

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.



The screenshot shows a web browser window displaying the Udacity landing page. The page has a clean, modern design with a white background. At the top, the Udacity logo is visible. The main heading is "Free Social Media Advertising Guide", followed by a subheading "An excerpt from the Udacity Digital Marketing Nanodegree Program". Below this, there is a purple graphic of the eBook cover titled "SOCIAL MEDIA ADVERTISING GUIDE". To the right of the graphic, the text "Get your free copy of the eBook today!" is displayed. Below this, there are three bullet points with checkmarks: "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", and "Everything you need to get started!". At the bottom, there is an email input field and a blue "DOWNLOAD EBOOK" button. A small disclaimer at the very bottom states: "By submitting your email, you agree to receive emails from Udacity, Inc. and can unsubscribe at any time. Please find our Privacy Policy here."

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!

SUBMIT




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Please find our Privacy Policy [here](#).*

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

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



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Ad Two



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Ad Three



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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

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?

The Target Group for ad set was basically young adults between age group 24-35 with special emphasis on Female Leads based in USA with and Interest in Digital marketing ,SEO etc. The target group basically aims to change careers and land a better paying job in field of Digital Marketing and interact with other marketers and make professional connections.

2. Provide the correct formulas for the following KPIs:

- i. CPM (Cost per 1,000 Impressions) : $(\text{Amount Spent (USD)} / \text{Impressions}) * 1000$
- ii. Link Click-Through Rate: $(\text{Link Clicks} / \text{Impressions}) * 100$
- iii. CPLC (cost per link click) : $(\text{Amount Spent (USD)} / \text{Link Clicks})$
- iv. Click To Lead Rate : $(\text{Results (Leads)} / \text{Link Clicks}) * 100$
- v. Cost per Results : $(\text{Amount Spent (USD)} / \text{Results (Leads)})$

Campaign Evaluation

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

The Ad Number 2 Performed the best Because it resulted in higher Lead generation .The target of reaching 50 Lead Generation was met closely in second ad set only.The ad set also has the lowest Cost Per Results value.

Also the ad number 2 has the highest reach amongs the ad set.

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

The process to optimize the campaign would be to create and run another version of Ad set 2 since it was our best performing ad out of the 3.The A/B test would test two version of Ads .The second version will have an updated AD Copy : **“Grab your free copy of e-book and land high paying job in Digital marketing”**.

As of now as part of A/B Tests in Ads 1,2 and 3 we are testing same ad copy but we are basically iterating with images used in our Ads to drive more attention. Instead we should iterate with Different Ad copy as mentioned above.

Campaign Overview

- The marketing objective of our Ad campaign was met .The overall ad campaign can be termed as success .
- The Ad Campaign was able to generate 66 Leads which is more than our 50 Leads target.

Campaign Recommendations

- The Target Group should include Upcoming Graduates and Young adults more . The Target age group should be 19-29 for better reach and awareness.
- The ad copy could be made more call to action oriented something like :“Grab your free copy of e-book and land high paying job in Digital marketing”.
- The landing Page could be optimized and get rid of FirstName Field. Instead only have the Email Field to collect email of users .
- Also in the Landing Page I would suggest to change the Label to “Download” instead of “Submit” .The click on Download button would download the e-book to users system.
- Also one changes could be done in what time we run our ads . Since most of our recommended target groups are more active in Evenings and upto late night we can run our ads during those time slots .