Project 3:

Evaluate a Facebook Campaign

Campaign Summary

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

UDACITY

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!

First Name

Email

SUBMIT

By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here.

Marketing Objective & KPI

Marketing Objective:

- ✓ Collect 50 email addresses of potential students for the Digital Marketing Nanodegree Program
- ✓ Campaign running for one week
- ✓ Lifetime budget of $1000

KPI: Number of eBook downloads

Target Persona

Background and Demographics	Target Persona Name	Needs
• Age 27 • Female • Graduated from university • Employed • Lives in a mid-size US city	Jessica 	• Flexible study schedule • “Bite-size” chunks of learning
Hobbies	**Goals**	**Barriers**
• Hiking • Photography • Walking her dog	• Transition into a new career in digital marketing • Get a job with higher earning potential/path to advancement • Meet other marketers	• Limited time for studying/learning new skills • Unsure how to break into a new industry

Ad One

Digital Marketing by Udacity
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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!
Free eBook: Social Media Advertising
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Ad Two

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Campaign Evaluation

Campaign Evaluation

a. Briefly describe the targeting of the ad set (demographics, location, interest, behavior etc.) Female, mid-20s, college degree, located in a mid-size city, interested in career transition, photography as a hobby

b. Provide the correct formulas for the following KPIs:

   i. CPM (Cost per 1,000 Impressions) = Total cost* 1000 / Impressions

   ii. Click-Through Rate (CTR) = Number of Clicks / Impressions * 100

   iii. CPLC (cost per link click – more commonly called CPC) = Total cost / # of clicks

   iv. Click To Lead Rate = Leads / Clicks * 100

   v. Cost per Result = Total Cost / # of Conversions

c. Based on the "Key Results" table, identify which ad performed best, and explain why you think this was the case. Ad 2 clearly performed the best. Reach, Link Clicks and Click to Lead Rate were highest, and Cost per Result was lowest.

d. How would you optimize the campaign, and explain why do you think so? I would change out the photos in ads 1 and 3, to use the photo in Ad 2. This photo is the most relevant and takes the least time to understand what the ad is for.

e. High-level overview of how well or not well the campaign performed, based on the marketing objective. Ad 2 spent half of the planned budget, but received 7 shy of the 50 email addresses in our marketing objective. If we increased ad spend to our budget limit, we would receive well over our target of 50.

Campaign Recommendations

What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- I would increase the cost per engagement to reach my goal of 50 email addresses
- Upgrade targeting age range to 20-40. There are a high percentage of people changing careers right now, and Digital Marketing is a high-growth field.
- Replace photos in Ads 1 and 3 with photo in Ad 2
- Try a new A/B test with all ads using the photo in Ad 2, and using a colored CTA vs. the b/w CTA button
- On the Landing Page, remove the "First Name" area and change the shape of the CTA button (per below), keep it on one line