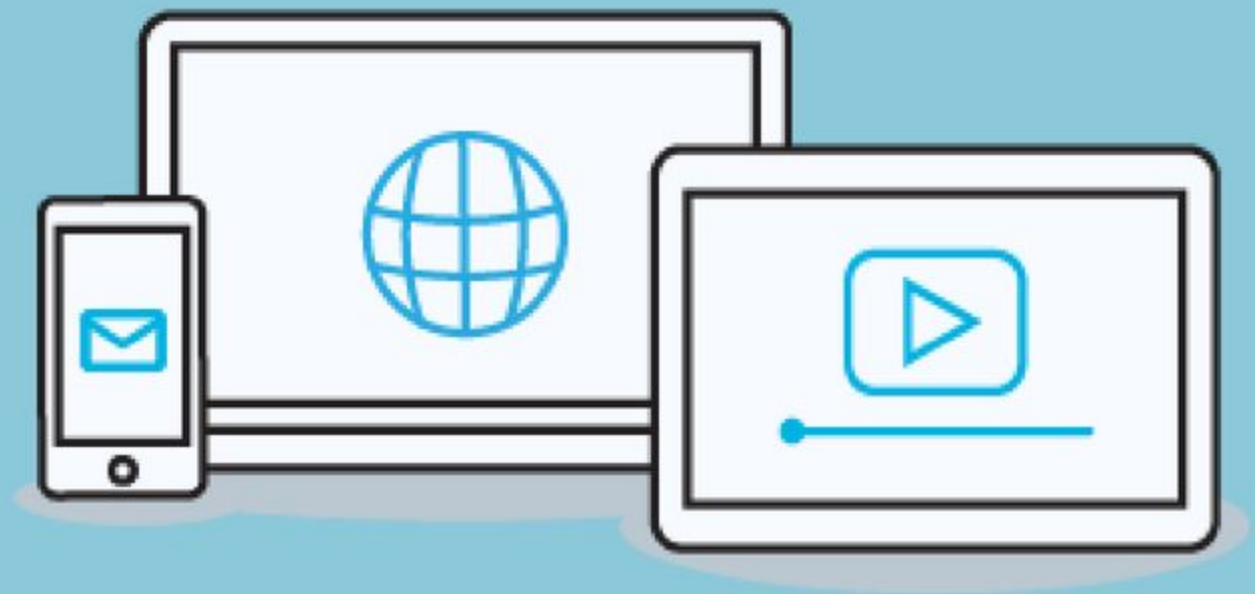


Project 8

Portfolio



1. Customer Journey Based Marketing Plan

What: your offer

Who: your customers

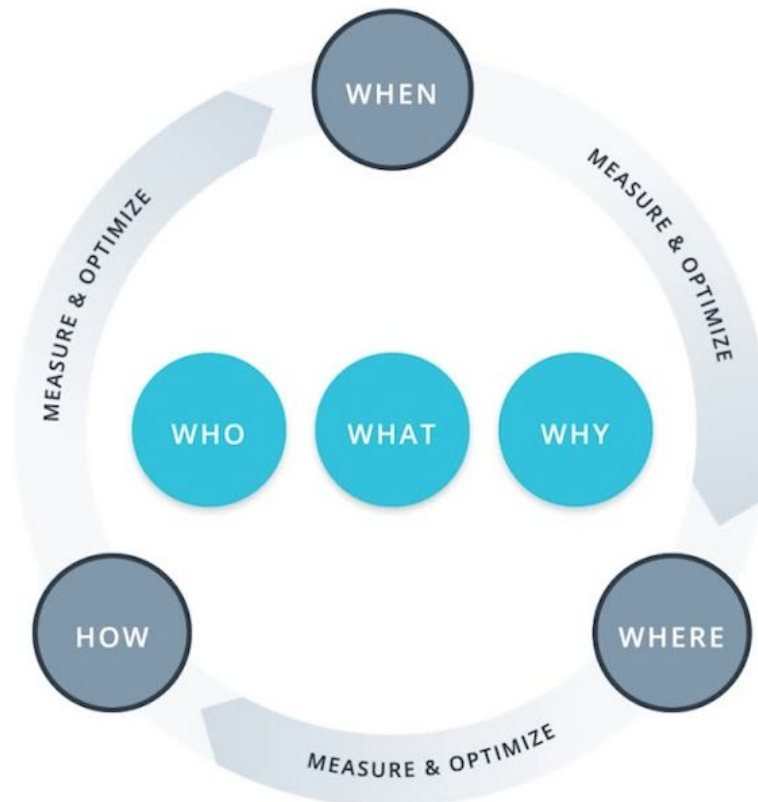
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



What: Your Offer

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

Enroll 200 students by end of the quarter with a total budget of \$50,000.



Who Are Our Customers?

What: your offer

Who: your customers

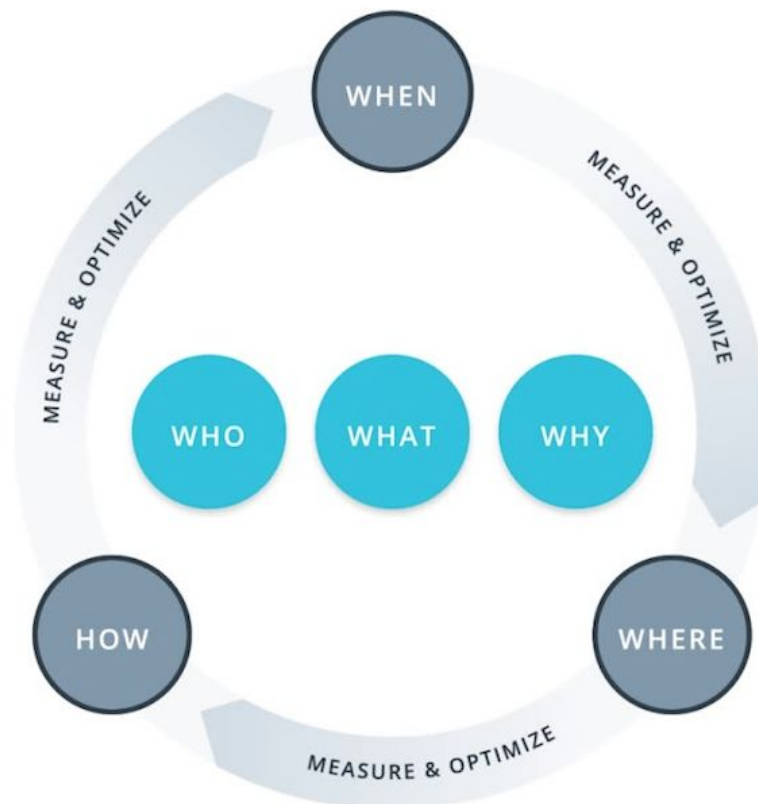
When: your customer's journey

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
<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</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

What: your offer

Who: your customers

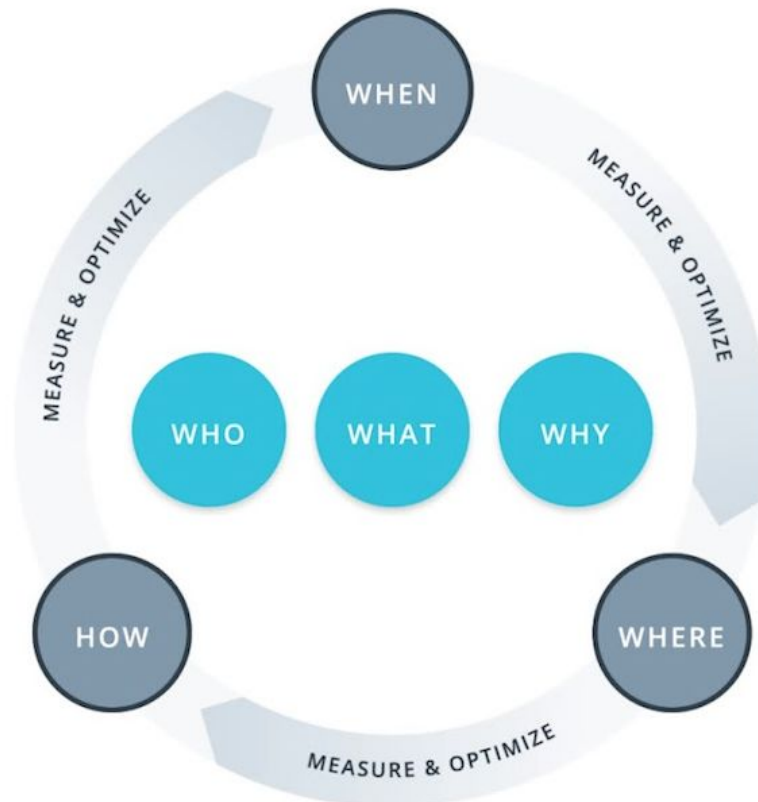
When: your customer's journey

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	Explain about digital marketing, skills required and tools used	Generate interest in DMND focusing on product benefits	<p>Explain how digital marketing is useful for new businesses</p> <p>Reinforce product benefits more</p>	Push the audience to take action on your website using promotions and creating sense of urgency	Thank You Mail along with complete list of benefits
Channel	<p>Content Marketing(Blog)</p> <p>SEO with informative landing page</p> <p>Video ads on YouTube</p>	<p>Social media marketing (e-book)</p> <p>Video ads (student testimonials) on YouTube</p> <p>Blog</p>	<p>Email Marketing (benefits of digital marketing for new business and course preview)</p> <p>Content Marketing(Blog from industry expert)</p> <p>Display Ads(Retargeting)</p>	<p>Social Media(creating urgency like 1 week left)</p> <p>Email Marketing(giving out promo code)</p> <p>Display Ads (Retargeting)</p>	Email Marketing



