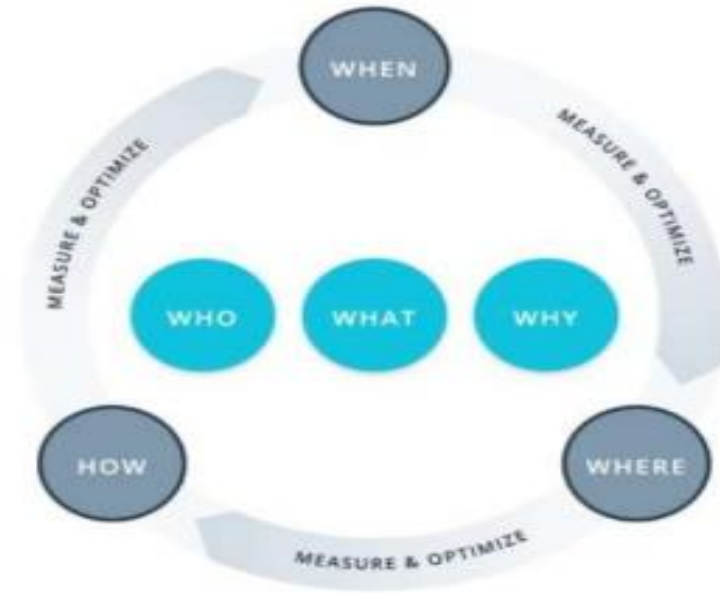


Customer journey Based marketing plan



Source: Udacity lecture videos

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

Get as much people as possible* to purchase the DMND within the next quarter, with a \$50,000 budget

Who are our customers ?

What: your offer

Who: your customers

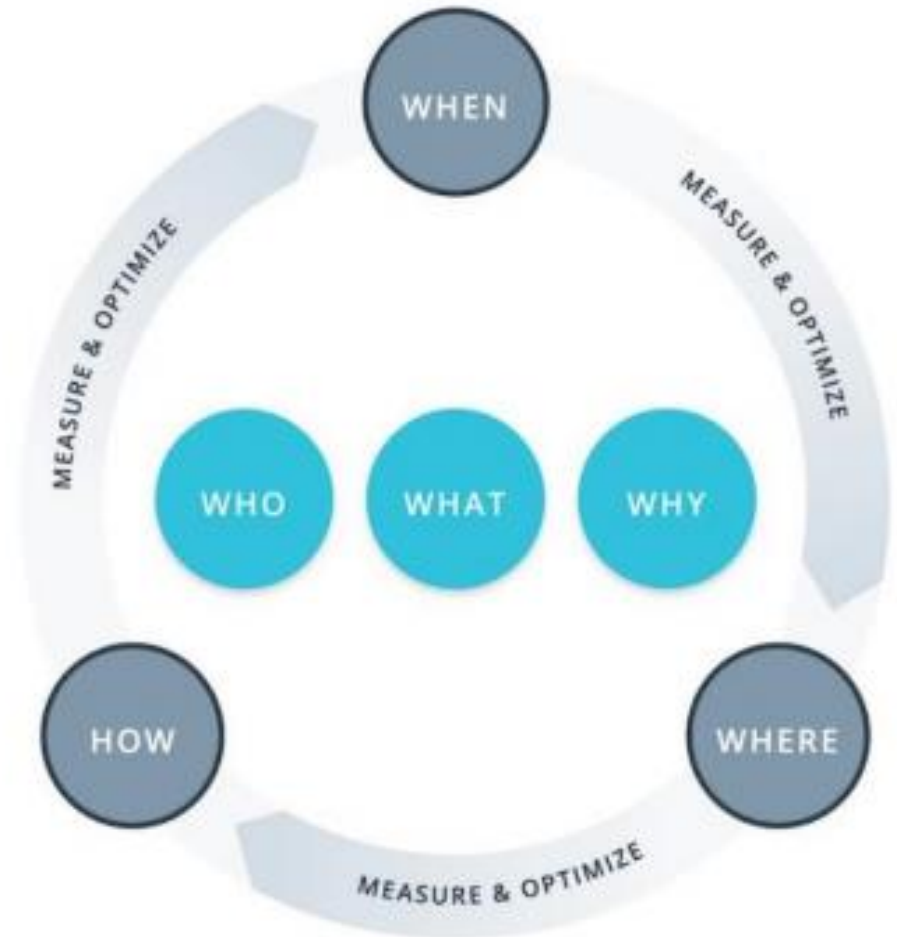
When: your customer's journey

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
Age:30 Education: Master's Location: North America	vivek	1.Earn more money. 2.Want a secure future. 3.Need to practice digital marketing skills.
Hobbies	Goals	Barriers
1.Investing money 2.Watching vedios 3.Travelling	1.A more good job. 2.Work as a digital marketer. 3.Learn the skills to become a Digital Marketer.	1.Lack of time 2.Responsibilities of family. 3.Cost to udacity nano degree program. 4.Work over 40 hours weekly

What: your offer

Who: your customers

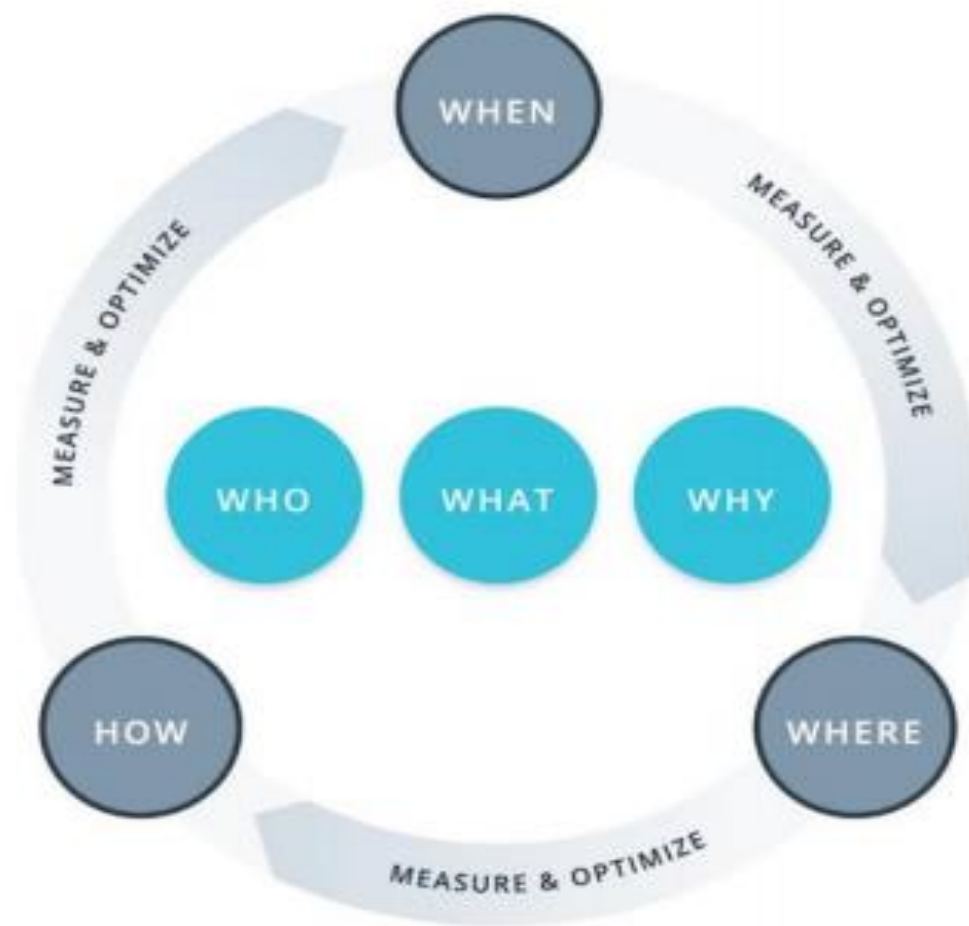
When: your customer's journey

Why: your marketing objective

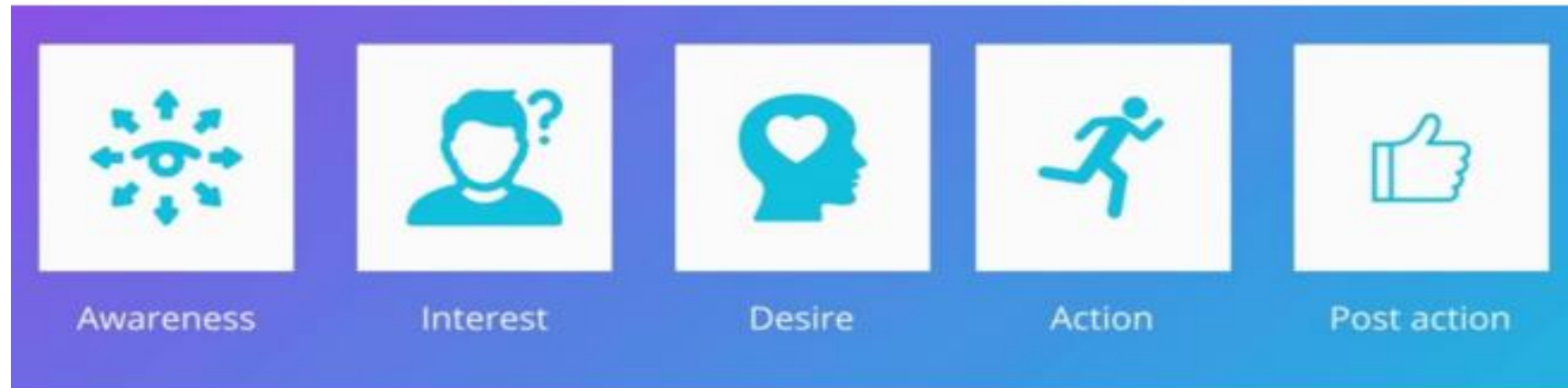
How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of the Customer Journey



Budget allocation for awareness

channels	Planed spend(\$)	CPC(\$)	No. of site visit	Avg C.R	Total sale
facebook	5000	1.25	4000	0.05	2
Adwords	5000	1.25	4000	0.05	2
Display	2000	4	500	0.05	0
video	1000	3.5	285	0.05	0
Total spends	13000	Total visitor	8785	Number of new students	4

Budget allocation for interest

channels	Planed spend(\$)	CPC(\$)	No. of site visit	Avg C.R(%)	Total sale
facebook	6000	0.25	24000	0.1	24
Adwords	3000	1.25	2400	0.1	2
Display	2000	4	500	0.1	0
video	1000	2.5	400	0.1	0
Total spends	12000	Total visitor	27,300	Number of new students	26

Budget allocation for desire

channels	Planed spend(\$)	CPC(\$)	No. of site visit	Avg C.R(%)	Total sale
facebook	13000	0.25	52000	0.3	156
Adwords	10000	1.25	8000	0.3	24
Display	2000	4	500	0.3	0
video	0	2.5		0.3	0
Total spends	25000	Total visitor	60,500	Number of new students	180

ROI:

Phase	Total spend	Total no. of visits	Total number of sales	Profit per sale(\$)	Total profit	ROI
Awareness	13,000	8785	4	299	1196	-11804
interest	12,000	27300	26	299	7774	--4226
desire	25,000	60500	180	299	53820	+28820
total	50,000	96585	210	299	62790	12790

Showcase Work

Market your Content

Marketing Objective

I want to get minimum 20 new readers for my blog daily and all the new readers are organic till 20 march,2020.

KPI

What is your primary KPI to measure marketing success?

The number of new readers for my blog

Target Persona

Background and Demographics	Target Persona Name	Needs
1.Female,42 years old. 2.Married ,1 child. 3.Work as housewife. 4.Intrested in reading books and magazines..	Shanta	1.Want to utilize time in good way. 2.Want to learn new things.
Hobbies	Goals	Barriers
1.Cooking 2.Watching movies. 3.Reading books	1.Learn new things related to technology and business. 2.If good offer will come ,then she would do job.	1.Having less time for personal development. 2.Satisfing all family needs as well as household works.

