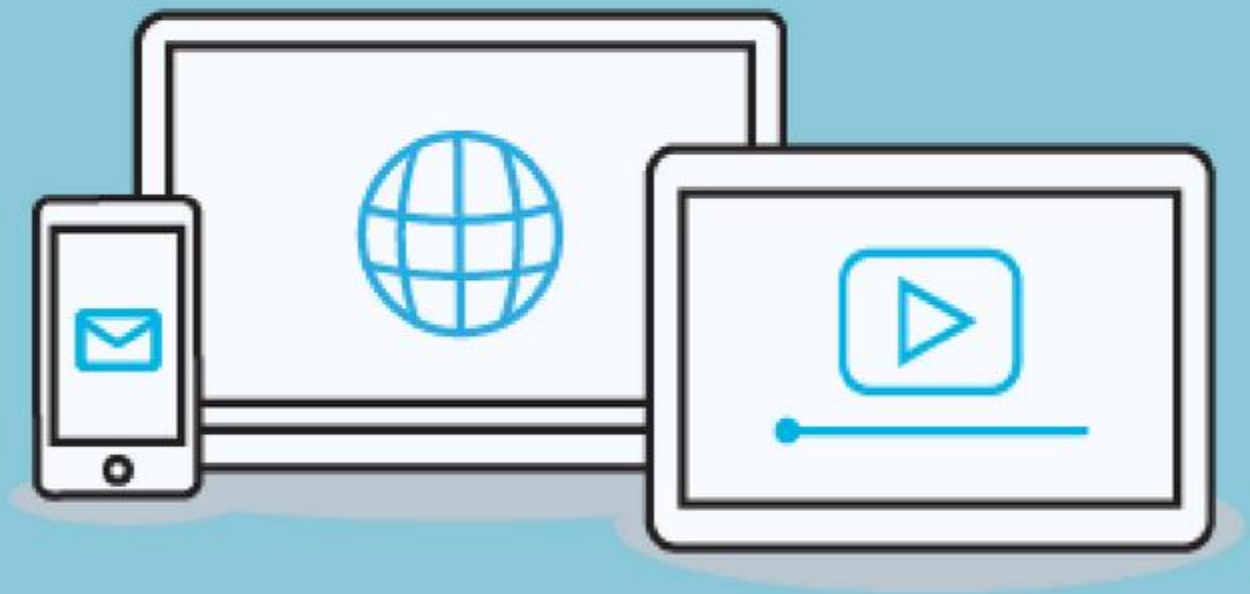


Project 8

Portfolio



1. Customer Journey Based Marketing Plan

What: your offer

Who: your customers

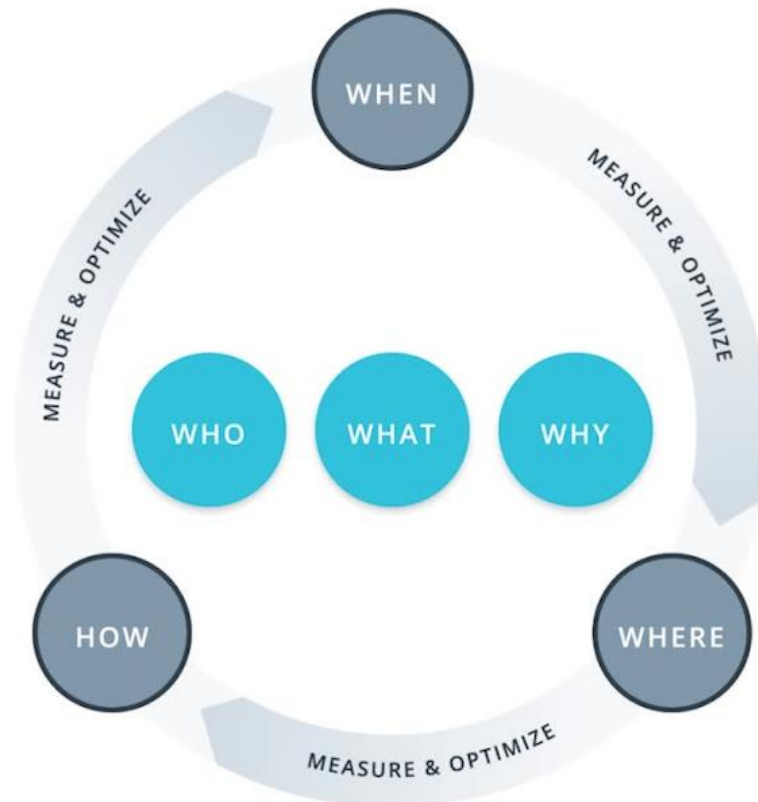
When: your customer's journey

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%, 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

Enrol 200 students in Digital Marketing nanodegree in a span of 6 months.



Who Are Our Customers?

What: your offer

Who: your customers

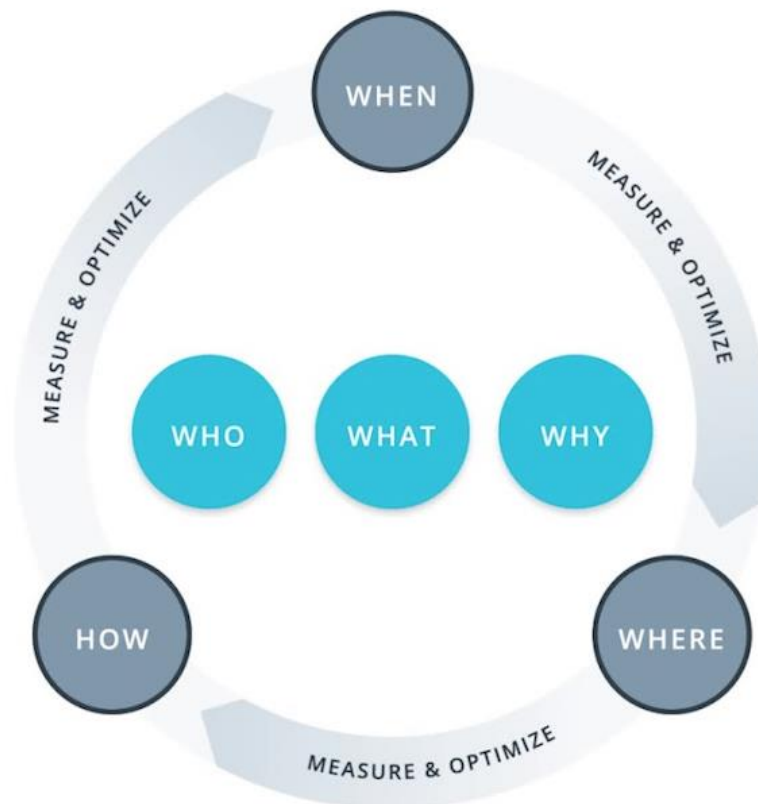
When: your customer's journey

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
<ul style="list-style-type: none">• Male, 27 years • Single • Bachelor's Degree • Works at Service oriented firm • Earns 09 Lakhs per annum	Satish Matthew	<ul style="list-style-type: none">• Working on real time projects • Creating Job opportunities • Ideas from field experts • Diagnose my skills and ability
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Sports • TV & Movies • Reading • Blogging & Chatting	<ul style="list-style-type: none">• To acquire skills for own marketing ideas • To begin a firm or business • To gain skills for my current job position • To launch my career	<ul style="list-style-type: none">• Time restrictions • Inefficient Mentor relationship • Lack of Classroom interaction

