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# Run a Facebook Campaign

## CAMPAIGN APPROACH

Learn how to create and advertise your own ads on leading Social media platforms with Udacity's Free Social Media Advertising Guide which helps us you in every step of your advertising and finally to become a successful digital marketer

# Target Persona

## Background & Demographics

Age: 18 – 35

Gender: Female

Income : Below \$30,000

Different areas of study

Role : Same industry from last three years

Joan Corrons Lopez



## Needs

Nanodegree

Online courses

Flexible Schedule to learn

Motivation

## Hobbies

Networking

Research

Reading

## Goals

To work in a good company

Decent role

Digital marketer

## Barriers

Lack of confidence

Time

Money

Experience

## MARKETING OBJECTIVE

To collect leads of 20 email addresses of potential students, who could be interested in taking digital marketing nanodegree program and campaign runs one week of in the month of December with a budget of \$125

## KPI

Primary KPI to measure success:

The KPI is Number of conversions made from free ebook with email address collected for DMND Program for the campaign run for a week in December

# CAMPAIGN & AD SET

Target audience:

United states – Jersey city, NJ

India – Visakhapatnam, AP

## Review Before Confirming

You can review these items later in Ads Manager.

### CAMPAIGN

Campaign Name

P143000

Campaign Objective

Conversions

Campaign Goal

Custom conversions

Custom Conversion

Download Ebook BR

### AD SET

Ad Set Name

US -20-25, Marketing, Higher Ed Spend

Targeting

Location: India: Vizag (+25 mi) Andhra Pradesh, United States: Jersey City (+25 mi) New Jersey

[More](#) ▼

Ad Placement

Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed, Audience Network Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos and Messenger Home

Budget & Schedule

\$125.00 Lifetime | Dec 10, 2017 - Dec 15, 2017

Optimize For

Conversions

3 INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

**Content marketing**

Interests > Business and industry

**Advertising**

**Business**

**Entrepreneurship**

**Higher education**

**Management**

**Marketing**

**Small business**

Interests > Business and industry > Online

**Digital marketing**

**Display advertising**

**Email marketing**

**Online advertising**

**Search engine optimization**

**Social media**

**Social media marketing**

# AD SUMMARY

**Budget & Schedule** \$125.00 Lifetime | Dec 10, 2017 - Dec 15, 2017

**Optimize For** Conversions

**Bid** Automatic

**Pay For** Impression

Less ▲

**Ad Name**

ebook

- Image #

**Headline**

Free Guide to Social Media

**Text**

Learn how to create and advertise your own ads on leading Social media platforms with Udacity's Free Social Media Advertising Guide which helps us you in every step of your

**Images**



advertising and finally to become a successful digital marketer

Each image will create a different ad.

Confirm



# AD IMAGES

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Free Social Media Advertising Guide



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# Facebook campaign Evaluation

## MARKETING OBJECTIVE

To collect leads of 9 email addresses of potential students, who could be interested in taking digital marketing nanodegree program and campaign runs one week of in the month of December with a budget of \$125

## KPI

Primary KPI to measure success:

The KPI is Number of conversions made from free ebook with email address collected for DMND Program for the campaign run for a week in December

## TARGET AUDIENCE

Targeting:

I have targeted the people of age 20-40 who live in major cities in India and United States and interested in different aspects of digital marketing like social media, content marketing etc.

Also people with different backgrounds of education and languages along with English in common

## CAMPAIGN SUMMARY

### Ad Set:

Target: Country – India, State – Andhra Pradesh, City – Visakhapatnam

Country – United States, State – New Jersey, City – Jersey City

Age: 20 – 40

Men and Women

English, Telugu, Hindi



Education: High School, Associate degree

Income: \$30,000 and above

Interests: Advertising, business, entrepreneurship, display advertising, email marketing, online advertising, search engine optimisation, social media marketing, content marketing etc.

**Ad Placement :** Facebook feeds, Facebook instant articles, Facebook right column, Instagram feed, Audience network native, banner and interstitial Audience Network in-stream videos, Audience network rewarded videos and Messenger home



## AD COPY

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Free Social Media Advertising Guide



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## KEY RESULTS

- The performance of the campaign was low as there are no ebook downloads made for the entire campaign. Men are most interested in pursuing digital marketing than women as per my research
- The image with digital marketing captured eye attention than others and the impressions were above 50,000 hence people are interested but that did not lead to conversions
- Hence, the campaign was unsuccessful as there are no leads converted from reach and impressions

## CAMPAIGN EVALUATION

- The reach of the campaign started slowly raised with the time but after two days it was decreased
- The average impressions were high on the second day but they gradually decreased by the end of the campaign
- Instagram is also a good platform but my campaign was not able to use that which is the reason the leads are not generated
- I did not change the text of the campaign and target audience after sometime to generate leads