Blog Post



- I am thinking to pursue my further studies in the field of MBA, and belonging to computer science field I am willing that, I should have knowledge in the field of digital marketing. I already know about udacity from last few years. The knowledge given by udacity is outstanding. The nano degree is a program in which we will get an overall information about the field which we select and I know that it also helps me for getting job. As I said, I am a college student and also preparing for competitive exam I don't get much more time for personal development in my future field. The cost is also a kind of barrier for me to pursue nano degree. but now I got a free time due to vacation so, I thought what should I do? How to invest my time in good way? As there are many more platform's but which is the best once to study? Read on:
- <https://myudacityblog.blogspot.com/2020/03/helloeveryone-myself-shubham-pithadiya.html>

Craft on social media post:

LinkedIn



Shubham Pithadiya

8a Connections only ▼

How you can invest your time to learn about digital marketing which can skilled you up? here's is my new blog post i am negotiating this challenge with help from **Udacity Inside Ltd.**

[#digitalmarketing](#) [#learning](#) [#coronavacation](#)

[link:https://myudacityblog.blogspot.com/2020/03/helloeveryone-myself-shubham-pithadiya.html](https://myudacityblog.blogspot.com/2020/03/helloeveryone-myself-shubham-pithadiya.html)

twitter:

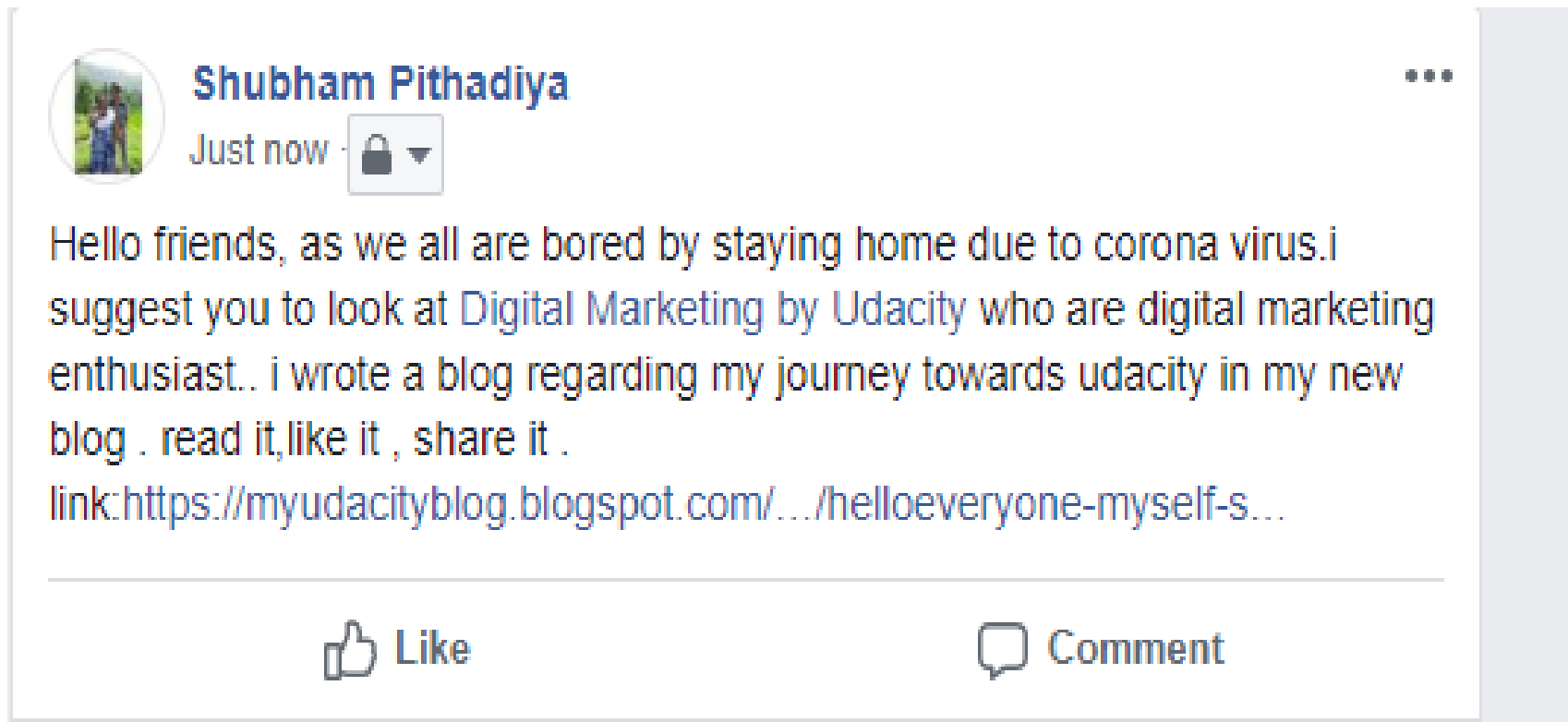


Shubham Pithadiya @ShubhamPithadi2 · 51s

What to utilize your time in corona vacation, by skill up yourself by digital marketing for future job. The nano degree given by [@udacity](#) city is very effective and giving very content of information .Read my new blog [#nanodegree](#) [#utilizetime](#) [#udacity](#)



Facebook:



Run a Facebook campaign

ads copy:

Search Business


Search

ShuPitMar-20 > 19 - 45 > ShuPitMar-20

Edit Review

Digital Marketing by Udacity
Sponsored

Hello Everyone, we all are contributing towards nation by staying at home(COVID-19). Udacity, providing a Free, e-Book for all the ...see more




DMIND.UDACITY.COM
Download your e-book.
Great opportunity to convert your...

LEARN MORE

Like Comment Share


Digital Marketing by Udacity
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Hello Everyone, we all are contributing towards nation by staying at home(COVID-19). Udacity, providing a Free, e-Book for all the interested people's who want's to learn Digital Marketing

Digital Marketing by Udacity
Sponsored

Hello Everyone, we all are contributing towards nation by staying at home(COVID-19). Udacity, providing a Free, e-Book for all the interested people's who want's to learn Digital Marking.



DMIND.UDACITY.COM
Download your e-book.
Great opportunity to convert your vacuum time to fruitful...

Learn More

Like Comment Share

Key results:

The screenshot displays the Facebook Ads Manager interface for a business named 'Udacity 3 US'. The main view is 'Campaigns', showing a table of campaign performance data for the period 'This month: 1 Apr 2020-7 Apr 2020'. The table includes columns for Campaign name, Results, Reach, Impressions, Cost per result, Amount spent, Ends, Link clicks, Website purchases, and Facebook purchases. Three campaigns are listed: 'ShuPitMar-20', 'ShuPitMar-20 - 2', and 'ShuPitMar-20 - Copy'. A summary row at the bottom shows the total results for all three campaigns.

✓		Campaign name	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Link clicks	Website purchases	Facebook purchases
✓	●	ShuPitMar-20	33 New Lead	10,180	11,710	\$0.33 Per New Lead	\$10.95	9 Apr 2020	62	—	—
✓	●	ShuPitMar-20 - 2	74 New Lead	30,767	43,803	\$0.51 Per New Lead	\$38.09	8 Apr 2020	240	—	—
✓	●	ShuPitMar-20 - Copy	52 New Lead	16,832	23,896	\$0.49 Per New Lead	\$25.62	8 Apr 2020	117	—	—
> Results from 3 campaigns ⓘ			159 New Lead	42,723 People	79,436 Total	\$0.47 Per New Lead	\$74.67 Total Spent		419 Total	— Total	

Activate Windows
Go to Settings to activate Windows.

Facebook campaign(part 1):

Campaign Approach

I chose to work on Digital Marketing Nano degree program by providing free e-book on my Facebook advertising campaign. To grow DMND, the right way for the marketing is to identify target customers. The social media advertising is very helpful for, how to reach them and how to retain those customers. We have SMART objectives & KPI helps to achieve our goals.

My idea is to acquire more potential customers by engaging them with my Facebook ads and getting their email and basic company details. Based on the target persona I have designed below, my target audience having age group 25-45, having all gender group. My targeting audience is Ahmedabad, Gujarat, India. I also prefer that targeted persons who are in the field of digital marketing for upgrading skills.

persona

Background and Demographics	Target Persona Name	Needs
<ol style="list-style-type: none">1. Age 25-45 old.2. Lives in Ahmedabad3. Retail Company employer4. Works in all world.	Company employs	<ol style="list-style-type: none">1.Want to earn more money2.Making sales in different social media.
Hobbies	Goals	Barriers
<ol style="list-style-type: none">1.Reading books2. travelling.3. Learning new skills.	<ol style="list-style-type: none">1.Learn new things related to technology and business.2.Get promotion .3. Development of company.	<ol style="list-style-type: none">1.Having less time for personal development.2.Udacity fees.3. Don't have continue time for learning

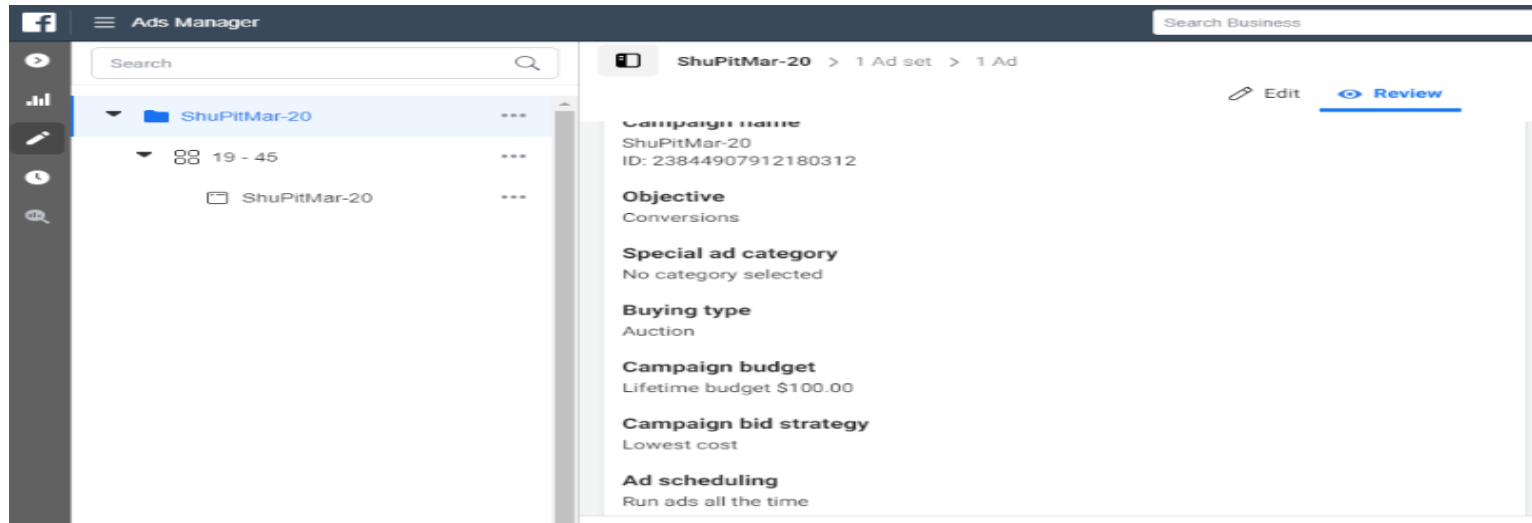
Marketing Objective

- My marketing objective is to generate 60 leads for Free E-Book downloading campaign in 4 days from the personas which require a marketing skill , to achieve objective I would be running a Facebook campaign with the budget of \$100/4days

KPI

- KPI would be the number of leads generated from the Facebook campaign in 4 days.

