# Project 8
# Portfolio

DIGITAL MARKETING
NANODEGREE PROGRAM

# 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%
- 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:

## DMND

Our Marketing Objective is to sign up 200 people for the Digital Marketing Nanodegree from Udacity using our $50,000 budget, and maintain a positive ROI.

# 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 |
|---|---|---|
| -Female<br>-43 years old<br>-Married<br>-Mid-career<br>-Manager | **Emily Acosta**<br> | -Applicable skills for new career path<br>-Learning that works around business schedule<br>-Peer graded projects to assist in building a portfolio<br>-Job search assistance |
| **Hobbies** | **Goals** | **Barriers** |
| -Yoga<br>-Live concerts<br>-Eating out<br>-Road trips | -Acquire the necessary skills to be able to apply for entry level positions in new career path<br>-Acquire said skills and create portfolio in 6 months | -Current company doesn't provide education reimbursement<br>-Overwhelmed by too many MOOC platforms to choose from<br>-Doesn't know which path in Digital Marketing to begin with |

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

# When+How+Where = Marketing Tactics

| Customer Journey | Awareness | Interest | Desire | Action | Post Action |
|---|---|---|---|---|---|
| **Message** | - Product is the Udacity Digital Marketing Nanodegree (DMND)<br>- This product can teach you digital marketing skills<br>- DMND teaches real work skills | - Target more specifically to people who have viewed ads<br>- Differentiate this course from others ie: get your certificate in 3 months, trainers from top companies like Google and HubSpot<br>- Explain value of taking class from home in your spare time<br>- Customer will finish with a complete portfolio of their work | - Inform about career assistance and real peer-reviewed projects that are applicable to many Digital Marketing career paths<br>- Offer free Social Media Advertising Guide for download<br>- Reinforce value of learning on your own time and completing in as little as 3 months | - Offer a time-sensitive personalized discount<br>- Inform that Udacity students are hired by major companies such as Amazon, Google and Salesforce<br>- Enroll now and you will be ready to change your career by summer! | - Thank you! email<br>- Send detailed course info<br>- Inform about new events or additions to the course, news |
| **Channel** | - Paid Social<br>- Paid Search<br>- Google Display Ads<br>- YouTube Video Ads | - Paid Social<br>- Google Display Ads<br>- YouTube Videos<br>- Blog post | - Paid Social<br>- YouTube Videos<br>- Landing Page<br>- Email | - Email<br>- Landing page | - Email<br>- Landing page with syllabus |

# DMND

# Budget Allocation

# **Awareness:** Budget Allocation for Media

| Channels | Planned Spend | Cost Per Click | Number of Site Visits | Average Conversion Rate | Total Sales |
|---|---|---|---|---|---|
| Facebook | $4,000 | $1.25 | **3,200** | 0.05% | **2** |
| AdWords Search | $3,000 | $1.40 | **2,143** | 0.05% | **1** |
| Display | $1,000 | $5.00 | **200** | 0.05% | **0** |
| Video | $2,000 | $3.50 | **571** | 0.05% | **0** |
| **Total Spend** | **$10,000** | **Total # Visitors** | **6,114** | **Number of new Students** | **3** |

# **Interest:** Budget Allocation for Media

| Channels | Planned Spend | Cost Per Click | Number of Site Visits | Average Conversion Rate | Total Sales |
|---|---|---|---|---|---|
| Facebook | $7,000 | $0.50 | **14,000** | 0.1% | **14** |
| AdWords Search | $2,000 | $1.50 | **1,333** | 0.1% | **1** |
| Display | $2,000 | $3.00 | **667** | 0.1% | **0** |
| Video | $4,000 | $2.75 | **1,455** | 0.1% | **1** |
| **Total Spend** | $15,000 | **Total # Visitors** | **17,455** | **Number of new Students** | **16** |

# **Desire:** Budget Allocation for Media

| Channels | Planned Spend | Cost Per Click | Number of Site Visits | Average Conversion Rate | Total Sales |
|---|---|---|---|---|---|
| Facebook | $15,000 | $0.30 | **50,000** | 0.3% | **150** |
| AdWords Search | $5,000 | $1.50 | **3,333** | 0.3% | **10** |
| Display | $5,000 | $3.00 | **1,667** | 0.3% | **5** |
| Video | - | $2.75 | | 0.3% | |
| **Total Spend** | $25,000 | **Total # Visitors** | **55,000** | **Number of new Students** | **165** |

