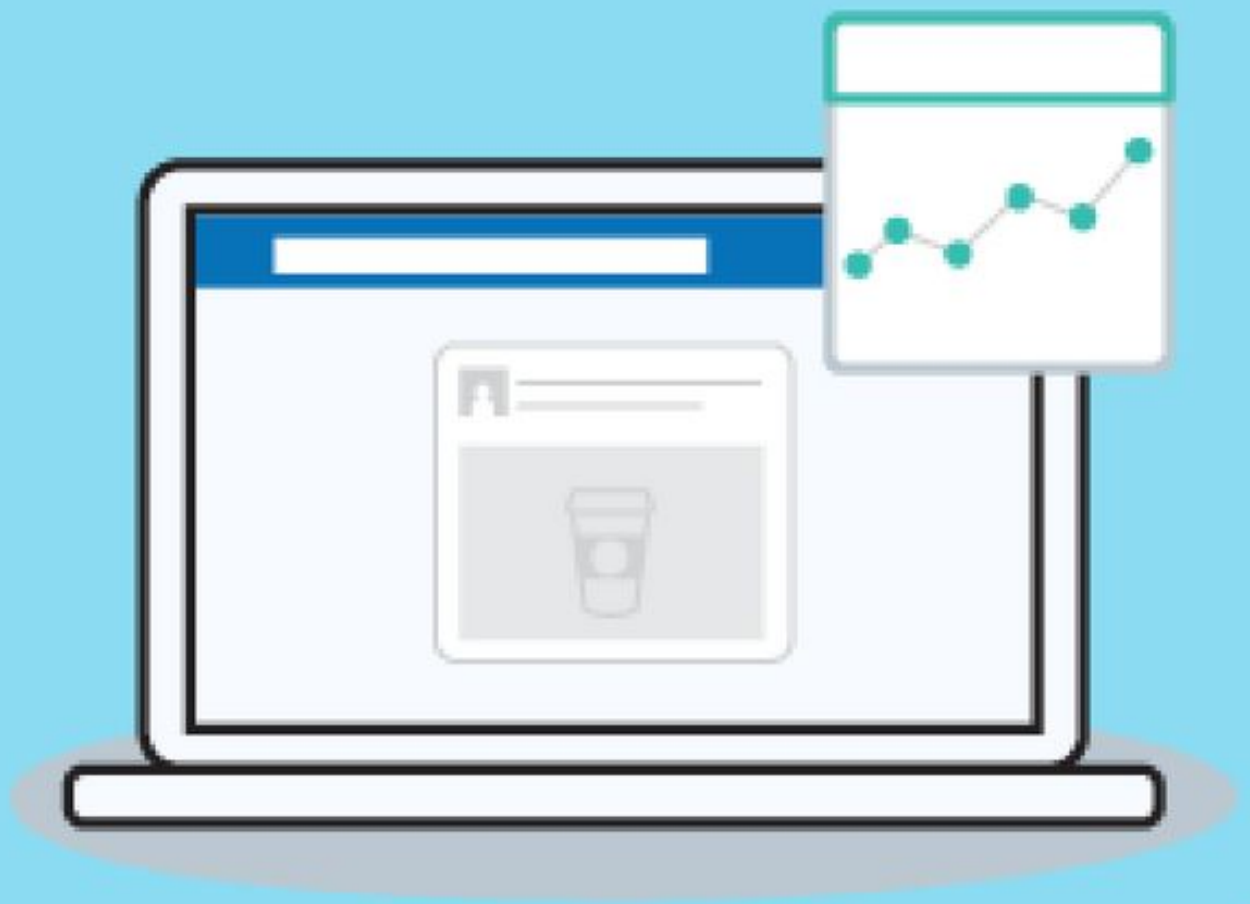


Project 3 - Part 2

Run a Facebook Campaign



Sai Majety



Campaign Approach

For this project, I selected the “Free Social Media Guide E-Book”. To download the e-book, the website visitor will have to submit his/her name and e-mail id.