# CAMPAIGN RESULTS: PERFORMANCE

—  
Results: Conversions

**31,092**  
People Reached

**\$125.00**  
Amount Spent

Custom

**\$125.00** Amount Spent (cumulative)    **\$125.00** Amount Spent    **\$20.83** Average Daily Amount Spent



# AMOUNT SPENT

Results: Conversions

31,092  
People Reached

\$125.00  
Amount Spent

Custom

\$125.00 Amount Spent (cumulative)    \$125.00 Amount Spent    \$20.83 Average Daily Amount Spent



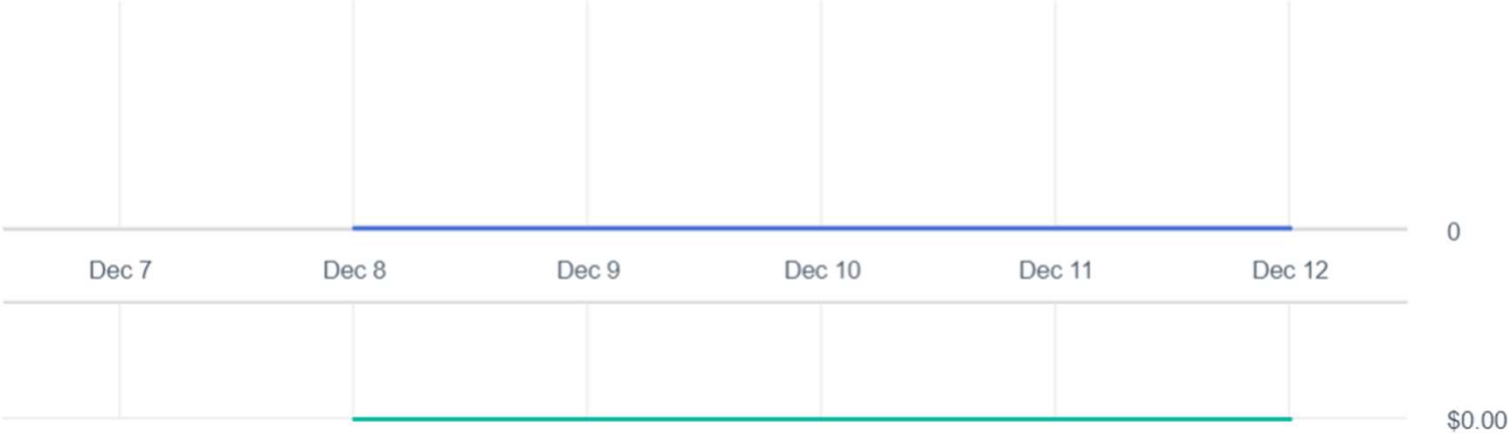


Results: Conversions

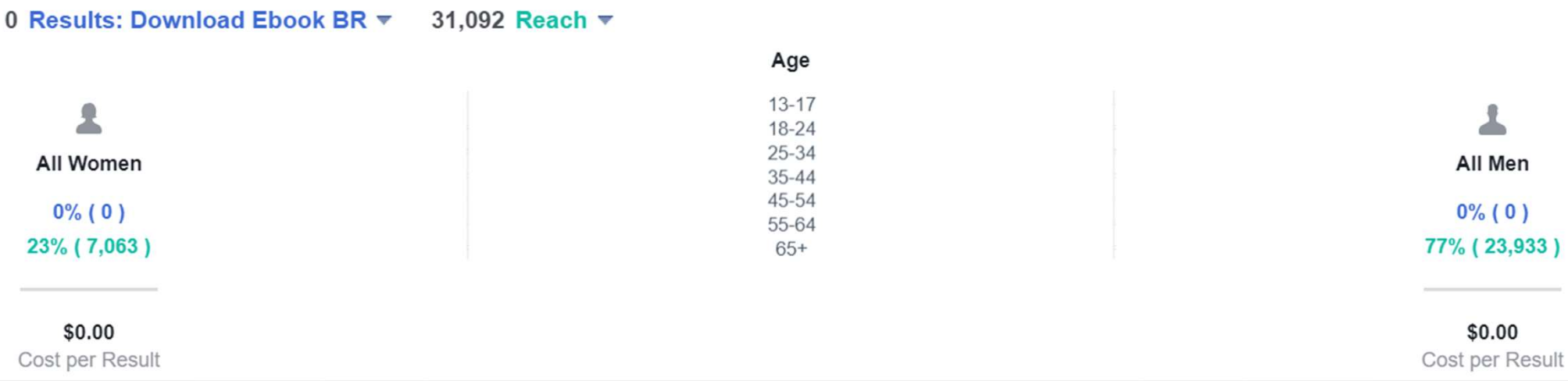
**31,092**  
People Reached

**\$125.00**  
Amount Spent

Custom



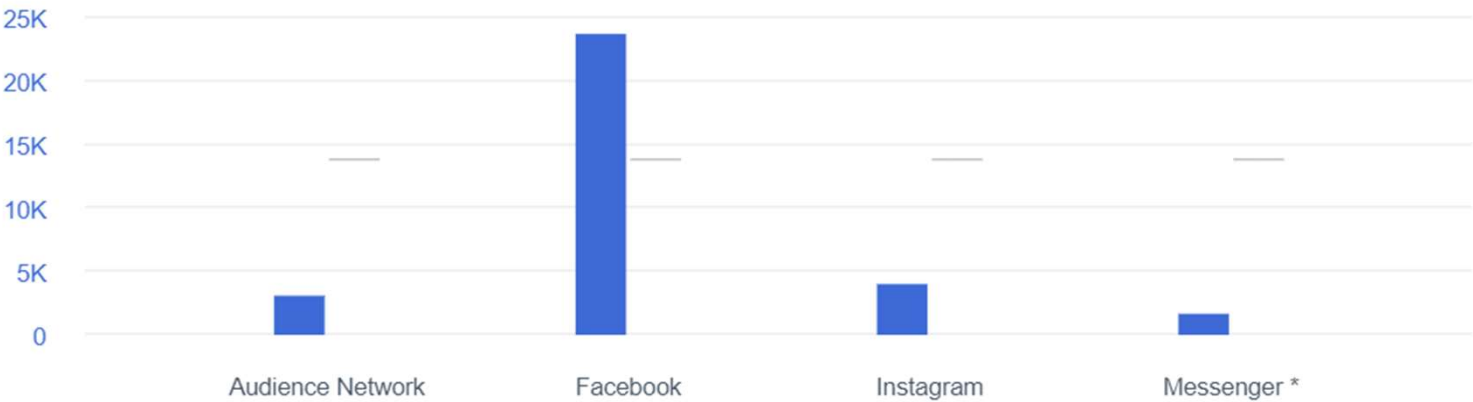
# CAMPAIGN RESULTS: DEMOGRAPHICS





# CAMPAIGN RESULTS: PLACEMENT

31,092 Reach ▾ 0 Results: Download Ebook BR ▾ \$125.00 Amount Spent



### Device Type




Mobile and Desktop ▾

### About Placement Results




Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

[Learn More](#)

# AD SET DATA: PERFORMANCE

<input type="checkbox"/>		Ad Name	Delivery <span>▼</span>	Results	Reach	Impressions	Cost per Result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ebook - Image 1	● Not Delivering Ad Set Completed	— Download Ebook BR	17,319	23,444	— Per Download Ebo...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ebook - Image 2	● Not Delivering Ad Set Completed	— Download Ebook BR	12,179	16,246	— Per Download Ebo...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ebook - Image 3	● Not Delivering Ad Set Completed	— Download Ebook BR	10,348	13,004	— Per Download Ebo...
▶ Results from 3 ads <span>i</span>				— Download Eboo...	31,092 People	52,694 Total	— Per Download E...