2. Budget Allocation



DMND

Budget Allocation

Awareness: Budget Allocation for Media

Channel s	Planned Spend	Cost Per Click	Numbe r of Site Visits	Average Conversio n Rate	Total Sales
Faceboo k	-	\$1.25	-	0.05%	-
AdWord s Search	\$6,000	\$1.40	4.286	0.05%	2
Display	-	\$5.00	-	0.05%	-
Video	\$6,000	\$3.50	1,714	0.05%	1
Total Spend	\$12,000	Total # Visitors	6,000	Number of new Students	3

Interest: Budget Allocation for Media

Channel s	Planned Spend	Cost Per Click	Numbe r of Site Visits	Average Conversio n Rate	Total Sales
Faceboo k	\$9,000	\$0.50	18,000	0.1%	18
AdWord s Search	-	\$1.50	-	0.1%	-
Display	-	\$3.00	-	0.1%	-
Video	\$4,000	\$2.75	1,455	0.1%	1
Total Spend	\$13,000	Total # Visitors	19,455	Number of new Students	19

Desire: Budget Allocation for Media

Channel s	Planned Spend	Cost Per Click	Numbe r of Site Visits	Average Conversio n Rate	Total Sales
Faceboo k	\$20,000	\$0.30	66,667	0.3%	200
AdWord s Search	-	\$1.50	-	0.3%	-
Display	\$5,000	\$3.00	1,667	0.3%	5
Video	-	\$2.75	-	0.3%	-
Total Spend	\$25,000	Total # Visitors	68,334	Number of new Students	205

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$12,000	6,000	3	\$299	\$897	-\$11,103
Interest	\$13,000	19,455	19	\$299	\$5,681	-\$7,319
Desire	\$25,000	68,334	205	\$299	\$61,295	+\$36,295
Total	\$50,000	93,789	227	\$299	\$67,873	+\$17,873

Additional Channels or Recommendations:

I would include Email Marketing and Content Marketing (Blogs) as a part of the campaign.

In the awareness stage, the blogs will be helpful for the readers to know what is digital marketing, and what are the tools used.

In the desire stage, email marketing would be useful in telling the prospective customer about the benefits of digital marketing for new businesses, and also to tell about the course preview. Content marketing can also be done in the form of a blog where an industry expert interview can be presented.

In the action stage, email marketing will be helpful in creating a sense of urgency for the prospective customers to sign up, by using promotional codes etc.

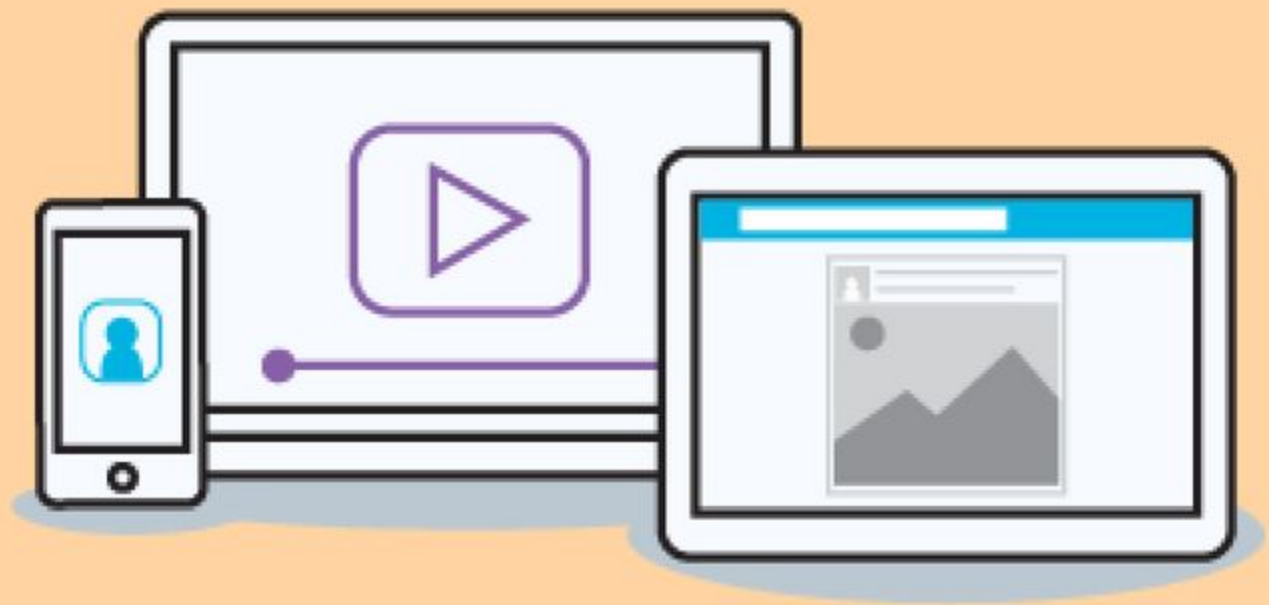
In the post-action stage, email marketing will be helpful in sending confirmation mails and other related mails.



3. Showcase Work

Project 2

Market your Content



Theme and Framework of Blog Post

1. **Select a theme for your blog post:** Why have you decided to take the Digital Marketing Nanodegree Program?
2. **What is the framework of your blog post?:**
SCQA also called the Pyramid Principle
 - Situation: Preethi wants to learn digital marketing so as to promote her online music academy all across India and get as many students as possible.
 - Complication:
 - Preethi does not have much time to actually go and learn digital marketing in a college
 - Preethi wants a trusted source to learn digital marketing along with a personal help to guide her throughout the online course.

- Question: How can Preethi find an online digital marketing course which she can complete within 3-6 months with hands-on live projects.
- Answer: After researching, Preethi found Udacity DMND program, which is time-efficient (can be completed within 3 months) and has 1:1 mentor help.

Blog Post

Here's the link to my blog post:

<https://bit.ly/36pTAnw>



Why Digital Marketing at Udacity?



Beginner-friendly

This course is for beginners in the field of digital marketing. It has all-round content from Marketing Fundamentals to Analytics.

Flexible Learning

The course is completely flexible, and the time commitment is about 8-10 hours per week.



Hands-on Live Projects

Gain real world experience by doing live projects, like running ad campaigns on Facebook, publishing blog on platforms like Medium etc.

1-on-1 Mentor

Get your doubts solved by your mentor directly, and also get career services like resume making, LinkedIn profile review etc.



For complete analysis, please read my blog: <https://bit.ly/36pTAnw>



Step 3


Craft Social Media Posts


Summary

I will promote my blog on the following three social media platforms:

- **LinkedIn:** LinkedIn is a professional networking site, and is used to exchange information, ideas, thoughts about different fields. As my blog is about skills and personal experience with the DMND program, it will be of interest to the LinkedIn members.
- **Facebook:** Facebook is a great platform for sharing both personal and professional information. As my target persona uses Facebook, the blog can be promoted there.
- **Twitter:** Twitter is a platform used by many people and brands actively and my blog post can be seen by many people, if the right hashtags are used.

Platform 1: LinkedIn




Sai Vamsi Majety
Marketing Student at MAHE | HBR Ascend Select Member | Brand Enthusiast
3m • 

...


Here's an article on my tryst with digital marketing, and how I enrolled in Udacity's Digital Marketing Nanodegree program.