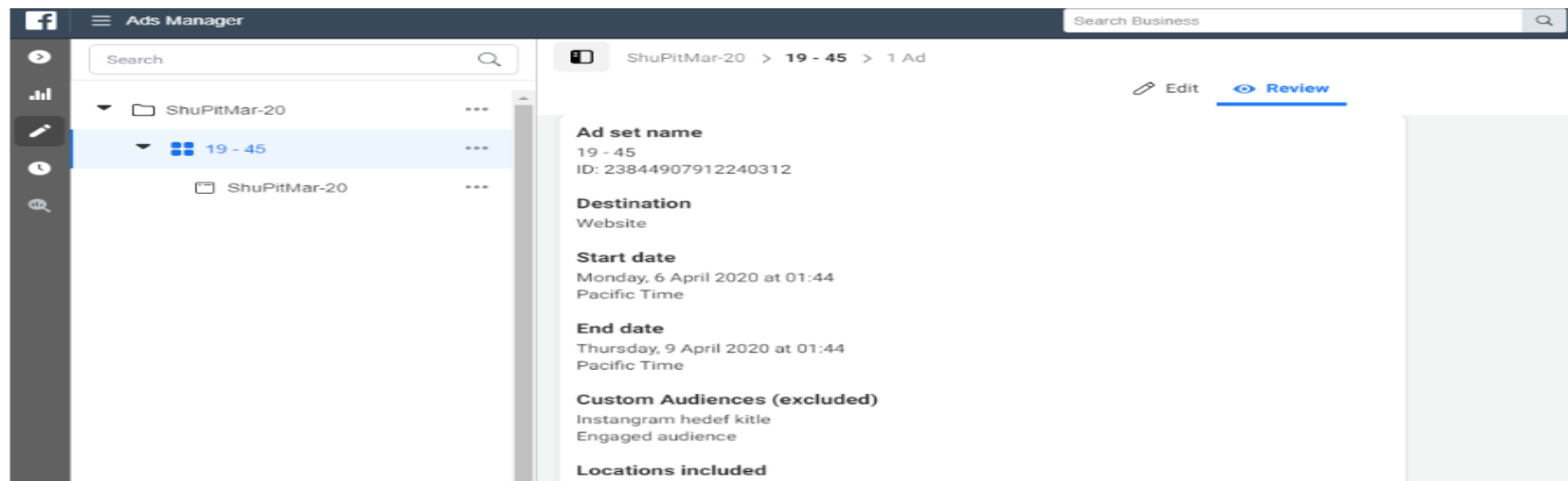
Campaign & Ad Set: Sample:



The screenshot shows the Facebook Ads Manager interface. The left sidebar contains navigation icons for home, campaign, ad set, and ad. The main content area is divided into two sections. The top section shows the campaign hierarchy: ShuPitMar-20 > 19 - 45 > ShuPitMar-20. The bottom section displays the campaign details for ShuPitMar-20.

Campaign details:

- Campaign name:** ShuPitMar-20
ID: 23844907912180312
- Objective:** Conversions
- Special ad category:** No category selected
- Buying type:** Auction
- Campaign budget:** Lifetime budget \$100.00
- Campaign bid strategy:** Lowest cost
- Ad scheduling:** Run ads all the time



The screenshot shows the Facebook Ads Manager interface. The left sidebar contains navigation icons for home, campaign, ad set, and ad. The main content area is divided into two sections. The top section shows the campaign hierarchy: ShuPitMar-20 > 19 - 45 > 1 Ad. The bottom section displays the ad set details for 19 - 45.

Ad set details:

- Ad set name:** 19 - 45
ID: 23844907912240312
- Destination:** Website
- Start date:** Monday, 6 April 2020 at 01:44 Pacific Time
- End date:** Thursday, 9 April 2020 at 01:44 Pacific Time
- Custom Audiences (excluded):** Instagram hedef kitle
Engaged audience
- Locations included:**

Campaign & Ad Set: Sample:

Edit

Review

Age

25 - 45

Gender

All

Detailed targeting included

People who match

Interests: Digital marketing, digital marketer

Targeting expansion

Yes

Placements

Automatic placements

Optimisation goal


Conversions

Bid strategy

Enhanced conversions

The screenshot shows a file explorer window. At the top, there is a folder icon and the text 'ShuPitMar-20'. Below this, there is a subfolder icon and the text '19 - 45'. The subfolder '19 - 45' is highlighted with a blue background. To the right of each folder name, there are three dots '...'. The window has a grey title bar at the top and a vertical scrollbar on the right side.

Audience definition



Specific Broad

Your audience selection is fairly broad.

Potential reach: 4,800,000 people ⓘ

Your criteria is currently set to allow detailed targeting expansion. ⓘ

Ad Summary: Sample

The screenshot displays the Facebook Ads Manager interface. The top navigation bar includes the Facebook logo, a hamburger menu, the text 'Ads Manager', and a search bar labeled 'Search Business'. On the left sidebar, there are icons for home, analytics, creation, and search, along with a search bar. The main content area shows a breadcrumb trail: 'ShuPitMar-20 > 19 - 45 > ShuPitMar-20'. Below this, there are 'Edit' and 'Review' links. The 'Review' link is highlighted with a blue underline. The ad details are listed in a white box with a light gray border. The details include: Ad name (ShuPitMar-20, ID: 23844907912280312), Facebook Page (Digital Marketing by Udacity), Instagram account (Use selected Page), Format (Image and video, with an 'Edit' link), Website URL (<https://dmnd.udacity.com/ebook>), and Facebook pixel (Udacity eBook US's Pixel, ID: 117222705520443).

Facebook Ads Manager interface showing an ad summary for 'ShuPitMar-20'.

Search (Search Business)

ShuPitMar-20 > 19 - 45 > ShuPitMar-20

Edit Review

Ad name
ShuPitMar-20
ID: 23844907912280312

Facebook Page
Digital Marketing by Udacity

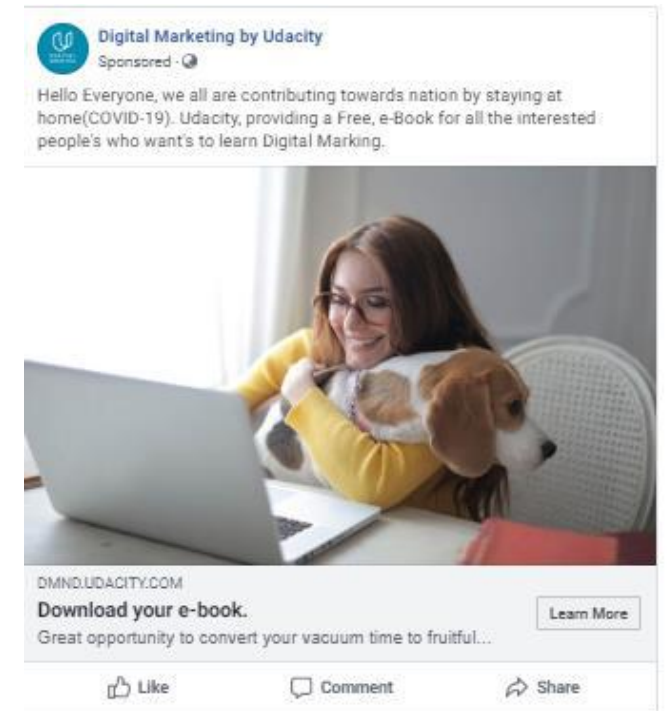
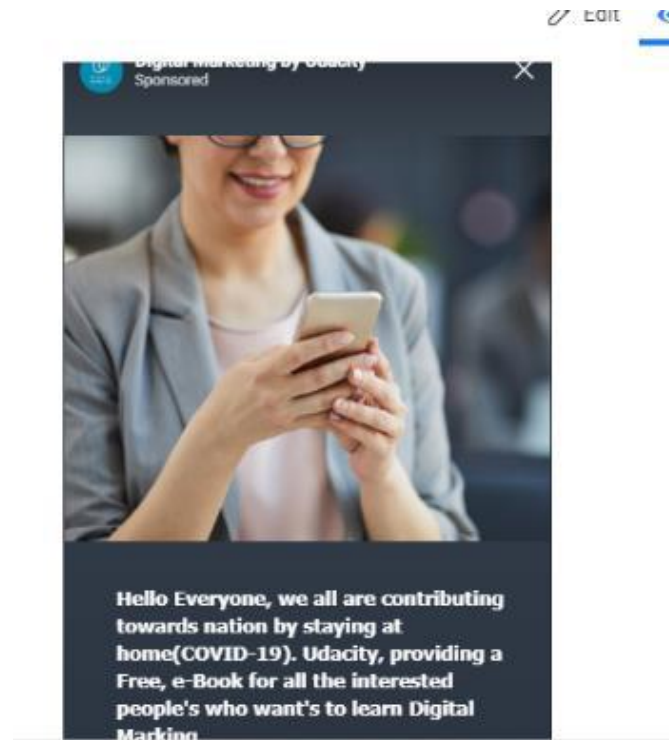
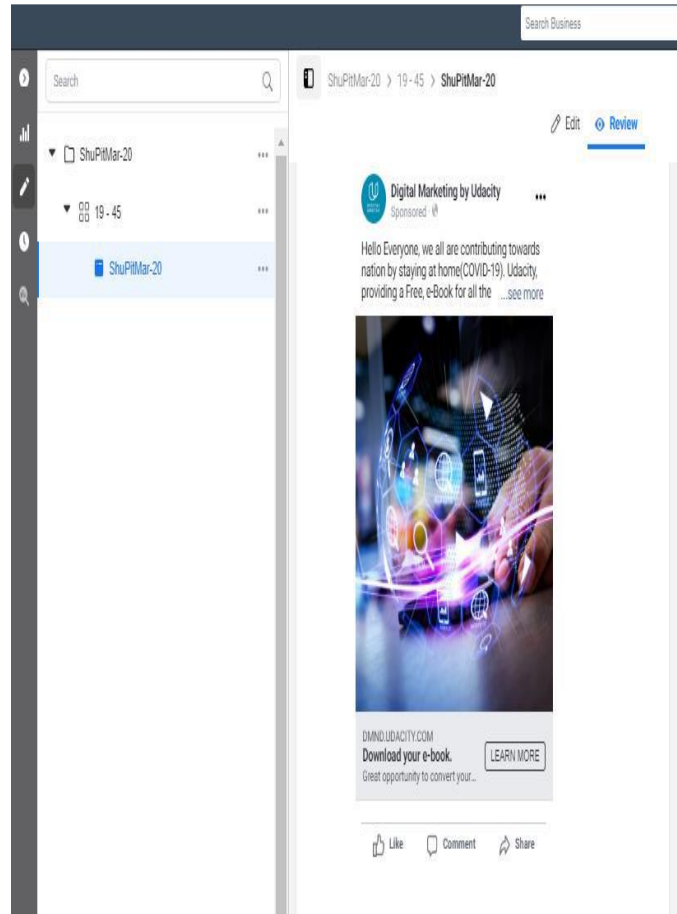
Instagram account
Use selected Page

Format
Image and video Edit

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

Facebook pixel
Udacity eBook US's Pixel
ID: 117222705520443

Ad Images: Sample



Facebook campaign (part 2)

Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.

a. Which ad performed best?

