

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

# 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

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

The campaign was successful achieved beyond it's initial objectives of gathering 50 emails.

# Campaign Evaluation

**Briefly describe the targeting of the ad set (demographics, location, interest, behavior etc.)**

Graduate student, female, age 20 to 30 years old, lives in mid size city in US, interested in change careers, online learning, and marketing

# Campaign Evaluation

Provide the correct formulas for the following KPIs:

- i. **CPM (Cost per 1,000 Impressions):**  $CPM = \text{Amount Spent} * 1000 / \text{Impressions}$
- ii. **Link Click-Through Rate:**  $= \text{Number of Clicks} / \text{Impressions}$
- iii. **CPLC (cost per link click)**  $= \text{Amount spent} / \text{Number of clicks}$
- iv. **Click To Lead Rate:**  $\text{Number of leads} / \text{Number of clicks}$
- v. **Cost per Results:**  $\text{Amount spent} / \text{Number of leads}$

# Campaign Evaluation

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

Ad number 2 because it has higher RIO which is the  $[\text{Revenue} * \text{leads} / \text{Amount spent}]$

ROI per Ad:

Ad1 = 1.23

Ad2 = 1.88

Ad3 = 1.45

# Campaign Evaluation

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

The Ad set use similar messages, the only difference between the Ads is the image, probably we need to play with the message as well as placements, in addition to demographics



# Campaign Evaluation

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

The campaign did very well, achieved 66 leads which is 31% above target.

# Campaign Recommendations

- **Recommendations:**

- **Ad placement:** I would consider using other placements such as linkedin, twitter, google. Instagram.
- **AD Copy:** a free ebook is always a good start, but we need to consider other options probably 7 days free trial for the online course, discount, other values which Udacity offers such as Job aid.
- **A/B Test:** using various Ad copy, Ad creative, Headline, etc to see which one provides better conversion.
- **Landing page:** I would also consider landing page with customer reviews, more interactive design which focus on the actual need of users like change career