Link: <https://bit.ly/36pTAnw>

#IminDMND



My Tryst with Digital Marketing
medium.com • 3 min read

 3

Platform 2: Facebook

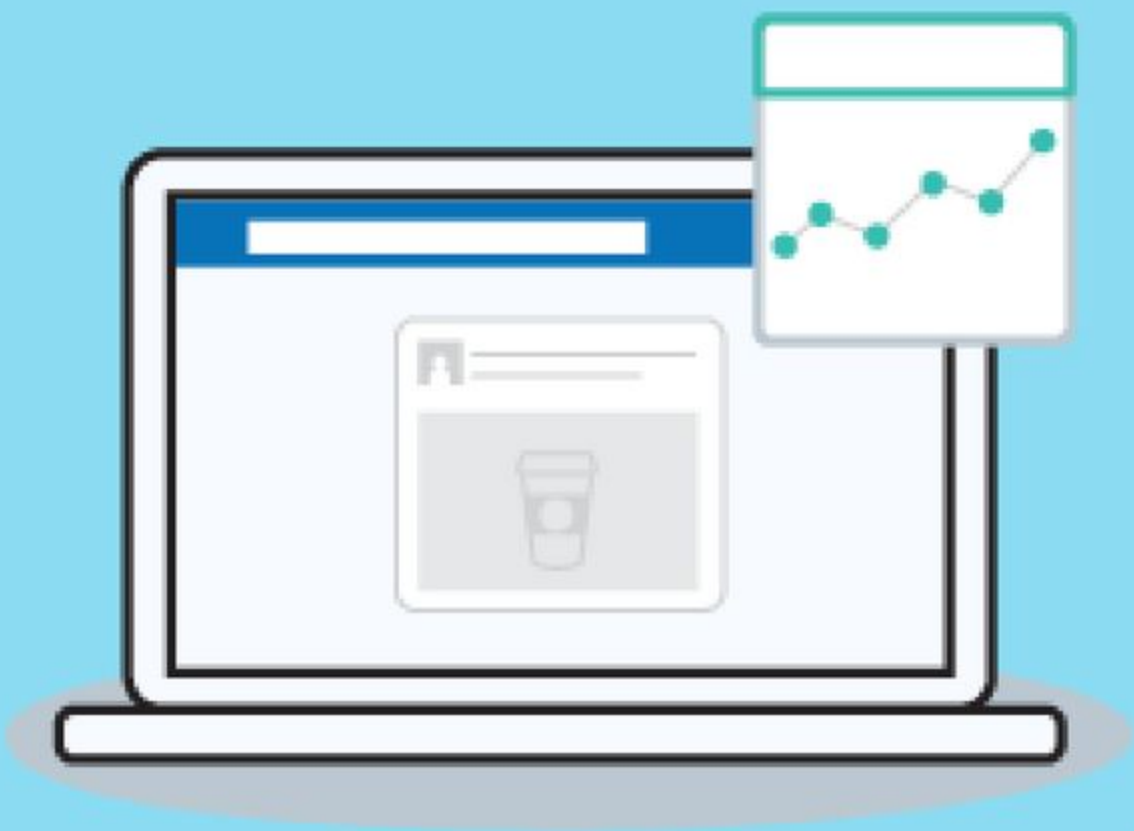


Platform 3: Twitter



Project 3 - Part 2

Run a Facebook Campaign



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.

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

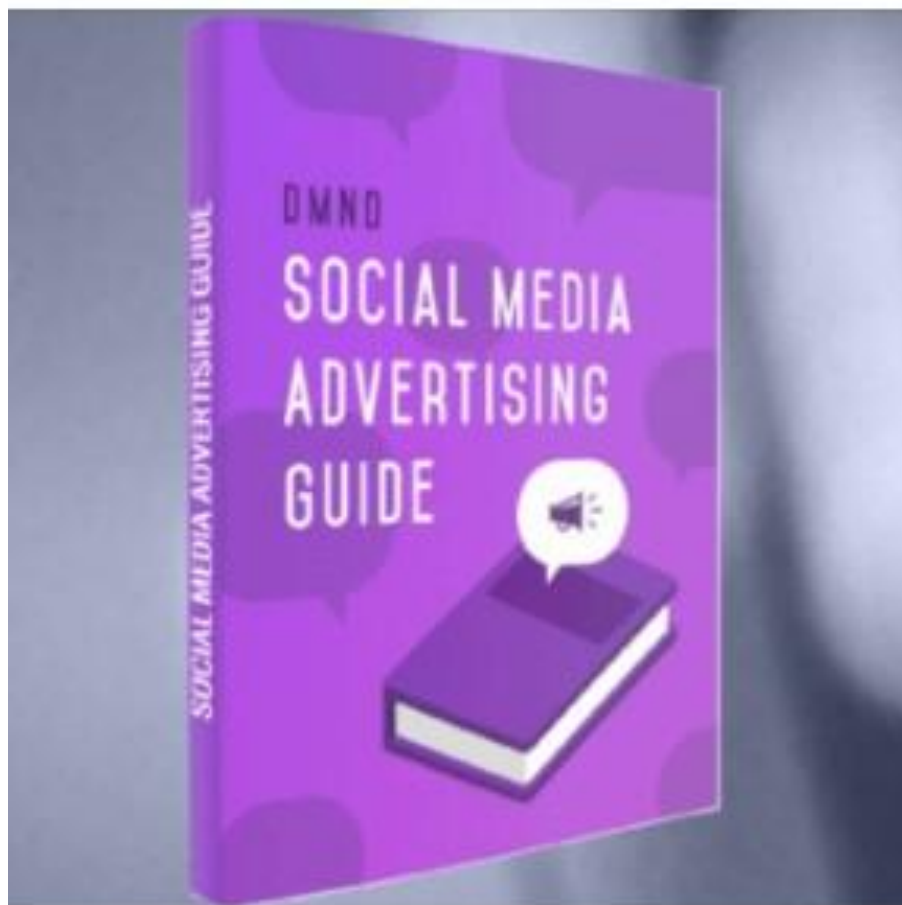


Digital Marketing by Udacity

Sponsored · 🌐



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



DMND.UDACITY.COM

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

DOWNLOAD

Ad Image 2



Digital Marketing by Udacity

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



DMND.UDACITY.COM

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

DOWNLOAD



Like



Comment



Share

Ad Image 3

**Digital Marketing by Udacity**
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Want to launch your business using social media? Grab this free Social Media Advertising Guide to get started!



DMND.UDACITY.COM
**Social Media Advertising
Guide: Free E-Book**

DOWNLOAD



Like



Comment



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	250	75,040	\$0.32	\$79.48
Overall	309	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


Results: E-book by udacity 309 Cost per Result \$0.32 Result Rate 0.23%



Campaign Results: Demographics

Performance Demographics Placement Delivery

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



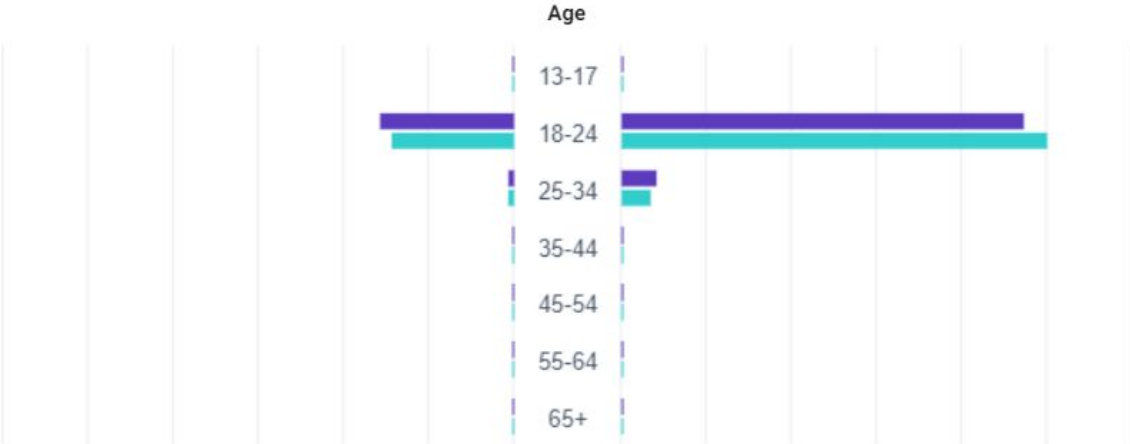
All Women


24% (75)

22% (17,728)

Cost per Result

\$0.36





All Men

76% (234)

78% (63,856)