Ad number 3 performed best, my marketing objective is to gain 60 leads, however my ad number 3 has used only \$10.95 and made up to 33 leads.

b. Was your campaign ROI positive? Please use this equation to calculate ROI:

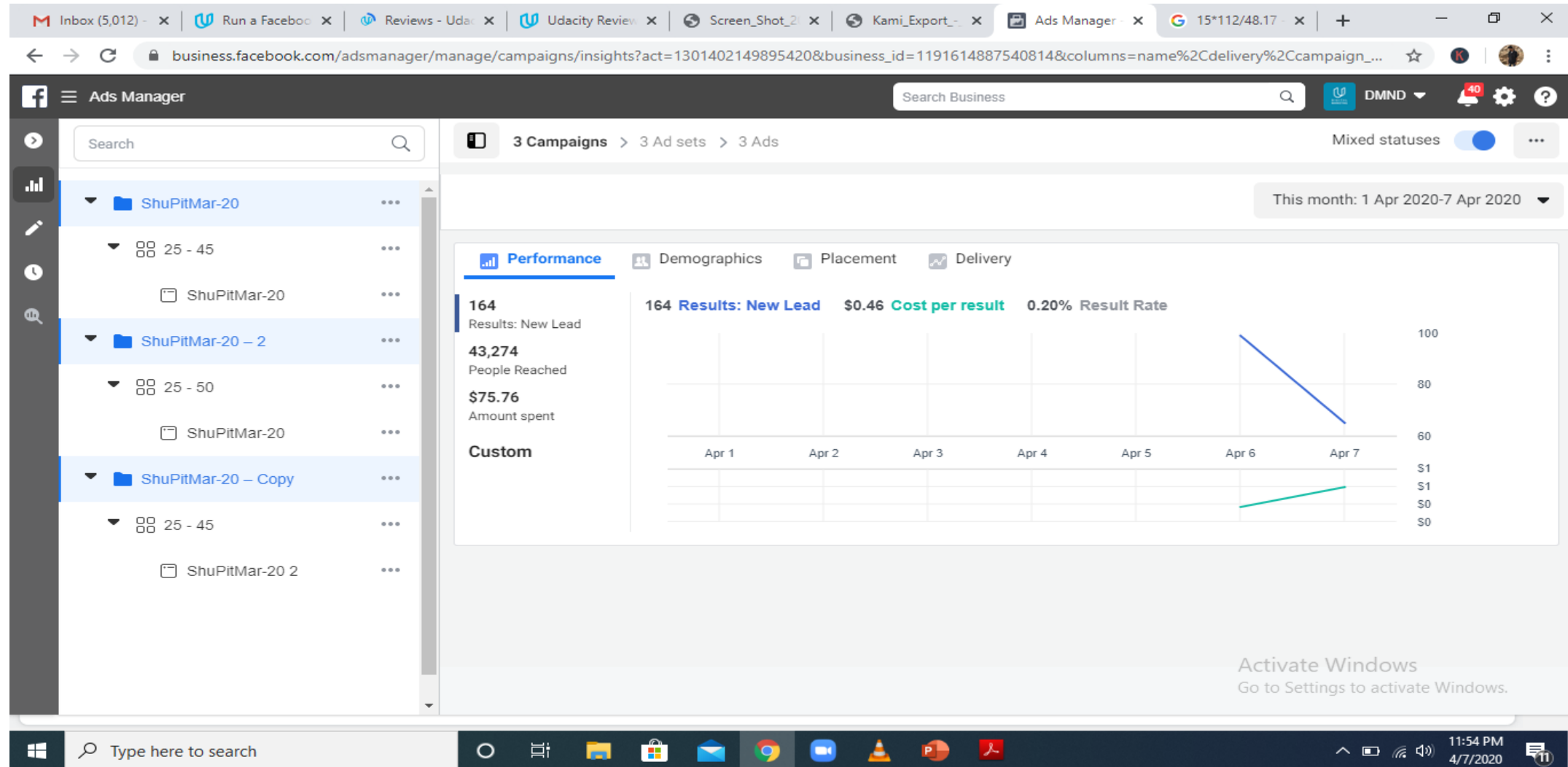
$(\$15 * \# \text{ of leads}) / \text{cost} = \text{ROI for DMND}$

Training)