# **ROI**: Budget Allocation for Media

| Phase | Total Spend | Total Number of Site Visits | Total Number of Sales | Profit Per Sale | Total Profit | ROI |
|---|---|---|---|---|---|---|
| Awareness | $10,000 | **6,114** | **3** | $299 | **$897** | **-$9,103** |
| Interest | $15,000 | **17,455** | **16** | $299 | **$4,784** | **-$10,216** |
| Desire | $25,000 | **55,000** | **165** | $299 | **$49,335** | **$24,335** |
| **Total** | $50,000 | **78,569** | **184** | | **55,016** | **$5,016** |

# Additional Channels or Recommendations:

Although this campaign had a positive ROI of $5,106, I do not think this was nearly as successful as it could have been. We fell short of the 200 customers desired in our Marketing Objective.

If I could repeat this campaign again, using all the same metrics, I would keep the total spend per phase as-is, but add budget to the channels with a lower CPC, and reduce the higher CPC, such as Display and Video, even though I think these are still very good methods to target our customers.

# Showcase Work

# Project 2
# Market your Content

# Market your Content

## Blog Post

**Social Media: From Hobby to Profession**
(Or, Why Did I Choose to Take the Udacity Digital Marketing Nanodegree Program?)

At this point, most of us are familiar with multiple social media platforms, but that wasn't always the case! In 2022, brands large and small use social to improve reputation, build brand awareness and increase profits.

I started using social personally, but began volunteering for Scottish cultural organizations back in 2013. I knew with the help of social, we could make our annual events even larger, and spread the information around the globe, making NYC a destination for the annual Tartan Day Parade in April.

I started building relationships and using social as a 2-way-street, and eventually brought in tens of thousands of dollars in donations and sponsorship to the parade and surrounding events!

I had been successful in that arena, but I wanted to do this professionally! During my last job search in 2013, most companies still hadn't embraced social as a legitimate way to connect with their customers and increase profit. So, I kept it safe by staying with my prior profession.

Why now, you may ask? After being laid off in 2020, I decided I'd give it another go, and signed up for the Udacity Digital Marketing Degree, as well as some other analytics and marketing certificates.

I'm soaking in all the knowledge I can, at the same time working in a contract position as a digital marketing account manager. I think, I KNOW - 2022 is the year I get a full time, PAID gig in digital marketing!

# Facebook Post

# LinkedIn Post

# Project 3:

# Evaluate a Facebook Campaign

# Evaluate a Facebook Campaign

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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**
digitalmarketing.udacity.com
Download

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!

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# 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.

# Project 4
# Conduct an SEO Audit

# Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the DMND page and your proposed revisions. Make sure to do this for 5 Alt-Tags, so there are 5 tables in total.

| **URL**: https://www.udacity.com/course/digital-marketing-nanodegree--nd018 | |
|---|---|
| **Current** | |
| Title Tag | Learn Digital Marketing Online \| Nanodegree<br>`<title>Learn Digital Marketing Online \| Nanodegree</title>` |
| Meta-Description | "Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility."<br>`<meta name="description" content="Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility."/><meta` |
| Alt-Tag | "Learn Digital Marketing Online \| Nanodegree"<br>`alt" content="Learn Digital Marketing Online \| Nanodegree"` |
| **Revision** | |
| Title Tag | Digital Marketing Nanodegree \| Online Certification |
| Meta-Description | "Learn Digital Marketing from Industry Experts while Getting a Certification in SEO, SEM, Facebook, Paid Social and Email Marketing" |
| Alt-Tag | SEE NEXT PAGES |

# Technical Audit: Metadata

| **URL**: https://www.udacity.com/course/digital-marketing-nanodegree--nd018 | |
|---|---|
| Current | |
| Alt-Tag 1 | <img class="wordmark_logo__2xZEi" src="/images/svgs/udacity-tt-logo.svg" alt="Udacity"/> |
| Alt-Tag 2 | <img alt="Play Video" src="//www.udacity.com/assets/iridium/images/nanodegree-overview/shared/nd-hero-video/icon-video-white.svg"/> |
| Alt-Tag 3 | <img src="" alt="Real-world projects from industry experts"/> |
| Alt-Tag 4 | <img src="" alt="Technical mentor support"/> |
| Alt-Tag 5 | <img src="" alt="Flexible learning program"/> |