Based on a target persona, my target audience is a person living in Navi Mumbai, India, speaks English, entrepreneurs those who are not familiar with the topic “social media” but are interested and looking for a beginner student-friendly starting point.

My marketing objective is to receive 40 registration info from potential customers from those who view my ads and have downloaded the free ebook during a 5 days time period from 22.10.2020 to 25.10.2020.

Following this, my KPI will be the conversion; number of people who registered for the Free E-book via my ad.

My total budget is \$100 for this ad campaign.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">● Female, 22 Y/O● Single● Graduate degree in BBA and Diploma Holder in Music● Lives in Chennai, India● CEO of an online music academy● Household Income: More than ₹10 lakhs	<i>Preethi Ramesh</i>	<ul style="list-style-type: none">● Single, comprehensive digital marketing course● Hands-on live projects to learn● Would like to get connected to digital marketing freelancers
Hobbies	Goals	Barriers
<ul style="list-style-type: none">● Music● Singing● Photography	<ul style="list-style-type: none">● Integrate digital marketing with her online music academy● Ability to reach across whole India	<ul style="list-style-type: none">● Doesn't know where to start● Overwhelmed by a lot of digital marketing tools

Marketing Objective

I have chosen Marketing Challenge #1: Digital Marketing Nanodegree program.

Acquire 40 new registration from free E-book of Udacity using 100 \$ from October 25th to October 30th 2020(5 days).

KPI

Number of leads (i.e. email addresses from eBook downloads

Campaign Summary: Targeting

Audience

Create New Audience

Use Saved Audience ▼

Udacity - India - Navi Mumbai

Location:

India: Navi Mumbai (New Mumbai) (+25 mi) Maharashtra

Age:

18 - 25

People Who Match:

Interests: Digital marketing, Search engine optimization, Entrepreneurship, Social media marketing or Online advertising, Field of study: Online-Marketing

Detailed Targeting Expansion:

On

Edit

Campaign Summary: Ad Copy

Primary Text

Want to launch your business using social media? Grab this free Social Media Advertising Guide to get started!

Headline · Optional

Social Media Advertising Guide: Free E-Book

Description · Optional

A comprehensive overview of social media marketing on leading platforms like Facebook, Instagram etc.