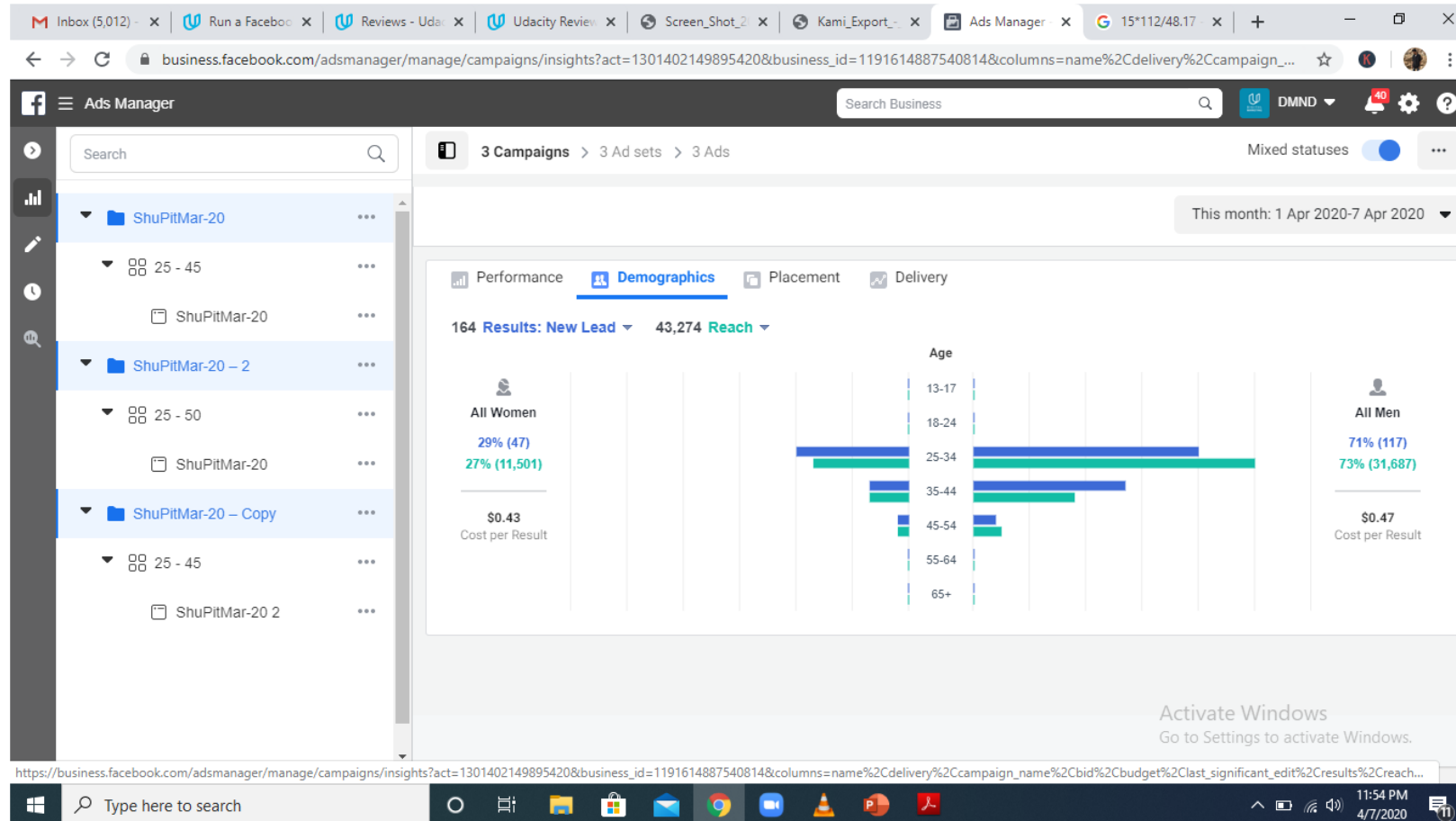
$15 * 159 / 74.67$

$\text{ROI} = +31.94$

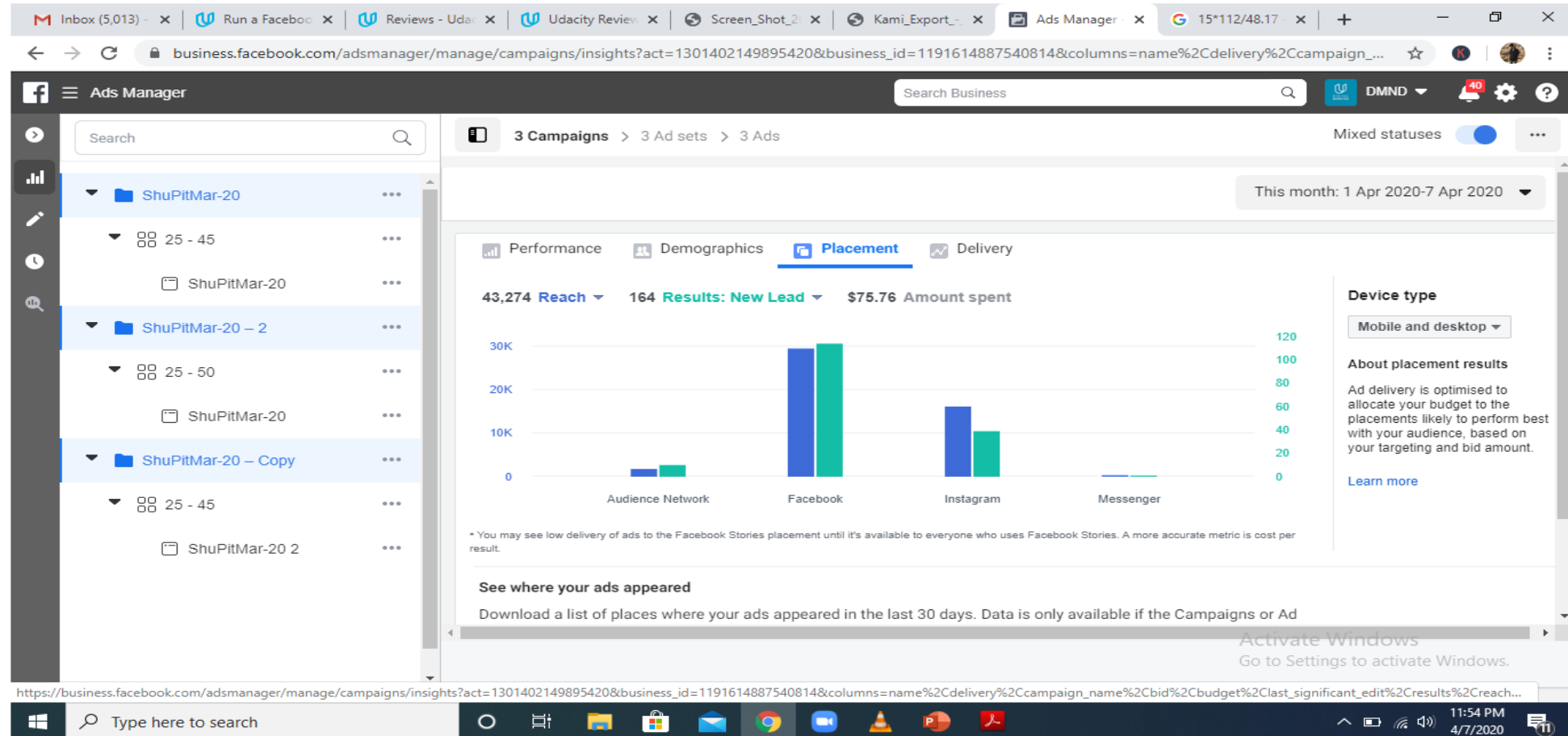
Campaign performance



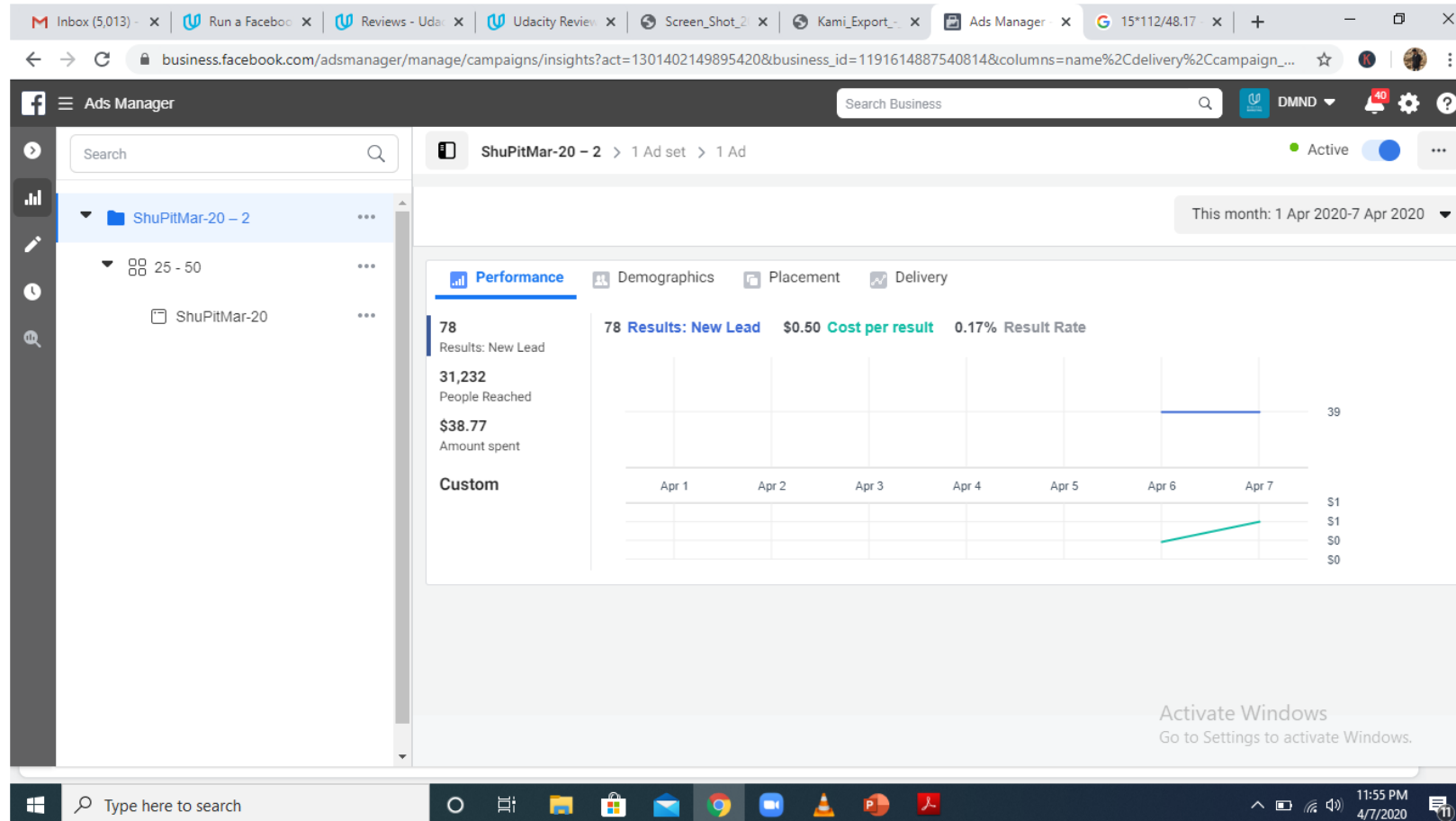
Campaign Results: Demographics



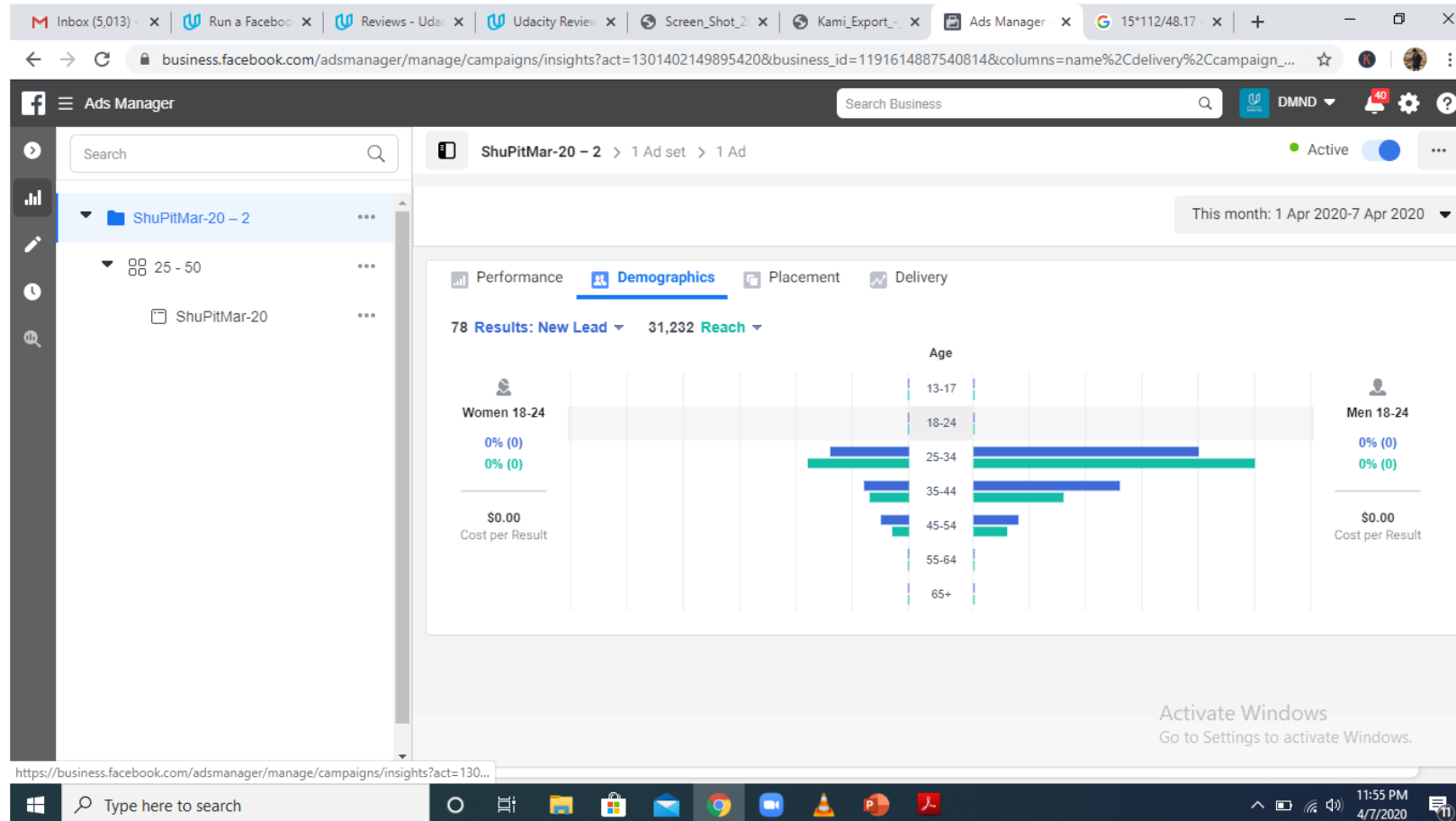
Campaign Results: Placement



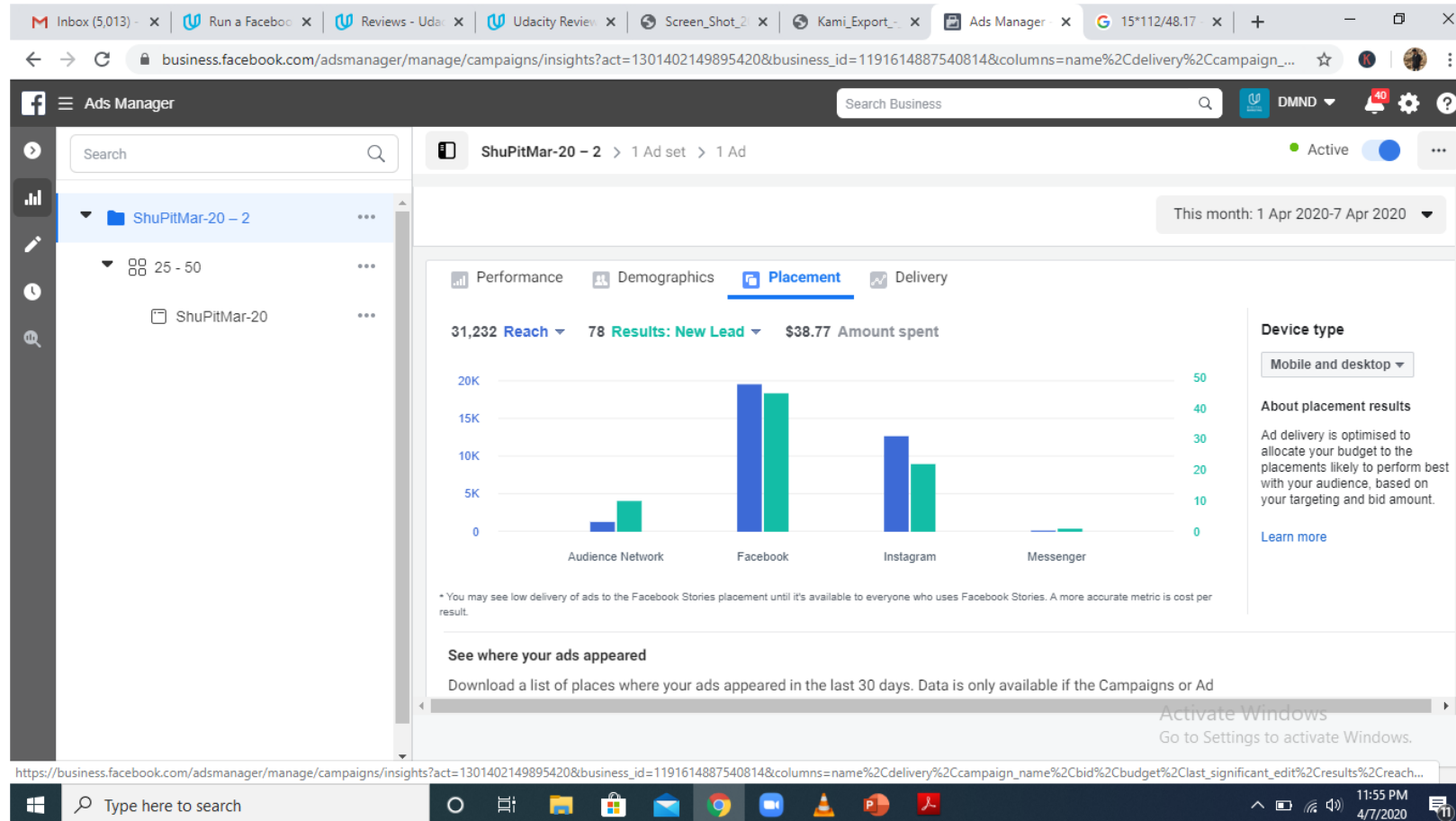
Ad Set Data: Performance



Ad Set Data: Demographics



Ad Set Data: Placement



Search Engine Optimization(SEO) Audit:

Marketing Objective & KPI

- **Marketing Objective-we will perform an on-site and off-site SEO Audit to improve the DMND .**
- **●KPI –keyword ranking is the KPI for this SEO audit project.**

Keywords

1. Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to this page. Be sure to use a mix of branded and non-branded Keywords.