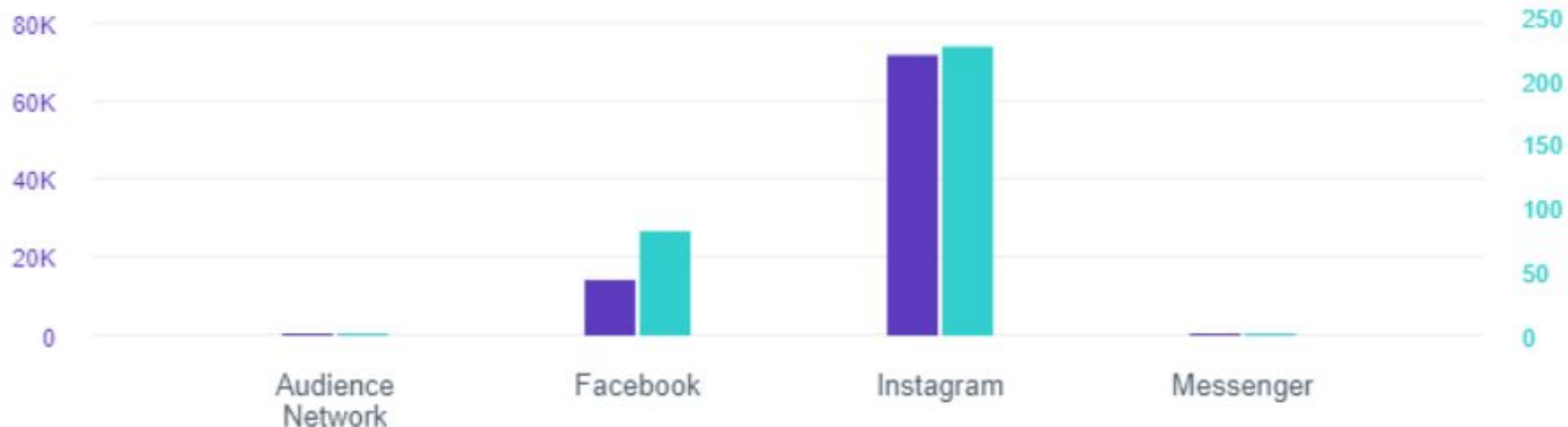
Cost per Result

\$0.31




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

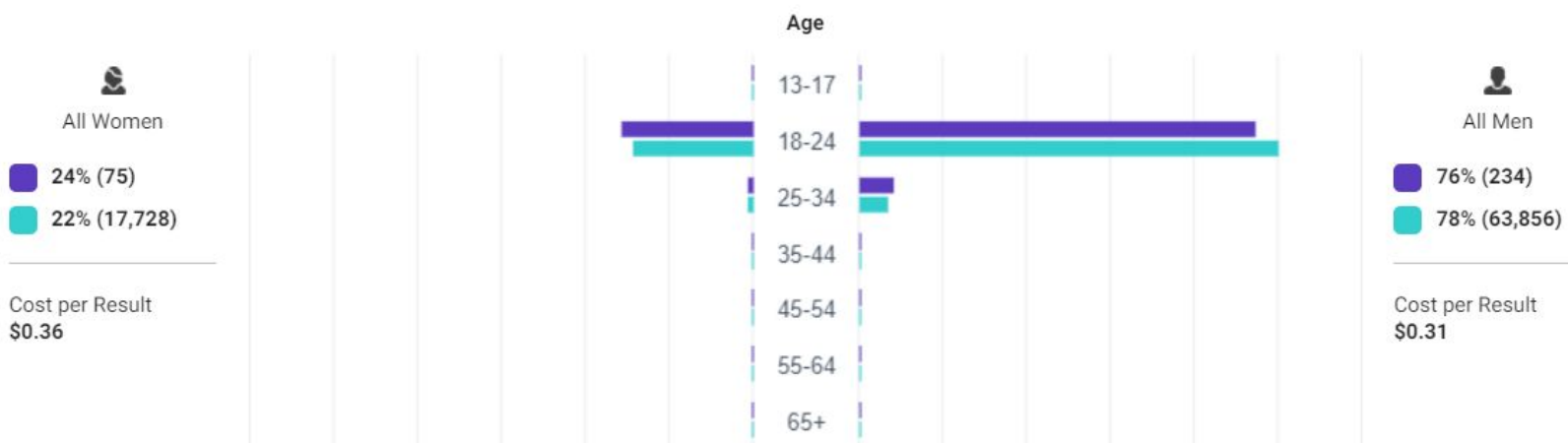
Ad Set Data: Performance

	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

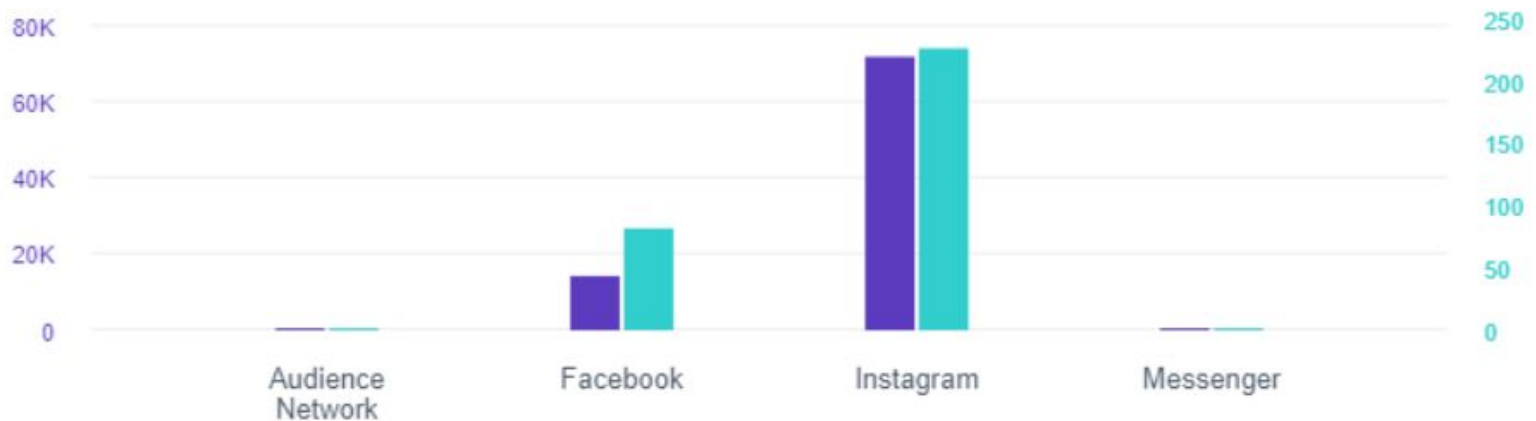
Results: E-book by udacity 309 Reach 81,695



Ad Set Data: Placement

Performance Demographics **Placement** Delivery

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



Project 4

Conduct an SEO Audit



Keywords

	Head Keywords	Tail Keywords
1	Learn digital marketing	Learn digital marketing in 3 months
2	Digital marketing course	Is Udacity digital marketing nanodegree worth it
3	Digital marketing nanodegree	Top 5 digital marketing certifications
4	Digital marketing skills	Digital marketing courses for small business
5	Udacity digital marketing	Learn digital marketing online course

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

‘Digital marketing nanodegree’ head keyword has low difficulty of 30, and organic CTR of 84%.

Which Tail Keyword has the greatest potential?

‘Learn digital marketing in 3 months’ tail keyword has low difficulty of 36, and organic CTR of 53%.

Based on my target persona, these two keywords have more potential than others.

Technical Audit: Metadata

URL: <https://dmnd.udacity.com/>

Current

Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	N/A
Alt-Tag	N/A

Revision

Title Tag	Udacity Digital Marketing Nanodegree Program
Meta-Description	Kick start your career as a Digital Marketer. Gain real world experience by running live campaigns and learn from some of the best in the field!
Alt-Tag	Become a Digital Marketer; Company logos of Facebook, Google, Hootsuite, HubSpot Mailchimp, Moz; Laptop with course UI, Instructor during lesson

Suggested Blog Topics

Topic 1: Is Udacity DMND worth it?

Detail: The searchers who use the tail keyword 'Is Udacity DMND worth it' already know about the product(evident from the search keyword), want to be sure that Udacity's program is worth the time and money, a blog post about a student success story would be great to show the experience of the student who took DMND, and how it improved his job prospects and how he got a job.

Topic 2: Digital Marketing for SMBs

Detail: The blog would be about how digital marketing will enable SMBs to start or increase their business, mainly by highlighting the pros of digital marketing over traditional marketing. As my target persona owns a SMB, this would be useful.

Suggested Blog Topics

Topic 3: What is digital marketing?

Detail: Many people do not know what is to be done is digital marketing and how to do it. In this blog, an interview with a digital marketing professional would be very beneficial so that the reader/visitor would believe in the authenticity of the blog post.

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	https://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Promise	98
2	https://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html	95
3	https://www.reddit.com/r/SelfDrivingCars/comments/dfncan/waymo_email_to_customers_completely_driverless/	91

Link-Building

Site Name	Search Engine Journal
Site URL	searchenginejournal.com
Organic Search Traffic	1.8M
Site Name	YourStory
Site URL	yourstory.com
Organic Search Traffic	1.3M
Site Name	Medium
Site URL	medium.com
Organic Search Traffic	9.9M

Page Index

SEO Tools »

Google Indexed Pages Checker

Google Indexed Pages Checker

Check how many pages Google has indexed for one website.