Campaign Summary: Ad Creatives



Ad Image 1

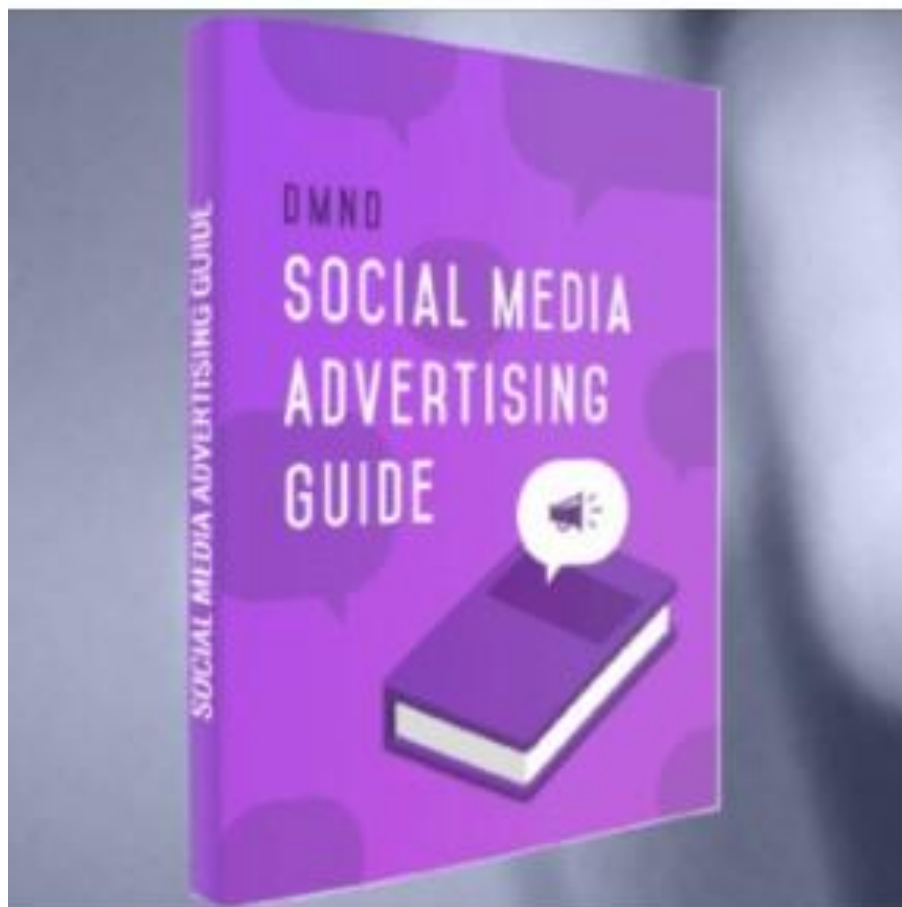


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DMND.UDACITY.COM

**Social Media Advertising
Guide: Free E-Book**

DOWNLOAD

Ad Image 2



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Ad Image 3

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Share

Key Results

Campaign	Results	Reach	Cost	Amount Spent
Ad One	4	3,175	\$0.51	\$2.04
Ad Two	55	13,916	\$0.34	\$18.44
Ad Three	249	75,009	\$0.32	\$79.48
Overall	308	81,633	\$0.32	\$99.96

Campaign Evaluation

Given the marketing objective of acquiring 40 new registrations for the free E-book of Udacity, Ads 1 and 2 performed the best. But comparing all the three ads, Ad 1 performed the best, as it had more reach and less CPR.

Campaign ROI

$$\text{ROI} = (\$15 * 309)/100 = \$4,635/100 = 46.35$$

Yes, campaign ROI is positive.

Campaign Evaluation: Recommendations

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

- Run the ads for more days, to really understand how the ads were performing
- Evaluate why Ad 3 was not performing as compared to Ad 2
- Evaluate why Ad 1 had the largest reach as compared to Ad 2