	Head Keywords	Tail Keywords
1	Udacity	Digital marketing review
2	Digital marketing	Nanodegree cost
3	Search engine optimization	Online course
4	Udacity nanodegree	job placement
5	Best course for	Digital marketing online

Technical Audit: Metadata

URL: http://dmnd.udacity.com	
Current	
Title Tag	Digital Marketing Nanodegree(DMND) Program
Meta-Description	"Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing".
Alt-Tag	<pre> </pre>
Revision	
Title Tag	Udacity-Digital marketing Nanodegree
Meta-Description	"Hello everyone, we are providing the best content for Digital Marketing for your 360 degree development. The Top experts are on field for you, to Learn and Explore Digital Marketing.
Alt-Tag	No change

Suggested Blog Topics

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary (150 - 300 words max) as to why you chose those Keyword topics and what you might write about.

Note that you don't have to write these blog posts, just a very brief summary (150 - 300 words max) and a motivation about why you think they would work.

Topic 1 – Why to learn social media marketing.

Topic 2 – Is seo plays an important role in digital marketing?

Topic 3 – how to boom your career with digital marketing nano degree

I chose these keywords for three blog topics as they are best as an interest of large amount of peoples .I selected these digital marketing topics for a variety of reasons. One, social media marketing, it is the important topic because now adays the business advertisements are done in social media and the biggest advantage of it is to target a specific kind of interested audience and with less amount of budget .second, SEO , it plays an important role in taking down customers to our website, which directly leads to increment in sells. Now the their topic is why nano-degree in digital marketing form Udacity is helpful, little describe the content what we are delivering in the nano degree, by giving a short trailer type video representation. Also give them idea regarding the skills which they develop form Udacity. Udacity is one of the best online platforms to learn subjects compare to other online schools.

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	medium.com	96
2	ow.ly	91
3	steemit.com	90

Link building(off-site):

Site Name	Coursera
Site URL	https://www.coursera.org/
Organic Search Traffic	1.1 M
Site Name	Edx
Site URL	https://www.edx.org
Organic Search Traffic	654.7 k
Site Name	udemy
Site URL	https://www.udemy.com/
Organic Search Traffic	1.7 M

Performance testing:

- 1.Using the Pinglertool, research how many of DMND's website or your company's pages are indexed by Google.**
- 2.Using the Google Page Speed Insightstool, perform a speed test of dmnd.udacity.com's or your company's mobile presence.**
- 3.Using the Think with Googletool, assess the mobile-friendliness of the dmnd.udacity.com or your company's website.**

Page Index

Categories

Link Tools

Keyword Tools

Search Engine Tools

Header/Tag Tools

IP Tools

Miscellaneous Tools

Source Code Tools

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

udacity.com

Continue >>

Google Indexed Pages Checker

URL	Google Indexed Pages
udacity.com	n/a

Links

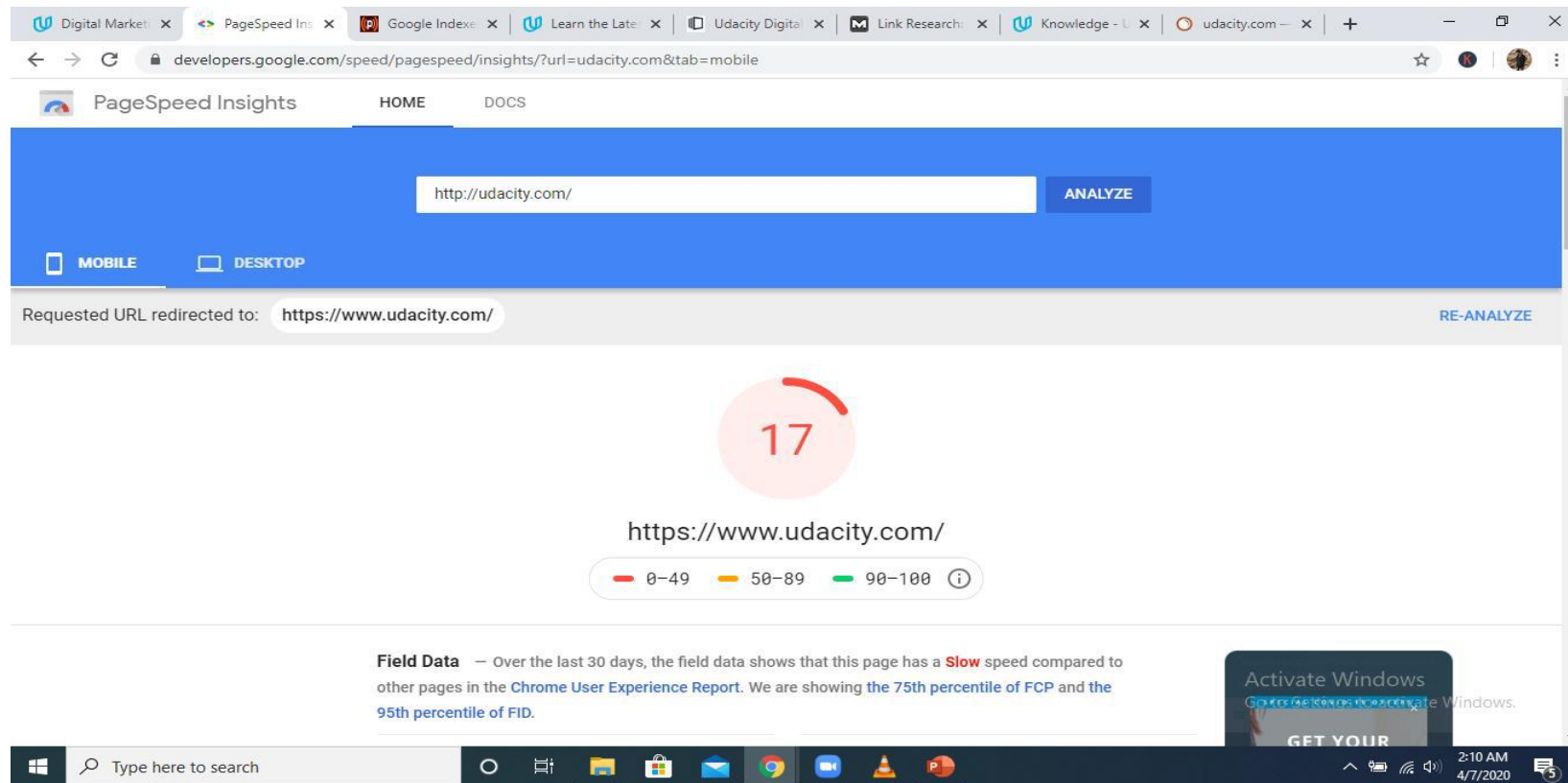
Get in Touch

Activate Windows
Go to Settings to activate Windows.

Live chat

2:03 AM
4/7/2020

Page Speed:
For mobile=17
For desktop=37



Mobile-Friendly Evaluation: yes it is mobile friendly

search.google.com/test/mobile-friendly?id=j_hj6VmghZ9a4OPFC3yagg

Mobile-Friendly Test

http://udacity.com/

Test results

Page loading issues VIEW DETAILS

Tested on: Apr 7, 2020 at 2:14 AM

Page is mobile friendly

This page is easy to use on a mobile device

Additional resources

- Open site-wide mobile usability report
- Learn more about mobile-friendly pages
- Post comments or questions to our discussion group

Rendered page

	UDACITY	OTHERS
Learn by doing	✓	✗
Practitioner-level skills	✓	✗
Job-focused content	✓	✗
Real human help	✓	✗
Personalized code reviews	✓	✗
Real-life projects	✓	✗

Discover your perfect program in our schools

DATA SCIENCE

POPULAR NEW

Activate Windows
Go to Settings to activate Windows.

Recommendations

The first recommendation for Udacity's webpage for the Digital Marketing Nanodegree program is extremely important to adopt. When I ran a page speed test for the webpage, the mobile speed is just 17/100 which is very low compare to other website. According to google this score is poor. I suggest that put the image on the webpage by source coding so that the quality remains as it is but the size of image decreases so it leads to fast uploading of webpage.

The organic search result of our website is also low compare to our competitor. The amount of backlinks is less try to increase backlinks a part of off-page seo. The amount of backlinks also leads to amount of organic search result.

Make a small trailer type video for digital marketing and try to show ppl's what we are offering in digital marketing nano degree program. Use this video in making ads and also put it in home page to aware pp's for this course. Try to do more advertisement in very effective way to lead customers. Even if the costumers have already using Udemy also then they type Udacity in the google then also the Udemy comes first, try to improve it as soon as possible due to this the Udemy fetch our costumers
Thanks.

Run an AdWords Campaign(part 1)

1. Approach Description

I was assigned to advertise the following course for my AdWords project

Course: Front end frameworks

Landing page: <https://www.udacity.com/course/front-end-frameworks--ud894>

Location: India

Campaign Budget: \$40

Daily Budget:\$10

With the help of Google AdWords I created a campaign for the above said freely offered course by Udacity, due to Covid-19 effect in whole world. I focuses on two keywords strategies creating two ads group for each strategy. The ppls who are searching about the free courses for programming are in "awareness". While the ppls specifically searching about the front end frameworks development are in the "interest" group. I have also taken help from google keyword planner. This helps me to understand the potential customers.

For creating ads, I have used very effective words which attract the customers.. I also have given a small and effectful description regarding ads. On each group I have created 2 ads.. Also I have taken a small analysis about the landing page.

Objective & KPI:

1. What marketing objective do you aim to achieve with your campaign?

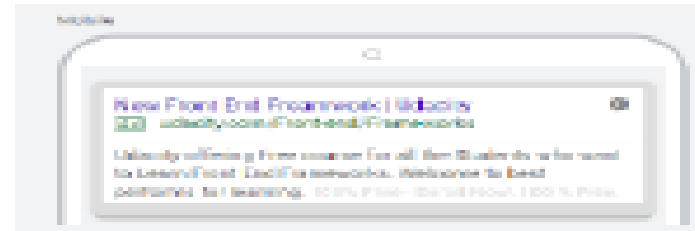
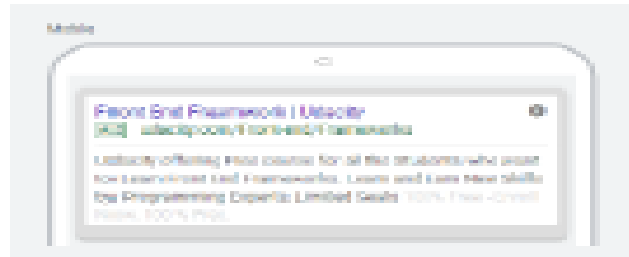
To collect 25 leads and 5 conversions in 4 days with the lifetime budget of \$40.

The daily budget is \$10 The default CPC would be \$3.