# AD SET DATA: PERFORMANCE

<input type="checkbox"/>		Ad Name	Delivery <span>▼</span>	Results	Reach	Impressions	Cost per Result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ebook - Image 1	● Not Delivering Ad Set Completed	— Download Ebook BR	17,319	23,444	— Per Download Ebo...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ebook - Image 2	● Not Delivering Ad Set Completed	— Download Ebook BR	12,179	16,246	— Per Download Ebo...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ebook - Image 3	● Not Delivering Ad Set Completed	— Download Ebook BR	10,348	13,004	— Per Download Ebo...
		► Results from 3 ads <span>i</span>		— Download Eboo...	31,092 People	52,694 Total	— Per Download E...

# AD SET DATA: DELIVERY

	Ad Name	Delivery Status	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
<input checked="" type="checkbox"/>	 ebook - Image 1	Delivering Set Completed	17,319	1.35	\$3.36	23,444	\$2.48
<input checked="" type="checkbox"/>	 ebook - Image 2	Delivering Set Completed	12,179	1.33	\$3.14	16,246	\$2.35
<input checked="" type="checkbox"/>	 ebook - Image 3	Delivering Set Completed	10,348	1.26	\$2.76	13,004	\$2.20
► Results from 3 ads ⓘ			31,092 People	1.69 Per Person	\$4.02 Per 1,000 Peopl...	52,694 Total	\$2.37 Per 1,000 Impre...

# AD SET DATA: ENGAGEMENT

	Ad Name	People Taking Action	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes
<input checked="" type="checkbox"/>	 ebook - Image 1	460	336	—	3	100	42
<input checked="" type="checkbox"/>	 ebook - Image 2	314	253	—	5	61	7
<input checked="" type="checkbox"/>	 ebook - Image 3	209	151	—	—	57	8
	► Results from 3 ads ⓘ	762 People	740 Total	— Total	8 Total	218 Total	57 Total