# Technical Audit: Metadata

| **URL**: https://www.udacity.com/course/digital-marketing-nanodegree--nd018 | |
|---|---|
| Revisions | |
| Alt-Tag 1 | <img class="wordmark_logo__2xZEi" src="/images/svgs/udacity-tt-logo.svg" alt="Udacity Logo"/> |
| Alt-Tag 2 | <img alt="Play YouTube Video" src="//www.udacity.com/assets/iridium/images/nanodegree-overview/shared/nd-hero-video/icon-video-white.svg"/> |
| Alt-Tag 3 | <img src="" alt="Real-world peer-graded projects with industry experts from Google, HubSpot, Moz and Facebook"/> |
| Alt-Tag 4 | <img src="" alt="Free 24 Hour Mentor Support"/> |
| Alt-Tag 5 | <img src="" alt="Flexible Online Learning Certificate Program"/> |

# SEO Recommendations

**Optimize Mobile Speed**

Some suggestions from Google are to reduce unused JavaScript and properly size images. Third party code is also eating up time, and .28 seconds could be saved by enabling text compression.

In addition, consider reducing the time spent parsing, compiling and executing JS, as this will save 8 full seconds. Optimizing mobile speed is compulsory for websites wanting to reach larger audiences. “Globally, 68.1% of all website visits in 2020 came from mobile devices—an increase from 63.3% in 2019.*”, while desktops devices drove only 28.9% of all visits.

**Improve Metadata - ALT tags**

ALT tags are a simple way to improve accessibility, remember you are describing an image to visitors who may not have the ability to see them. With reference to indexing, ALT text helps describe images and give context, so search engine crawlers are able to index properly. Good descriptions also impact the way images are ranked within Google Images. Metadata shows crawlers what your site is about (since they can’t ”see” images). Make the tags simple and descriptive. Imagine someone describing an image to you that you are unable to see.

**Write Blog Posts**

Blog posts utilizing researched keywords would improve SEO ranking and attract more visitors. After targeting audience and organizing content, include appropriate visuals with detailed ALT text to raise potential with crawlers. Use head and long-tail keywords to attract more traffic. Be sure to focus on reader experience, ensuring content is up to date and relevant, using at least 2-3 long-tail keywords and optimizing meta description.

Some suggested blog topics are:

- **Best Digital Marketing Course 2022**
- **Is the Udacity DMND Worth It?**
- **Job Opportunities in Digital Marketing**

*Google Analytics Benchmarking feature

# Project 5:
# Evaluate a Google Ads Campaign

# Evaluate a Google Ads Campaign

## Ad Group #1: Keywords

| Search keyword | Status | Match Type | Campaign | Ad group | Keyword max CPC | Currency |
|---|---|---|---|---|---|---|
| Best website for learning +marketing | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| Coursera digita marketing | Eligible | Phrase | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| Marketing course Udacity | Eligible | Phrase | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| +Digital marketing certificate | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| Best website to learn +digital marketing for free | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| Digital marketing learn online | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| +Digital marketing online training | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| +Digital marketing for +beginners | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| How to +learn +marketing | Low search volume | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| +Udemy +digital marketing | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| +Social media marketing +course | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| +Online marketing +course | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| +Social media marketing classes | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| Free +marketing courses | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| Marketing online course | Eligible | Phrase | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| Digital marketing course online free | Eligible | Phrase | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| +Marketing +online +tutorial | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| +Udacity +Digital Marketing | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| Marketing basics course online free | Low search volume | Phrase | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |
| +Digital marketing +tutorial basics | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | $1.45 | USD |

# Ad Group #1: Keywords

| Interest Digital Marketing Ad Group - Ad #1 | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| **Headline** | Digital Marketing online course for beginners | Digital Marketing for beginners | Learn to become a Digital Marketer | Digital Marketing online course | Digital Marketing online training |
| **Description** | Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course. | Online course on foundations of Digital Marketing taught by industry professionals. | Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners. | An easy way to learn Digital Marketing: online basic class for future best marketers | |

| Interest Digital Marketing Ad Group - Ad #2 | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| **Headline** | Digital Marketing Basics | Digital Marketing online training | Digital Marketing for beginners | Udacity Digital Marketing Resources | Become a Digital Marketer with Udacity |
| **Description** | Digital Marketing Basics \| Digital Marketing resources from Udacity | See how to become a Digital Marketer | Take Your First Steps towards Becoming a Digital Marketer | Get all the basic knowledge on Digital Marketing that you need | |