2. What primary KPI are you going to track in your campaign?

The number of leads collected & number of conversions

Ad Group #1:

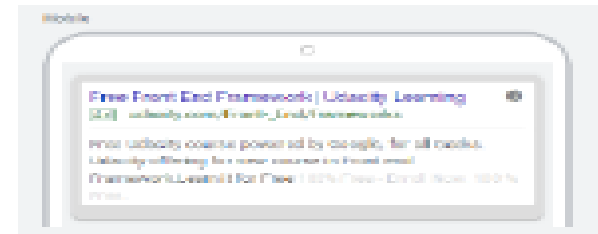
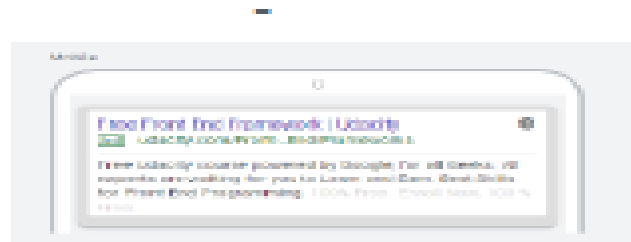


Keywords:

- 1.computer programming course
- 2.udacity programming courses
- 3.online best programming course
- 4.online programming by udacity
- 5.Best course web development
- 6.Google web development course
- 7.Best course for online web development
- 8.Online web development advance course.
- 9.Computer science online course.
- 10.Website development course.
- 11 Free online programming course.
- 12.Online website development course
- 13 Best course for programming online

- 14.New online course
- 15.Front end frameworks course.
- Advance programming course.
- 16.Free front end framework course.
- 17.Advance programming for free
- 18.Advance programming course udacity.
- 19.Best course for front end frameworks.
- 20.New website development course

Ad Group #2:



• Keywords:

1. Programming from home
2. Free programming course.
3. Best programming course.
4. Front end development course
5. Advance programming
6. Google free course
7. Free udacity web development course.
8. Udacity front end framework course.
9. Front end framework course.
10. Web development by google.
11. Best course for free
12. Free course by google for development
13. Free course due to covid-19

14. New development skills in programming.
15. Advance online course for front end development.
16. Advance udacity programming course.
17. Udacity web development programs.
18. Udacity learning programs
19. Online course by udacity.
20. Front end development for free

Review your campaign:

✓

Select campaign settings

✓

Set up ad groups

✓

Create ads

4

Review

Your campaign is ready to be published

Clicks	Cost
15	\$10.00
Daily estimate	Daily estimate

Apr 11, 2020 - Apr 14, 2020

India

English

Campaign budget

\$10.00/day

Campaign goal

Leads

Bid strategy

GPC (enhanced)

Campaign Summary:

Google Ads

All campaigns > ShuPitMar-20

SEARCH

REPORTS

TOOLS & SETTINGS

873-789-3111 DMND Udacity shubham.pithadiya007@gmail.c...

Overview

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Paused

Type: Search

Budget: \$10.00/day

More details

AD GROUPS

AUCTION INSIGHTS

Last 7 days Apr 3 – 9, 2020

0

Apr 3, 2020

Apr 9, 2020

+

Ad group status: All but removed

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Status	Default max. CPC	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	awareness	Campaign paused	\$3.00 (enhanced)	Standard	0	0	—	—	\$0.00	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	interest	Campaign paused	\$3.00 (enhanced)	Standard	0	0	—	—	\$0.00	0.00	\$0.00	0.00%
		Total: ...				0	0	—	—	\$0.00	0.00	\$0.00	0.00%
		Total: ...				0	0	—	—	\$0.00	0.00	\$0.00	0.00%

1 - 2 of 2

Run an AdWords Campaign(part 2)

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
<i>awareness</i>	\$3	209	11	5.26 %	\$1.59	0	0	0	\$17.52
<i>intrest</i>	\$3	232	4	1.72 %	\$1.72	0	0	0	\$6.87
Total		441	15	3.40 %	\$1.63	0	0	0	\$24.39

Key Campaign Results(Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Ad Group 1, Ad 1</i>	9	6.38%	\$1.71	0	0	0
<i>Ad Group 1, Ad 2</i>	2	2.94%	\$1.07	0	0	0
<i>Ad Group 2, Ad 1</i>	4	2.04%	\$1.72	0	0	0
<i>Ad Group 2, Ad 2</i>	0	0%	-	0	0	0

Key Campaign Results (Keywords)

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Free online program ming course</i>	5	26.32 %	\$1.38	0	0	0
<i>Free course</i>	4	3.77%	\$1.40	0	0	0
<i>Online course</i>	4	2.53%	\$1.72	0	0	0

Campaign Evaluation

The campaign is not successful, even the marketing objective hasn't achieve. Sorry for that , it is new for me so I haven't achieve my marketing objective.

- Did your campaign result in a positive ROI?
- $ROI = \text{Net Profit} / \text{Total Investment} * 100$
- As I have got no conversation so
- $ROI = -24.39\%$

Was the conversion rate higher or lower than expected?

Lower then expected

- How much did you have to spend per click? How close did you get to your max. CPC bid?
- i have spend \$1.63 per click total, sry but I can't have any conversation so my conversation is 0 while my conversation bit is \$3.

Campaign Evaluation

Which ad group, ads and keywords led to the highest click through and conversion rates and why might that have been the case?

My awareness group ad and its first ad with the keywords of "free programming course", "free course" leads to highest clicks of "5" & "4" respectively.

- 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?

As looking for this kind of criteria the keywords which are short or one word keyword are have higher competition in AdWords. If we want to get traffic in this keyword we have to put higher max CPC.

- Which keywords performed best for you and why might that have been the case?
- "free programming course " keyword performed best for my campaign , due to long tail keyword and even it if fit for the amount of max amount of bid.

Recommendations for future campaigns

1. I would add new and effectful keywords and check keywords in google ads while in SEO rush so that effeteness of the keyword know and than put this keywords ,even use google keyword planner.
2. Like to do A/B testing so that which ads is effectful will be known .
3. Like to make more content creative ads so that ppl's may like this kind of ads.
4. Would like to made image ads so that it looks more creative.
5. The location should be specified .
6. Increase the bit amount.

Example: Ad Groups

Google Ads interface showing Ad Groups for campaign "ShuPitMar-20".

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$10.00/day, Optimization score: 64.7%.

Recommendations: AD GROUPS, AUCTION INSIGHTS. Custom Apr 11 - 12, 2020.

Ad groups: Ad group status: All but removed. ADD FILTER.

Ad group	Status	Default max. CPC	Cost	Clicks	Avg. CPC	Conversions	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost	All conv.
awareness	Eligible	\$3.00 (enhanced)	\$17.52	11	\$1.59	0.00	\$0.00	0.00%	0.00	0.00	0.00
interest	Eligible	\$3.00 (enhanced)	\$6.87	4	\$1.72	0.00	\$0.00	0.00%	0.00	0.00	0.00
Total: ...			\$24.39	15	\$1.63	0.00	\$0.00	0.00%	0.00	0.00	0.00
Total: ...			\$24.39	15	\$1.63	0.00	\$0.00	0.00%	0.00	0.00	0.00

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

1 - 2 of 2

https://ads.google.com/aw/adgroups?campaignId=9847252051&ocid=201513514&authuser=0&_u=2202643338&_c=7574743386

Example: Ads

Browser tabs: Inbox (5,066) - shubham.pithadiya x Ads - DMND Udacity - Google A x roi formula - Google Search x +

URL: ads.google.com/aw/ads?campaignId=9847252051&ocid=201513514&euid=399974362&_u=2202643338&uscid=201513514&c=7574743386&authuser=0

Google Ads | All campaigns > ShuPitMar-20

SEARCH REPORTS TOOLS & SETTINGS

873-789-3111 DMND Udacity shubham.pithadiya007@gmail.c...

Overview: Enabled Status: Limited by budget Type: Search Budget: \$10.00/day Optimization score: 64.7% More details

Recommendations: ADS EXTENSIONS AUTOMATED EXTENSIONS Custom Apr 11 - 12, 2020

Ad groups: + Ad status: All but removed ADD FILTER

Ads & extensions

	Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Landing pages	Front End Framework Udacity udacity.com/Front-en... Udacity offering Free course for all the Students who want to Learn Front End...	awareness	Approved	Expanded text ad	9	141	6.38%	\$1.71	\$15.38	0.00	\$0.00	0.00%
Keywords	Free Front End Framework Udacity... udacity.com/Front_E... Free Udacity course powered by udacity. for all Geeks. Udacity offering for new cours...	interest	Approved	Expanded text ad	4	197	2.03%	\$1.72	\$6.87	0.00	\$0.00	0.00%
Audiences	New Front End Framework Udacity udacity.com/Front-en... Udacity offering Free course for all the Students who want to Learn Front End...	awareness	Approved	Expanded text ad	2	68	2.94%	\$1.07	\$2.14	0.00	\$0.00	0.00%
Demographics	Free Front End Framework Udacity udacity.com/Front_E... Free Udacity course powered by udacity. for all Geeks. All experts are waiting for you to...	interest	Approved	Expanded text ad	0	35	0.00%	-	\$0.00	0.00	\$0.00	0.00%
Settings	Total: All but re...											
Locations	Total: Campaign											
Ad schedule	Total: Campaign											
Devices	Total: Campaign											
Advanced bid adj.	Total: Campaign											
Change history	Total: Campaign											
Drafts & experiments	Total: Campaign											

1 - 4 of 4

Windows Taskbar: Type here to search, O, H, F, G, E, C, P, 2:39 AM 4/13/2020

Example: Keywords

ads.google.com/aw/keywords?campaignId=9847252051&ocid=201513514&euid=399974362&__u=2202643338&uscid=201513514&_c=7574743386&authuser=0

Google Ads | All campaigns > ShuPitMar-20

Overview: **Enabled** Status: **Limited by budget** Type: Search Budget: \$10.00/day Optimization score: **64.7%**

Recommendations: **SEARCH KEYWORDS** NEGATIVE KEYWORDS SEARCH TERMS AUCTION INSIGHTS

Ad groups: **Keyword status: All but removed** ADD FILTER

Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Total: All but removed keywords													
free online programming course	awareness	Eligible	\$3.00 (enhanced)	Eligible	—	5	19	26.32%	\$1.38	\$6.91	0.00	\$0.00	0.00%
free course	awareness	Eligible	\$3.00 (enhanced)	Eligible	—	4	106	3.77%	\$1.40	\$5.60	0.00	\$0.00	0.00%
online course	interest	Eligible	\$3.00 (enhanced)	Eligible	—	4	158	2.53%	\$1.72	\$6.87	0.00	\$0.00	0.00%
computer science online program	awareness	Eligible	\$3.00 (enhanced)	Eligible	—	0	0	—	—	\$0.00	0.00	\$0.00	0.00%
best web development course	awareness	Eligible	\$3.00 (enhanced)	Eligible	—	0	0	—	—	\$0.00	0.00	\$0.00	0.00%
online website	awareness	Eligible	\$3.00 (enhanced)	Eligible	—	0	16	0.00%	—	\$0.00	0.00	\$0.00	0.00%
website development program	awareness	Eligible	\$3.00 (enhanced)	Eligible	—	0	0	—	—	\$0.00	0.00	\$0.00	0.00%
online web development program	awareness	Eligible	\$3.00 (enhanced)	Eligible	—	0	0	—	—	\$0.00	0.00	\$0.00	0.00%
best front end frameworks	awareness	Eligible	\$3.00 (enhanced)	Eligible	—	0	0	—	—	\$0.00	0.00	\$0.00	0.00%
udacity programming courses	awareness	Eligible	\$3.00 (enhanced)	Eligible	—	0	0	—	—	\$0.00	0.00	\$0.00	0.00%
google web development course	awareness	Eligible	\$3.00 (enhanced)	Eligible	—	0	1	0.00%	—	\$0.00	0.00	\$0.00	0.00%
best course for programming	awareness	Eligible	\$3.00 (enhanced)	Eligible	—	0	2	0.00%	—	\$0.00	0.00	\$0.00	0.00%
new online	awareness	Eligible	\$3.00 (enhanced)	Eligible	—	0	4	0.00%	—	\$0.00	0.00	\$0.00	0.00%

Type here to search

2:40 AM 4/13/2020

Evaluate a Display Advertising Campaign:

Display Image Campaign: Overall Results

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



Results:

Calculate the ROI

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%	3	\$149.65	+448.05

How would you optimize this campaign?


Suggestion 1: change the targeting personas, and check out by which methods or techniques we can get more clicks in same impression.

Suggestion 2: A/B testing for different types of ads.

Suggestion 3: If we have an information about global networks then don't give video advertisement where the quality of network is low. Because it leads to lagging and the target might become aggressive .