Campaign Results: Performance



Performance



Demographics



Placement



Delivery

309

Results: E-book by udacity

81,696

People Reached

\$99.96

Amount Spent

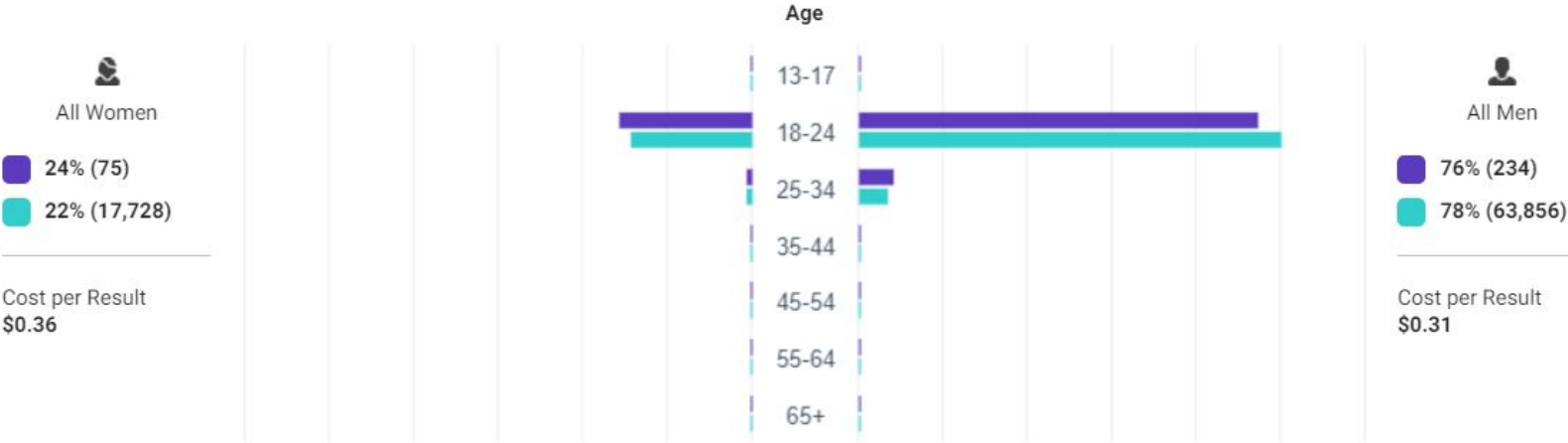
Custom



Campaign Results: Demographics

Performance Demographics Placement Delivery

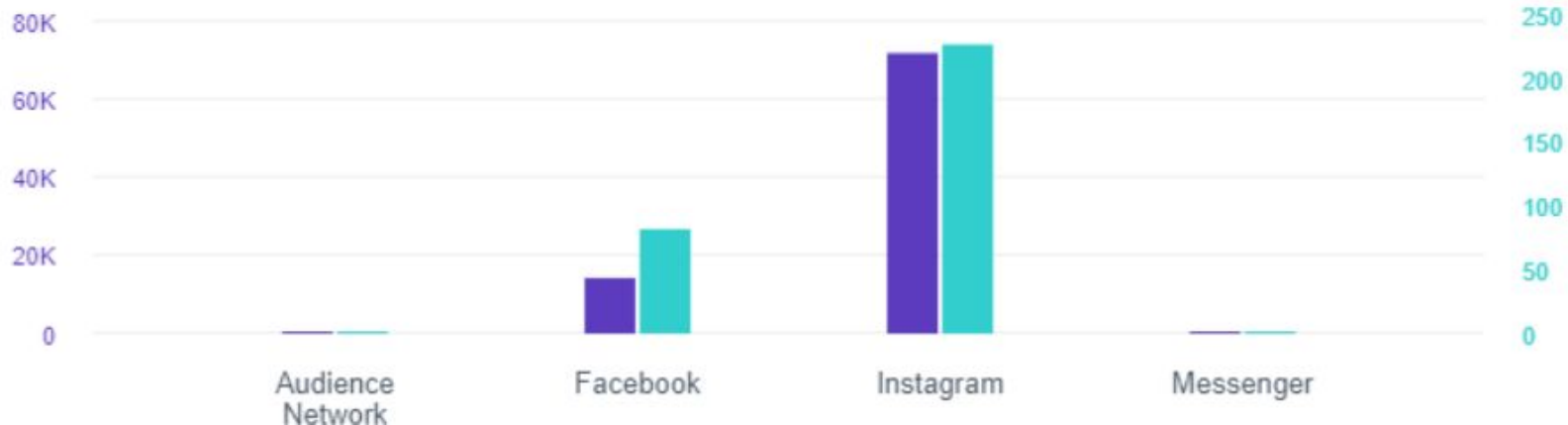
Results: E-book by udacity 309 Reach 81,695






Campaign Results: Placement

Performance Demographics **Placement** Delivery

Reach **81,696** Results: E-book by udacity **309** Amount Spent **\$99.96**









Ad Set Data: Performance

<input type="checkbox"/>		Ad Name	Delivery	Ad Set Name	Bid Strategy Ad Set	Budget Ad Set
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Udacity DMND Ad 3	● Completed	IND-18-25-Marketing, Entrep... 0 active ads	Cost cap (... Conversions	\$100.00 Lifetime
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Udacity DMND Ad 2	● Completed	IND-18-25-Marketing, Entrep... 0 active ads	Cost cap (... Conversions	\$100.00 Lifetime
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Udacity DMND Ad 1	● Completed	IND-18-25-Marketing, Entrep... 0 active ads	Cost cap (... Conversions	\$100.00 Lifetime
		> Results from 3 ads ⓘ				