# Recommendations for future campaigns

The first thing I would do for a future iteration of this campaign would be to focus on the the highest performing keywords and remove the lowest performing. I would increase ad spend for those keywords to reduce Search Impression IS (budget). Focus on the keywords that bring us the most conversion value.

I would try out "Maximize Conversions" in Google Ads since we are most focused on this KPI. Since we provide Google with a target CPA, we can likely gain more benefit than overspending on a plethora of underperforming keywords.

Although it takes time, I might try out a custom split experiment in Google Ads with the top performing ads in Ad Group 1 and Ad Group 2. Google Ads lets you choose the options of cookie-based (recommended) or search-based. Try different iterations of the Headline and Description to see what performs best.

Take a look at some keywords with a high conversion rate but lower actual number of conversions. These might perform better if given more opportunity.

> Example: *How to do social media marketing.* This has a conversion rate of 14.3%, only 1 conversion, but it ties for the highest CTR (7%) and one of the lowest CPAs at $1.25.

RECOMMENDATIONS

# Project 6
# Evaluate a Display Campaign

# Evaluate a Display Advertising Campaign

## **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 |

# How Would You Optimize This Campaign?

**Suggestion 1:** Discuss creating a dynamic ad with creative to catch the eye.

**Suggestion 2:** Highlight a CTA so the eye is drawn directly where audience should click.

**Suggestion 3:** Perform A/B testing with verbiage and/or colors.

# Recommendations For Future Campaigns

I would review data from Google Analytics to more deeply understand the target audience and the behavior of those who converted and adjust my future campaign.

I would highlight the Udacity name in the display ads, because it is a well known and reputable brand. This could induce clicks.

I would A/B test colors and different creatives of photos with people of different races, ages, etc… to increase diversity. I might also test different CTAs, since the arrow used in the original ad is a bit vague.

# Project 7
# Market with Email

# Market with Email

## Email Series

Email 1: Your FREE Social Media Guide

Email 2: Ever Dreamed of a Career in Digital Marketing?

Email 3: Launch Your Dream Career in Digital Marketing

# Market with Email

me [Test] Your Free Social Media Guide - This Social Media Advertising Guide has everything you need View t... 2:11 PM

Your Free Social Media Guide Inbox ×

**Udacity** via mcc.mcsv.net
to me

UDACITY

## Get your free copy of the guide today!

- Enjoy a comprehensive overview of the leading social media advertising platforms including 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
- Explore unique use cases that demonstrate how and why different strategies succeed

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DIGITAL MARKETING
NANODEGREE PROGRAM

# Final Recommendations

Based my work throughout this project:

I decided the first email should be simple and only offer the Social Media Advertising Guide, since the lead initially came from the customer's interest in the guide as seen in a Facebook Ad.

In the following 2 emails, follow up on the interest from the Facebook ad and 1st email, and push enrollment in the Udacity DMND, offering incentives or personal discounts. We could also offer a deadline for enrollment for a special price as an incentive. As outlined previously, the copy and CTAs will be different, but we will also change the visuals with each email to keep it relevant and fresh.

According to HubSpot, the average CTR across industries is 7.8%, so we are doing well at 8%.

The 22% Opened Rate seems very low for a free e-book that the customer already signed up to receive. I would expect 40-50%. As these were qualified leads, so what occurred? Maybe we could include to add .udacity.com to their Email Address Book or ask the customer to check their SPAM folder in the Facebook ad.

I'm not too concerned about this unsubscribe rate, as it's fairly low at 1.3%. In Mailchimp, all audiences in a primary account are treated differently. When someone unsubscribes from our email marketing, Mailchimp automatically hides their email address, as every company should do once someone unsubscribes. We cannot email them again or we may be in violation of the law. We should keep in mind that high unsubscribe rates can cause our Mailchimp account to be suspended, and we should consider using a double opt-in process for email marketing.