How do I use this tool? [\[+\]](#)

Enter Your URL

Continue >>

Google Indexed Pages Checker

URL	Google Indexed Pages
https://dmnd.udacity.com/	n/a

There are no indexed pages for DMND. Indexed pages are important because, in order to appear in the search results pages of Google, it has to be indexed by Google.

Page Speed



<https://dmnd.udacity.com/>

0-49 50-89 90-100 ⓘ



<https://dmnd.udacity.com/>

0-49 50-89 90-100 ⓘ

Page Speed is 35 on mobile, which is not so good, and needs a lot of improvement, while page speed on desktop is 83, which is good, but needs little improvement.

Page Speed is a major ranking factor in SERP. It is especially very important for mobile, because half of the visitors exit the site if it does not load in 2.5 seconds. High speed leads to higher conversion rates, and improved UX.

Mobile-Friendly Evaluation

Your speed results for dmnd.udacity.com

Your mobile page speed is 5.8 seconds on a 4G - connection.

RATING

Poor

Poor sites start to load in over 2.5 seconds.

[Learn more](#)

Today, more and more users are using mobile for everyday work. They surf internet while travelling to work, or while having meals etc.

For DMND webpage, the score are very low which means it is not so much mobile-efficient. The slow loading time can make the visitors back out.

Recommendations

To improve DMND website's SEO, I have the following recommendations:

- The DMND page needs to be indexed in order for Google to show it in the SERP.
- Improve metadata and alt tags: Page's html title tag, meta description and image alt tags can be improved, to enhance crawler friendliness as well as accessibility.
- Improve mobile speed: The page should be optimized for mobile speed, given a large base of users surfing on mobile. This can be done through newer picture formats that have superior compression compared to JPEG and PNG.
- Link Building: The written blog posts should be published on sites like Medium to improve viewability.

Project 5 - Part 2

Run an AdWords Campaign



1. Approach Description

My assigned course is **HTML5 Canvas**, and my assigned region is **India**.

For the two ad groups, I divided them into **Awareness** and **Interest** stages in the course.

For the Awareness group, I chose more generic keywords such as 'what is html5 canvas', 'learn html5 animations' etc.

For the Interest group, I chose more branded and related keywords, like 'best html5 canvas courses', 'udacity html5 canvas' etc.

The URL for the course is:

<https://www.udacity.com/course/html5-canvas--ud292>

2. Marketing Objective & KPI

Marketing Objective: Generate 10 leads through sign-ups for the free course within 5 days, with a daily budget of \$10.

KPI: Number of leads generated

Ad Group #1: HTML5 Canvas Awareness Ads

Udacity HTML5 Canvas Course | Learn HTML5 Canvas | Free Introductory Course

udacity.com/html5-canvas/free-course

Interested in HTML5 Canvas? Want to learn more? Join Udacity's free introductory course on HTML5 Canvas starting from today.

HTML5 Canvas Basics | From Pixels to Animation | Free Course from Udacity

udacity.com/html5-canvas/free-course

Free Beginner Course on HTML5 Canvas from Udacity. Learn at your own pace. Join Today!

Keyword List

learn html5 canvas online	what is html5 canvas	html animations	learn html5 animations online
html5 graphics	html graphics	html5 filters	html filters
html5 effects	html effects	how to create html animations	html animations example
html graphics example	html5 animations example	what is html canvas	how to create html graphics
html canvas	html5 canvas	html5 animations	html animations
how to create html filters	html animation tutorial	animation	animations
html canvas demo	html animation demo	html canvas tutorial	html animation example
html	html5	learn html5 online	html5 canvas animation

Ad Group #2: HTML5 Canvas Interest Ads

Learn HTML5 Canvas | Fully 100% Online | From Pixels to Animations

udacity.com/free-course/html5-canvas

Start your HTML5 Canvas Journey with Udacity today! Free introductory course available. Learn HTML5 Canvas from the best! Enroll today.

HTML5 Canvas Course | Boost your HTML5 Knowledge | Learn from the Best

udacity.com/free-course/html5-canvas

Start your HTML5 Canvas Journey with the best! Join Udacity's free introductory course on HTML5 Canvas starting today. 

Keyword List

udacity	udacity india	udacity online courses	udacity courses	free html course	html5 canvas course	udacity html5 course
udacity html5 canvas course	udacity html5 canvas free course	udacity html5 nanodegree	udacity free online animation course	free animation courses	learn html5 online	learn html5 canvas
learn html	udacity animation nanodegree	udacity canvas degree	udacity html nanodegree	html nanodegree	animation nanodegree	udacity graphics nanodegree
learn html graphics	graphics nanodegree	udacity free courses	html canvas free course	html5 canvas free course	top courses for html5 canvas	top courses for html5
top courses for html5 animation	top courses for html5 graphics	best courses for html5 canvas	best courses for html5	best courses for html5 animation	best courses for html5 graphics	top courses for html canvas
top courses for html	top courses for html animation	top courses for html graphics	best courses for html canvas	best courses for html	best courses for html animation	best courses for html graphics

Key Campaign Results

(Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Cli cks	CTR	Avg. Cost per Click	Conv.	CR	Cos t per Con v.	Cost
<i>HTML5 Canvas - Awareness</i>	\$3.00	6,003	59	0.98%	\$0.89	0.00	0.00	0.00	\$52.59
<i>HTML5 Canvas - Interest</i>	\$3.00	348	11	3.16%	\$0.81	0.00	0.00	0.00	\$8.95
Total		6,351	70	1.10%	\$0.88	0.00	0.00	0.00	\$61.54

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	12	0.54%	\$0.75	0.00	0.00%	\$0.00
Ad Group 1, Ad 2	47	1.24%	\$0.93	0.00	0.00%	\$0.00
Ad Group 2, Ad 1	7	2.98%	\$1.03	0.00	0.00	\$0.00
Ad Group 2, Ad 2	4	3.51%	\$0.44	0.00	0.00	\$0.00

Key Campaign Results (Keywords)

Three keywords which I consider most successful based on my marketing objective

Keyword	Clic ks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>html</i>	13	4.32%	\$1.65	0.00	0.00	\$0.00
<i>learn html</i>	10	5.15%	\$0.88	0.00	0.00	\$0.00
<i>animations</i>	19	0.83%	\$0.51	0.00	0.00	\$0.00

Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- **Did your campaign result in a positive ROI?**
 - My campaign resulted in a negative ROI, as the number of conversions was zero.
- **Was the conversion rate higher or lower than expected?**
 - Conversion rate is 0, which is lower than expected.
- **How much did you have to spend per click? How close did you get to your max. CPC bid?**
 - My average CPC is \$0.89, which is much less than the max CPC of \$3,00.
- **Which ad group, ads and keywords led to the highest click through and conversion rates and why might that have been the case?**
 - 'Ad Group 2 (HTML Canvas - Interest), Ad 2 of Ad Group 2 (HTML Canvas - Interest) and 'html canvas' keyword led to the highest CTR. Conversion rate is zero in all cases.
- **Looking at the cost per click and the average position of your ad groups, can you infer which kind of keywords are subject to higher competition in AdWords?**
 - The short-tail keywords are subject to higher competition in AdWords.
- **Which keywords performed best for you and why might that have been the case?**
 - The keyword 'html canvas' performed the best, because the course deals with HTML5 canvas.

Recommendations for future campaigns

Imagine you had additional budget, how would you use it, given your campaign evaluation?

- **Would you focus on certain Ad Groups, ads or keywords?**
 - I would have focussed more on Ad Group 2 ('HTML5 Canvas - Interest), as it generated less CTR.
- **Would you change any of your existing ads or keywords or add any new ones?**
 - I would have changed the ad copy for low performing ads, and change the low performing keywords.
 - I will add some exact and phrase type keywords
- **Would you set up an A/B test, and if so, how would you go about it?**
 - A/B Testing is a great way to optimize the marketing campaign. I would like to test the ad copy for A/B testing.
- **Would you make changes to the landing page, and if so, what kind of changes and why?**
 - No, the landing page looks perfect.