Display Image Campaign: Site Targeting

	Default max. CPC	Ad rotation	Clicks	Imps	CTR	Avg. EPC	Cost	Ad group type
Display	\$5.00 (enhanced)	-	481	87,633	0%	\$8.57	\$231.06	Display



The advertisement is a rectangular image with an orange background. On the right side, there is a black and white portrait of a smiling woman with shoulder-length blonde hair. To the left of the portrait, the text reads: 'After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.' Below this, it says 'Mike A. | Program Lead, Digital Marketing'. At the bottom left, there is a black button with white text that says 'Enroll Today >'. At the very bottom, a white banner contains the text 'Launch Your New Career' in bold black font. The Udacity logo is in the top left corner, and a small blue information icon is in the top right corner.

Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	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: Improve the content checking through which content is good by A/B testing

Suggestion 2: analysis cookies well and send advertise to proper personas.

Suggestion 3: change the targeting personas, and check out by which methods or techniques we can get more clicks in same impression.

Display Image Campaign: Overall Results

Ad group	State	Default max. CPC	Ad rotation	Clicks	Imps	CTR	Avg. CPC	Cost	Ad group type	
0	Remarketing	Campaign ended	11.00 (inflated)	—	270	100/104	26%	\$0.15	\$254.50	Display

INVEST IN YOUR FUTURE

BECOME A DIGITAL MARKETER

Launch Your New Career

Results: Calculate the ROI

Creative	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	\$234.50	+64.5

How would you optimize this campaign?

Suggestion 1: Improve the content checking through which content is good by A/B testing

Suggestion 2: change the targeting personas, and check out by which methods or techniques we can get more clicks in same impression.

Suggestion 3: make some different creative

Which campaign performed the best? Why?

By considering the 3 campaign the best of all is the 1st campaign , it has almost double the budget of rest two 2nd and 3rd campaign but the new student brought by campaign is more then double.

The CPA is less compare to both of the campaign.

The RIO is more compare to both of the campaign.

By , analyzing all of the three factor I would suggest that campaign 1st is more effectful.

Recommendations for future campaigns

- Would you focus on certain Ad Groups, Ads or Targeting?
- I will focus only on the Ad groups that have high ROI.
- Would you change any of your existing Ads or Targeting or add any new ones?
- I will adjust its keywords by implementing efficient long tail keyword, brand name . And make ads with more effective content.
- Would you set up an A/B test, and if so, how would you go about it?
- Yes, I set up A/B test for knowing which ads are more effective, by creating new types of Ads
- Would you make changes to the landing page, and if so, what kind of changes and why?
- Now, I will not do any change now, I will focus on A/B testing making more creative Ads and targeting new audience.

Market with Email:

MARKETING OBJECTIVE & KPI

- **Marketing Objective**—sending 4000 emails during 3 week from 30thmarch 2020 and achieve 8% conversion rate
- **KPI** —The percentage of conversion rate.

Target Persona

Background and Demographics	Target Persona Name	Needs
Age: 20-30 Gender: Male or Female Location: India Education: bachelor's degree	Male or Female	1.Better work. 2.Want to Increase family income. 3.Learn digital marketing by videos.
Hobbies	Goals	Barriers
1.Reading 2.Writing 3 cricket	1.Learn new things related to technology and business. 2.Want to work as digital marketing	1.Having less time for personal development. 2.Cost of nanodegree 3.Is nanodegree worth full?

Email Series

- Email 1: Careers in digital marketing
- Email 2: Digital marketing nano-degree
- Email 3: Want to learn digital marketing

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences	
General	Explain "Careers in digital marketing" to personas so that they know the scope inside digital marketing and visit our website by this our website branding should be done.
Subject Line 1	Careers in digital marketing
Subject Line 2	<i>What is digital marketing?</i>
Preview Text	digital marketing professional possess the knowledge and skills to exploit the power of Internet for posting blogs, creating social media posts, conduct advertising campaigns, creating web pages, etc
Body	<i>Hello sir/mam, As we all know the basis and what is digital marketing the future in this field is vast as well as good in money making. , the jobs in digital marketing are :1. Content Managers & Strategists 2. Virtual Reality Developers and Editors, 3. SEO/SEM Specialists 4. UX Designer 5. Email Marketing Specialist</i>
Outro CTA	<i>Udacity, is a platform from which you can access courses regarding digital market and enhance your skills in digital marketing. Thanks' for the subscriptions...</i>

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences	
General	"Digital marketing nano-degree" as, we all know that udacity is providing nano-degree program for digital marketing we want that our personas will check this program from our catalog and get an access of it.
Subject Line 1	<i>Digital Marketing Nano-Degree program by Udacity</i>
Subject Line 2	<i>What actually nano-degree is ?</i>
Preview Text	<i>Hello sir/mam, The era of digital marketing is growing very rapidly. The scope in the field of digital marketing. if, you want to figure out what actually the digital marketing is then. We are bringing a nano-degree program for digital marketing which contains all the topic regarding digital marketing .</i>
Body	<i>The nano-degree refers to the overall knowledge regarding the field. The projects which we are providing to your students are totally based on market need. If you are in doubt regarding any topic in digital marketing then there is also a faculty of mentor providing by us. The overall development of students are only the moto of our educational institute.</i>
Outro CTA	<i>If, you are student and want to establish your career in the field of digital marketing then and if you are doing job , upgrading your skills in digital marketing then signup in udacity. check our catalog also we also prove very interesting programs.</i>

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences	
General	<i>"Want to learn digital marketing?" hear we will give a brief idea regarding the nano-degree as well as free courses. The main of the email is branding and if the user signup then it is more cool .</i>
Subject Line 1	<i>DMND enrollmennt</i>
Subject Line 2	<i>What Udacity provide in Digital marketing</i>
Preview Text	<i>Hello , we all know that digital markets making boom in market , if you are also interested in digital marketing want to learn in most efficient and qualitative way then we are offering you the best program.</i>
Body	<i>Hello sir/mam, We all know , the business plays an important role and the marketing is playing one of the important role in business . The era is becoming digital so, the scope in the field of digital marketing is also increasing rapidly. We, are proving the best program for becoming digital marketing. if you are interested to build your career in the field of digital marketing then check our content for digital marketing.</i>
Outro CTA	<i>The program is for student as well as for the person's who are doing job or having business . As Udacity is an educational platform we also providing many other programs. Enroll now by clicking the link: www.udacity.com</i>

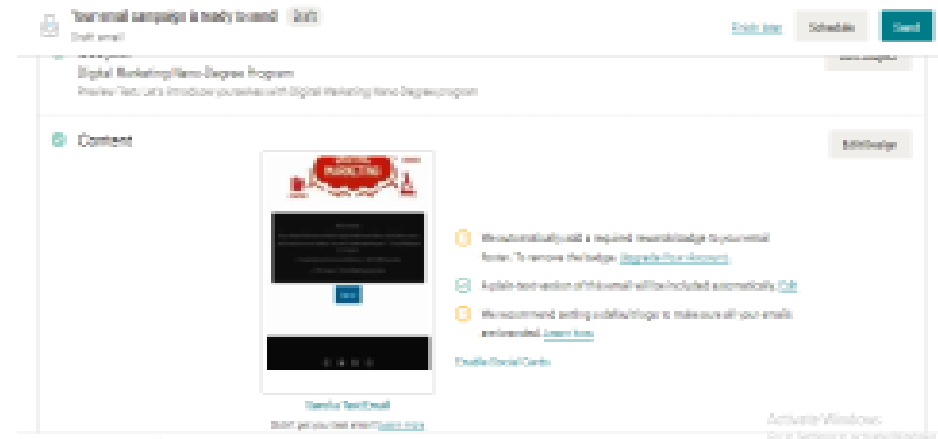
Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	30-31 march	1 April	2 April	3 April
Email 2	4-5 April	6 April	7 April	8 April
Email 3	9-10 April	11 April	12 April	13 April

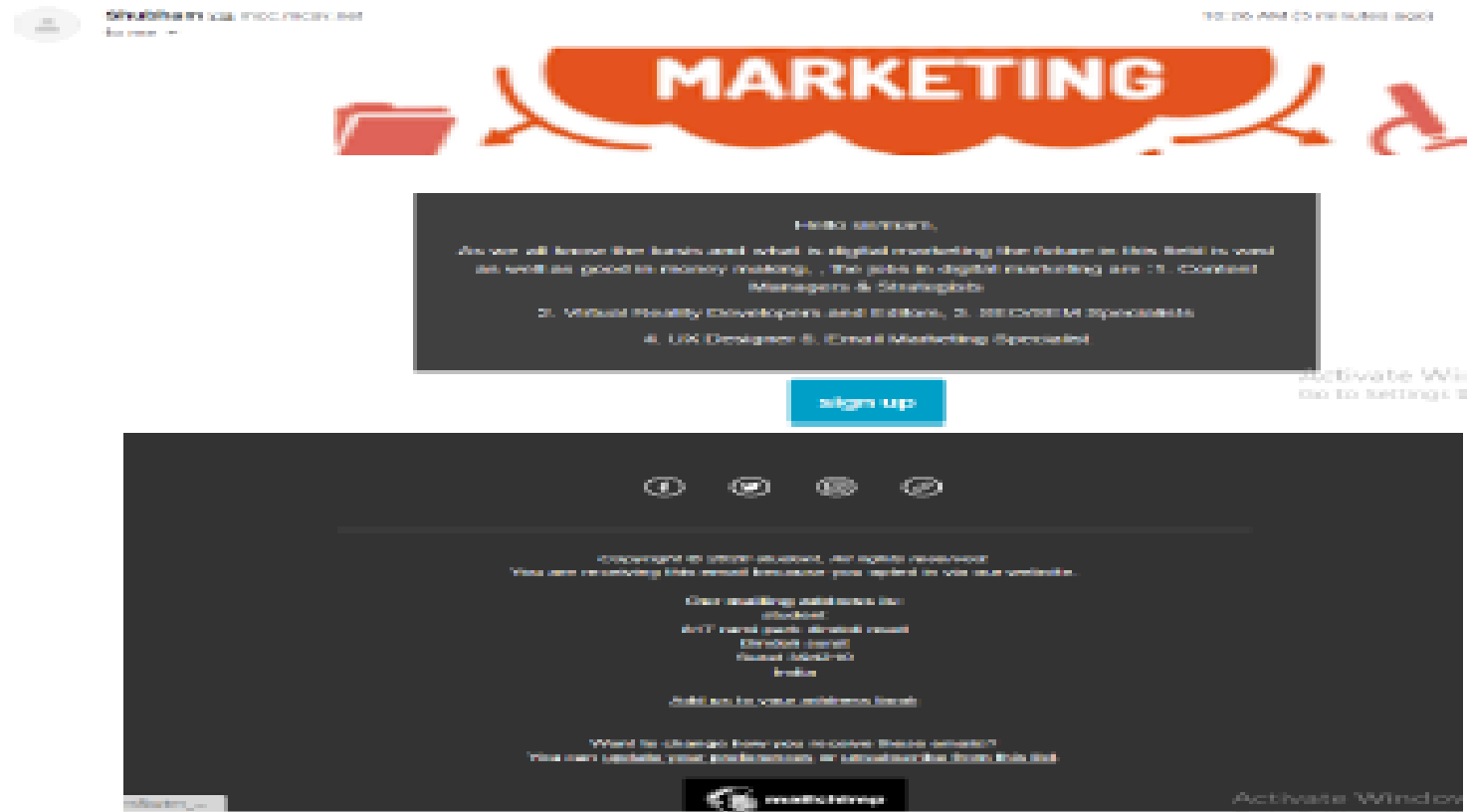
Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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Draft Email



Final Email



Results Email #1

1. Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

Results Continued Email #1

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

For email 2: I would have A/B testing for same topic but different content, then I will compare the views between both the email and the email with more engagement, I will use.

For email 3: I will improve content and the way to delivering the content . I also provide the link In the email so user can access website from email only.