Ad Set Data: Performance

Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Dia...	Engagement Rate Ranking Ad Relevance Dia...	Conversion Rate Ranking Ad Relevance Dia...	Amount Spent
 Udacity DMND Ad 3	4 E-book by ...	3,175	3,475	\$0.51 Per E-boo...	Above average	Below average Bottom 20% of ...	Above average	\$2.04
 Udacity DMND Ad 2	55 E-book by ...	13,916	17,793	\$0.34 Per E-boo...	Above average	Below average Bottom 20% of ...	Above average	\$18.44
 Udacity DMND Ad 1	250 E-book by ...	75,040	110,960	\$0.32 Per E-boo...	Average	Below average Bottom 20% of ...	Above average	\$79.48
> Results from 3 ads ⓘ	309 E-book by u...	81,695 People	132,223 Total	\$0.32 Per E-book ...				\$99.96 Total Spent

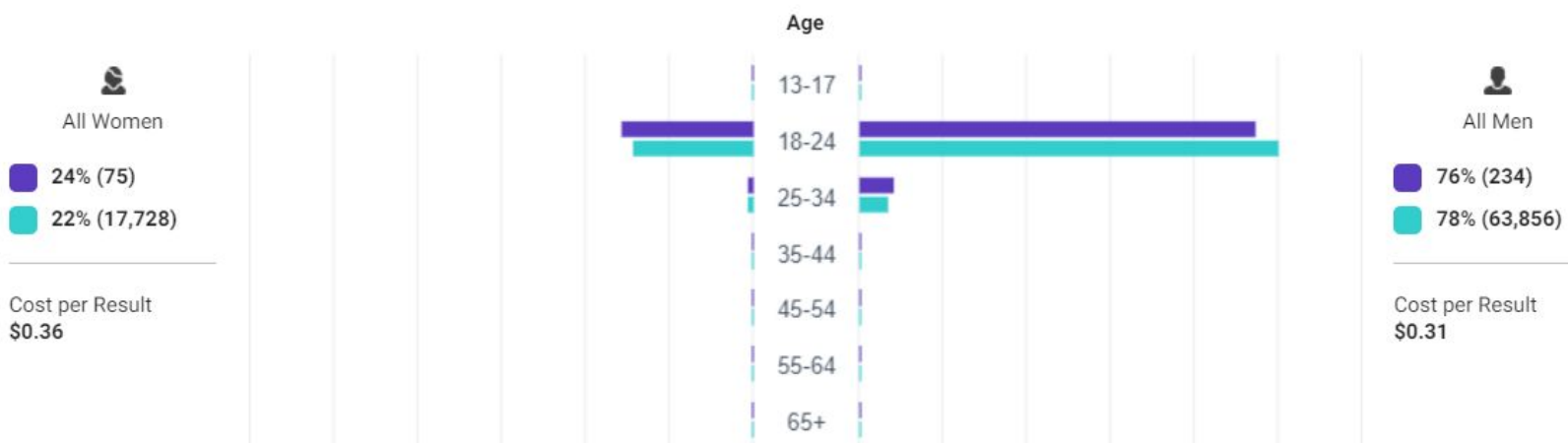
Ad Set Data: Performance

	Ad Name	Linking Dia...	Engagement Rate Ranking Ad Relevance Dia...	Conversion Rate Ranking Ad Relevance Dia...	Amount Spent	Ends	Link Clicks
	 Udacity DMND Ad 3	age	Below average Bottom 20% of ...	Above average	\$2.04	Oct 30, 2020	10
	 Udacity DMND Ad 2	age	Below average Bottom 20% of ...	Above average	\$18.44	Oct 30, 2020	83
	 Udacity DMND Ad 1	age	Below average Bottom 20% of ...	Above average	\$79.48	Oct 30, 2020	410
> Results from 3 ads ⓘ					\$99.96 Total Spent		503 Total

Ad Set Data: Demographics

Performance **Demographics** Placement Delivery

Results: E-book by udacity 309 Reach 81,695



Ad Set Data: Placement

Performance Demographics **Placement** Delivery

Reach **81,696** Results: E-book by udacity **309** Amount Spent **\$99.96**