Screenshots:

Ad Groups

<input type="checkbox"/> ● Ad group ↓	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/> ● HTML5 Canvas - Interest	\$3.00 (enhanced)	Standard	11	348	3.16%	\$0.81	\$8.95	0.00	\$0.00	0.00%
<input type="checkbox"/> ● HTML5 Canvas - Awareness	\$3.00 (enhanced)	Standard	59	6,003	0.98%	\$0.89	\$52.59	0.00	\$0.00	0.00%
Total: All but removed ad gro...			70	6,351	1.10%	\$0.88	\$61.54	0.00	\$0.00	0.00%
▼ Total: Campaign			70	6,351	1.10%	\$0.88	\$61.54	0.00	\$0.00	0.00%

Screenshots: Ads

<input type="checkbox"/>	Ad	Ad group	Status	Ad type	Clicks	↑ Im	CTR	Avg. CPC	Cost	Conversion	Cost / conv.	Conv. rate
<input type="checkbox"/>	<p>HTML5 Canvas Course Boost your HTML5 Knowledge Learn from the Best</p> <p>udacity.com/free-course/html5-canvas</p> <p>Start your HTML5 Canvas Journey with the best! Join Udacity's free introductory course on HTML5 Canvas starting today.</p>	HTML5 Canvas - Interest	Not eligible Campaign paused	Expanded text ad	4	114	3.51%	\$0.44	\$1.75	0.00	\$0.00	0.00%
<input type="checkbox"/>	<p>Learn HTML5 Canvas Fully 100% Online From Pixels to Animations</p> <p>udacity.com/free-course/html5-canvas</p> <p>Start your HTML5 Canvas Journey with Udacity today! Free introductory course available. Learn HTML5 Canvas from the best! Enroll today.</p>	HTML5 Canvas - Interest	Not eligible Campaign paused	Expanded text ad	7	234	2.99%	\$1.03	\$7.20	0.00	\$0.00	0.00%
<input type="checkbox"/>	<p>Udacity HTML5 Canvas Course Learn HTML5 Canvas Free Introductory Course</p> <p>udacity.com/html5-canvas/free-course</p> <p>Interested in HTML5 Canvas? Want to learn more? Join Udacity's free introductory course on HTML5 Canvas starting from today.</p>	HTML5 Canvas - Awareness	Not eligible Campaign paused	Expanded text ad	12	2,225	0.54%	\$0.75	\$8.97	0.00	\$0.00	0.00%
<input type="checkbox"/>	<p>HTML5 Canvas Basics From Pixels to Animation Free Course from Udacity</p> <p>udacity.com/html5-canvas/free-course</p> <p>Free Beginner Course on HTML5 Canvas from Udacity. Learn at your own pace. Join Today!</p>	HTML5 Canvas - Awareness	Not eligible Campaign paused	Expanded text ad	47	3,778	1.24%	\$0.93	\$43.62	0.00	\$0.00	0.00%
Total: All but removed ads ⓘ					70	6,351	1.10%	\$0.88	\$61.54	0.00	\$0.00	0.00%
^	Total: Campaign ⓘ				70	6,351	1.10%	\$0.88	\$61.54	0.00	\$0.00	0.00%

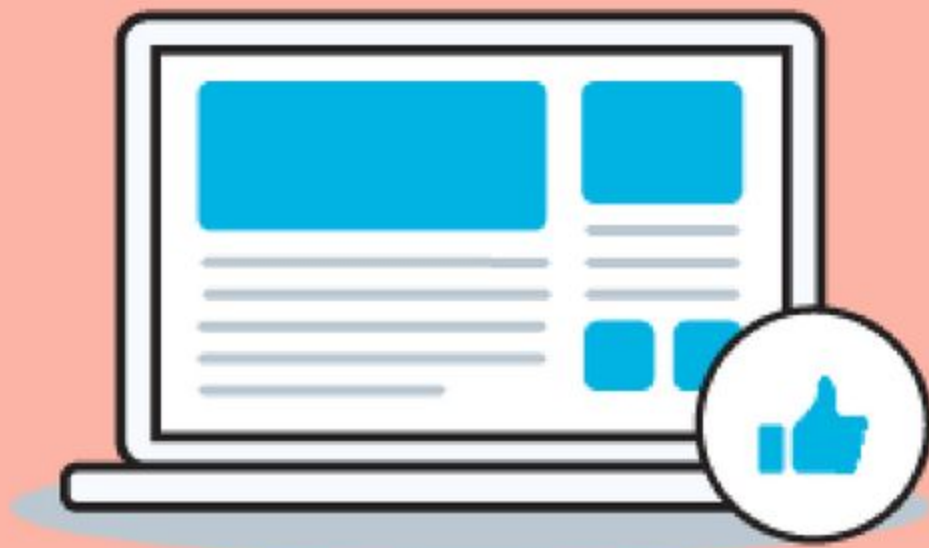
Screenshots:

Keywords (Most Performing)

<input type="checkbox"/>	<input checked="" type="radio"/>	Keywor	Ad group	Status	Max. CPC	Match type	Policy details	Final URL	Clicks	Impr.	↓ CTR	Avg. CPC	Cost
Total: All but remov... ?									70	6,351	1.10%	\$0.88	\$61.54
<input type="checkbox"/>	<input checked="" type="radio"/>	html canvas	HTML5 Canvas - Awareness	Campaig paused	\$3.0 (ent)	Broad match	Eligible	—	1	2	50.00%	\$0.92	\$0.92
<input type="checkbox"/>	<input checked="" type="radio"/>	html5	HTML5 Canvas - Awareness	Campaig paused	\$3.0 (ent)	Broad match	Eligible	—	2	13	15.38%	\$1.40	\$2.80
<input type="checkbox"/>	<input checked="" type="radio"/>	learn html	HTML5 Canvas - Interest	Campaig paused	\$3.0 (ent)	Broad match	Eligible	—	10	194	5.15%	\$0.88	\$8.84
<input type="checkbox"/>	<input checked="" type="radio"/>	html	HTML5 Canvas - Awareness	Campaig paused	\$3.0 (ent)	Broad match	Eligible	—	13	301	4.32%	\$1.65	\$21.45
<input type="checkbox"/>	<input checked="" type="radio"/>	free html course	HTML5 Canvas - Interest	Campaig paused	\$3.0 (ent)	Broad match	Eligible	—	1	47	2.13%	\$0.11	\$0.11
<input type="checkbox"/>	<input checked="" type="radio"/>	animations	HTML5 Canvas - Awareness	Campaig paused	\$3.0 (ent)	Broad match	Eligible	—	19	2,302	0.83%	\$0.51	\$9.72

Project 6

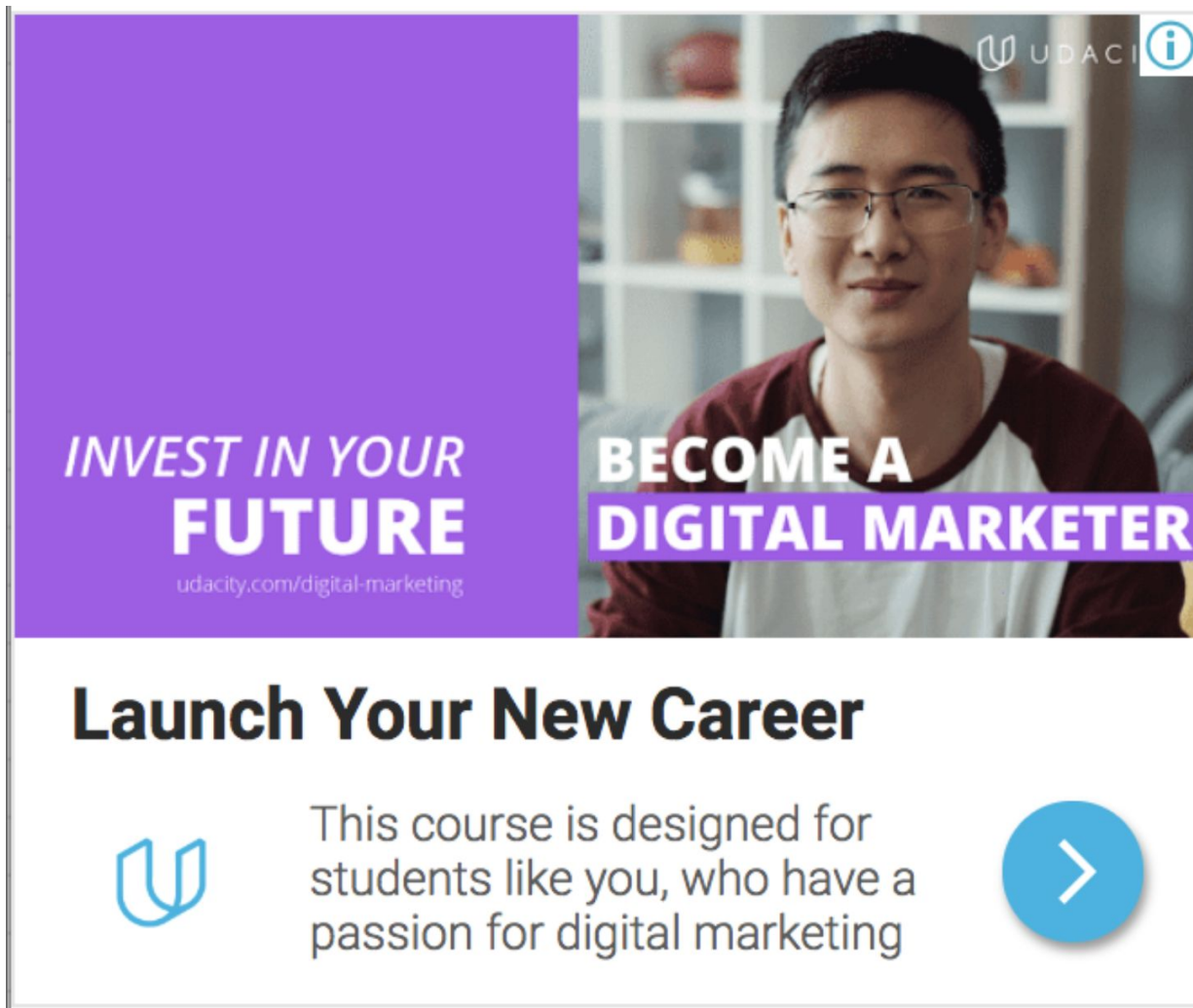
Evaluate a Display Campaign



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.

Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC
Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36





The advertisement features a purple 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 man with glasses wearing a maroon and white shirt, with the text "BECOME A DIGITAL MARKETER" overlaid. The top right corner shows the Udacity logo and an information icon. Below the main image, the text "Launch Your New Career" is displayed, followed by a description of the course and a blue arrow button.

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

- 1. Present the results of the overall campaign by completing the table below.
- 2. Highlight Key Results
- 3. What was the overall ROI of the campaign? Was it Positive or Negative?: Positive, +\$149.04

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	\$224.478	+\$149.04

How would you optimize this campaign?

Suggestion 1: Target Segmentation

Number of impressions is high but CTR is lower than expected. This could mean that the target audience is too broad, and we need to narrow down the target audience so that the Ad can be shown to more relevant and precise audiences. This will lead to increased CTR.

Suggestion 2: A/B Testing

Different ad creatives (images/videos) can be used for conducting A/B tests. This will help us know which content is performing better, and resulting in more CTR and CR, thus increasing the ROI.


Suggestion 3: Optimize Landing Page

The conversion rate and the number of conversions are low, even though the impressions and the number of clicks are relatively high. This might be due to poor quality of the landing page. Thus, the landing page can be more optimized like in terms of loading speed to get more conversion rate.

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.


us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
ampaign ed	\$5.00 (enhanced)	—	407	67,833	.6%	\$0.57	\$231.99	Display



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 >



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Results: Calculate the ROI

1. What was the overall ROI of the campaign? Was it Positive or Negative?: Positive, +\$67.01

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	0.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	\$231.99	+\$67.01

How would you optimize this campaign?

Suggestion 1: Less Text

More written content will turn away the viewer. The image is viewed first in the ad and then the text is read. In this case, I suggest to cut down the text with more visually appealing image.

Suggestion 2: A/B Testing

Different ad creatives (images/videos) can be used for conducting A/B tests. This will help us know which content is performing better, and resulting in more CTR and CR, thus increasing the ROI.

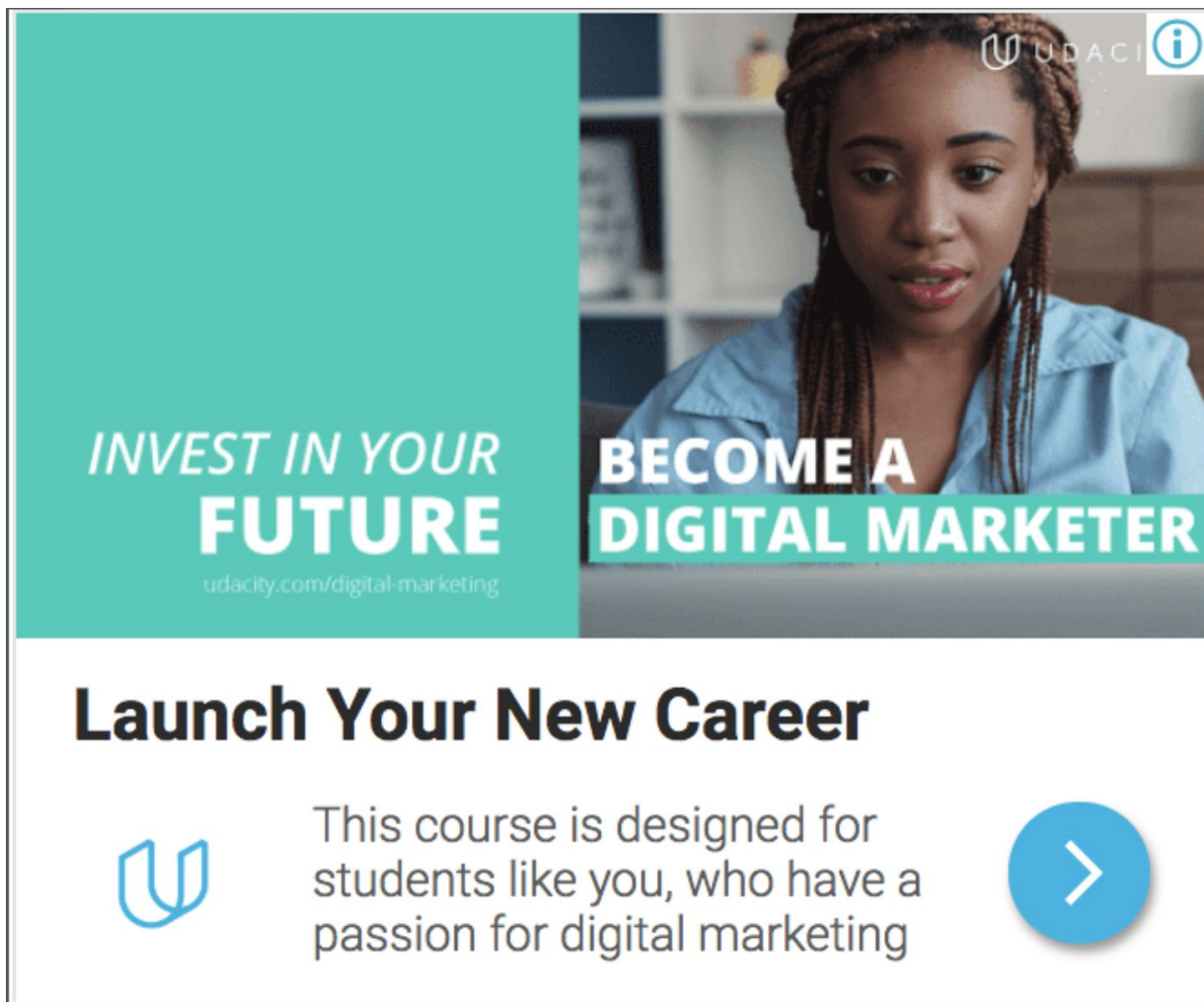
Suggestion 3: More Visible CTA

CTA in a black box does not seem in right feels and looks a bit odd. I will change this to a more recognizable one, like the color can be in connection with the present color code.

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 ad is a rectangular banner. The top half is split: the left side has a teal background with the text "INVEST IN YOUR FUTURE" in white, and the right side shows a woman with braids looking at a laptop with the text "BECOME A DIGITAL MARKETER" in white. The bottom half has a white background with the heading "Launch Your New Career", a small blue logo, a paragraph of text, and a large blue button with a white arrow. The Udacity logo is in the top right corner of the image area.

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
NANO DEGREE PROGRAM

Results: Calculate the ROI

What was the overall ROI of the campaign? Was it Positive or Negative?: Positive, +\$234.5

Creative1	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	\$234.5	+\$64.50

How would you optimize this campaign?

Suggestion 1: Target Segmentation and Keywords

The CTR is low given the good performance of the ad. This could mean that the target audience for the ad is too broad. This ad can be targeted to keywords like "looking for a job applicable skills", and add more keywords like "+digital +marketing +skills", to match the segmentation..

Suggestion 2: A/B Testing

A/B testing on both Ad color and Ad text to optimize maximised impressions.

Suggestion 3: Keep a proper CTA

This ad does not have a definite CTA button, unlike the other two ads. This can result in a low conversion rate. I suggest to keep CTAs like "Enroll Now" or "More Information".

Which campaign performed the best? Why?

According to me, first ad performed the best, because it has the most positive ROI and highest number of sign ups. This is a very important factor for judging the ads.

Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

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

No, i will focus on both “General Interest” group and “actively seeking job-related skills” group.

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

All the present 3 ads are targeting the “actively seeking job-related skills” group. I will make one ad to target the “general interest” group.

Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

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

Yes, as mentioned specifically in the three ads' recommendations, i will go for the A/B tests based on the ad text, ad creative and the CTA.

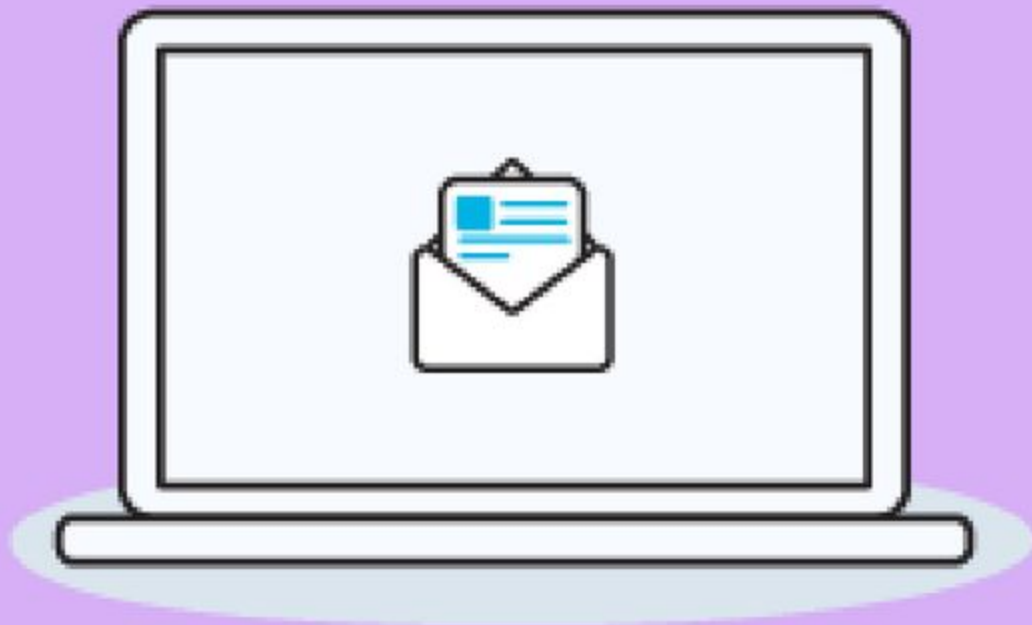
- **Would you make changes to the landing page, and if so, what kind of changes and why?**

I would like to optimize the landing page, as specified in recommendations of Ad 1.

- Create 3 to 4 ads per group
- Use Responsive ads

Project 7

Market with Email



Marketing Objective & KPI

- **Marketing Objective** - Marketing objective 1 and 2 is generating interest in Udacity's DMND program and get people to engage with it. Marketing objective 3 is to convert 40 new visitors.
- **KPI** - KPIs for the marketing objectives 1 and 2 are the open rate and the click rate. KPI for marketing objective 3 is the number of conversions.

Email Series

Email 1: What is Digital Marketing Nanodegree?

Email 2: Benefits of learning Digital Marketing for your business

Email 3: Start your Digital Marketing journey today

Creative Brief: Email 1

General	<i>This email serves as an introduction to Udacity's DMND Program, and get the email viewers acquainted with the DMND program.</i>
Subject Line 1	<i>What is Digital Marketing Nanodegree all about</i>
Subject Line 2	
Preview Text	Learn digital marketing skills with live projects...
Body	<i>Hello * LIST:NAME *, Welcome to Udacity's Digital Marketing Nanodegree. Udacity's Digital Marketing Nanodegree program is a right mix of digital marketing skills plus doing live projects, led by instructors and mentors, available 24/7 for you.</i>
Outro CTA	<i>Find Out More URL: http://dmnd.udacity.com/</i>

Creative Brief: Email 2

General	<i>The second email is about how digital marketing can be beneficial to grow the business</i>
Subject Line 1	<i>How digital marketing can help grow your business</i>
Subject Line 2	
Preview Text	<i>Digital marketing can help you grow your business online with a fraction of cost...</i>
Body	<i>Udacity's Digital Marketing Nanodegree not only imparts knowledge from the industry experts, but also combines its program with the leading companies in digital marketing. The USP of our DMND program is that the students can master their digital marketing skills in the live projects provided by Udacity, which can be then helpful for growing your business online.</i>
Outro CTA	<i>Learn More URL: https://dmnd.udacity.com/</i>

Creative Brief: Email 3

General	<i>The third email will be about pushing the lead into buying the DMND Course</i>
Subject Line 1	<i>Start your Digital Marketing journey today with Udacity</i>
Subject Line 2	
Preview Text	Let us help you grow your digital marketing skills
Body	<i>Gain real-life experience by running live campaigns and grow your business online using digital marketing.</i>
Outro CTA	<i>Start Now</i> <i>URL: https://dmnd.udacity.com/</i>

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	Week 1 Mon, Tue, Wed	Week 1 Thu	Week 1 Fri	Week 2 Tue, Wed
Email 2	Week 2 Mon, Tue	Week 2 Wed	Week 2 Thu	Week 3 Mon, Wed
Email 3	Week 2 Thu, Fri	Week 3 Mon	Week 3 Tue	Week 3 Thu, Fri

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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Draft Email

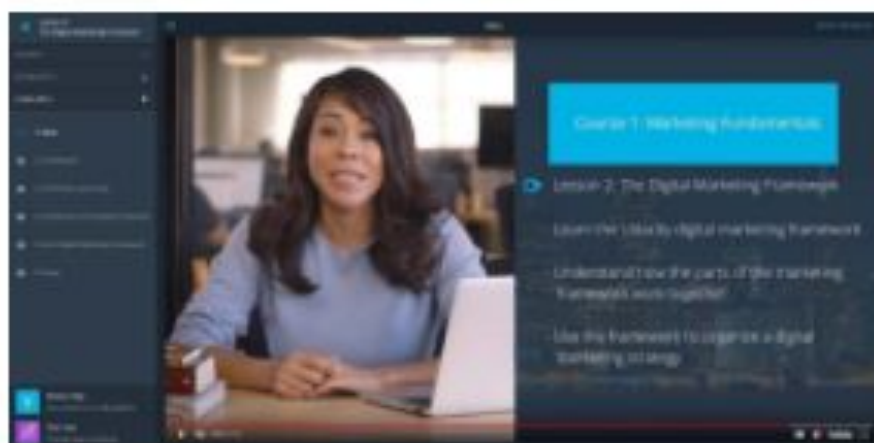


What Digital Marketing Nanodegree is all about.

Hello *[LIST:NAME]*, Welcome to Udacity's Digital Marketing Nanodegree.

Udacity's Digital Marketing Nanodegree program is a right mix of digital marketing skills plus doing live projects, led by instructors and mentors, available 24/7 for you.

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Our mailing address is:
xxmajety9712@gmail.com

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

Final Email

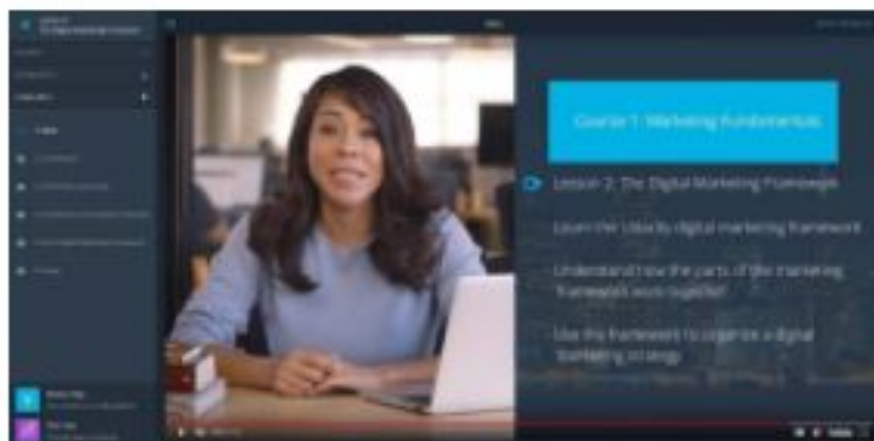


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[Find Out More](#)



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Our mailing address is:
xxmajety9712@gmail.com

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

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	8%	75	3.33%	30

Final Recommendations

- As the Bounce Rate is very high (10%), it is necessary to remove the emails to which the mail was could not be delivered, as to avoid getting marked as spam.
- To optimize Open Rate, CTR and Conversion Rate, the following A/B Tests should be done:
 - Subject Line and Preview Text: Test whether different subject lines lead to better Open Rates
 - Copy: Testing different copies might lead to knowing which copy is generating more CTR.
- Use Personal Names: Adding a personal name of the instructors in the 'From' can lead to more people opening the mails.