What: your offer

Who: your customers

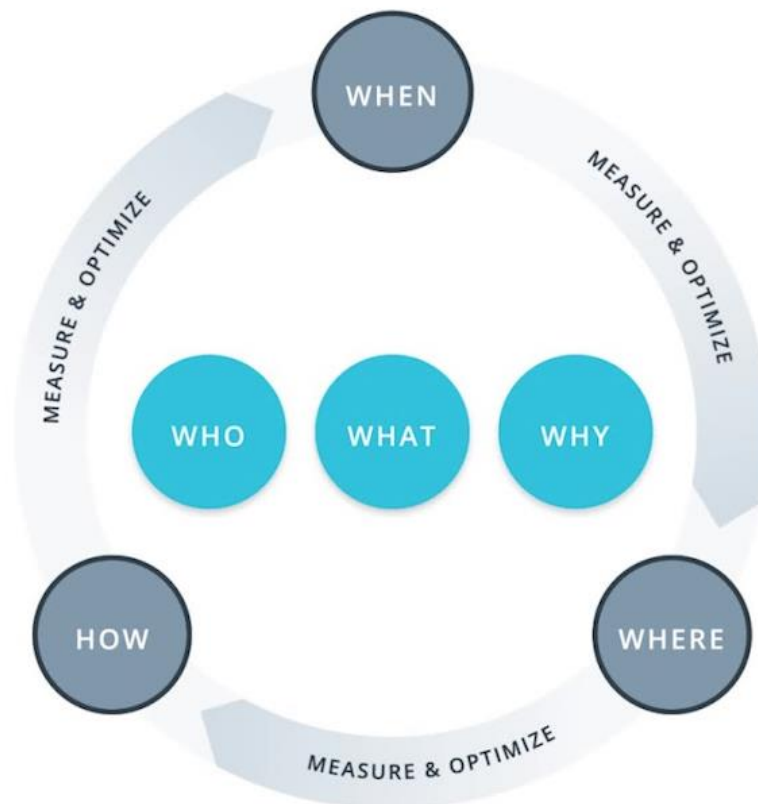
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of the Customer Journey



Awareness



Interest



Desire



Action



Post action

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	<p>Describe how digital marketing is a fast growing industry.</p> <p>Describing growth in requirements for Digital Marketing skilled people.</p> <p>Describe about Industry Vetted Curriculum in Nanodegree program.</p>	<p>Explain about Udacity nanodegree program in detail.</p> <p>Giveaway free content like e-books explaining about Digital Marketing and Nanodegree</p>	<p>Explain the benefits of Digital Marketing Program through expert led webinars.</p> <p>Include CTA like "Enrol Now" and "Learn from industry experts"</p>	<p>Send Thank You Email!</p> <p>Give Personalised Discounts for future purchases!</p>	<p>Share Program Timelines.</p> <p>Share FAQs</p>
Channel	<p>Facebook Ads</p> <p>Adwords Ads</p>	<p>Facebook Ads</p> <p>Search Ads</p> <p>Video Ads</p>	<p>Email Marketing</p> <p>Search Ads</p> <p>Social Media</p> <p>Page Ads</p> <p>Facebook Ads</p>	Email	Email



2. Budget Allocation



DMND

Budget Allocation

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	5000\$	\$1.25	4000	0.05%	2
AdWords Search	5000 \$	\$1.40	3571	0.05%	2
Display		\$5.00		0.05%	
Video		\$3.50		0.05%	
Total Spend	10000\$	Total # Visitors	7571	Number of new Students	4

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	7000\$	\$0.50	14000	0.1%	14
AdWords Search	2000\$	\$1.50	1333	0.1%	1
Display		\$3.00		0.1%	
Video	1000\$	\$2.75	364	0.1%	1
Total Spend	10000\$	Total # Visitors	15697	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	18000\$	\$0.30	60000	0.3%	180
AdWords Search	7000\$	\$1.50	4667	0.3%	14
Display	2000\$	\$3.00	667	0.3%	2
Video	3000\$	\$2.75	1091	0.3%	3
Total Spend	30000\$	Total # Visitors	66425	Number of new Students	199

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$10000	7571	4	\$299	\$1196	-\$8,804
Interest	\$10000	15697	16	\$299	\$4784	-\$5216
Desire	\$30000	66425	199	\$299	\$59501	\$29501
Total	\$50000	89693	228	\$299	65481	+\$18172

Additional Channels or Recommendations:

Some of Additional Channels for recommendations are:

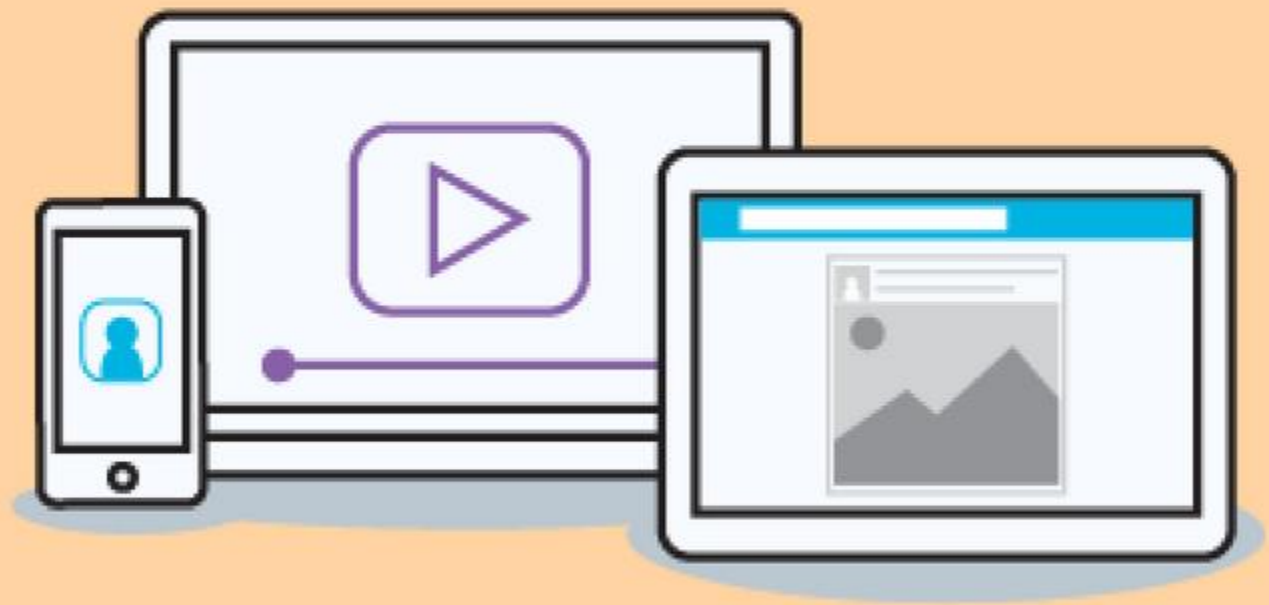
1. Advertisements on Social Media like Pinterest.
2. Improve organic search through SEO driven campaigns.
3. Influencer Marketing can also be incorporated by partnering up with some of well Known Influencers in Digital Marketing!
4. Improve the Landing Pages and improve UX .
5. Better appealing CTAs on landing pages can also be considered!



3. Showcase Work

Project 2

Market your Content



Blog

Why I decided to enroll in Udacity's Digital Marketing Nanodegree

I was always interested in Learning Digital marketing .Being in the IT industry it is mandatory for me to constantly keep learning new things. However why I choose to enroll in Udacity Digital Marketing Course is explained in the blog post link shared below:

<https://bit.ly/2WwWCno>



LinkedIn Post

Ever wondered that with the ever changing Job Market it is of utmost importance to have a backup career option and learn new things to keep one relevant. Here is my take on why I enrolled in Udacity's Digital Marketing nanodegree and why you should too. The link to blogpost is in the first comment.

#Udacity#DigitalMarketing#Nanodegree



FaceBook Post

The changing nature of Job Market and the shorter career span in IT industry makes me wonder what can be done to be relevant in the coming times. I was confused and wanted to find a solution. I am very glad that I stumbled upon Digital marketing and glad that I found Udacity and their premium offerings in Udacity's Digital Marketing Nanodegree .Go on and read it.

Why I decided to enroll in Udacity's Digital Marketing Nanodegree



Twitter Post

Do you feel like there is a need to get a backup career option. Find out how I am helping myself with @Udacity in the blog post.

#DigitalMarketing#Udacity

Why I decided to enroll in Udacity's Digital Marketing Nanodegree



Project 3:

Evaluate a Facebook Campaign



Ad One

**Digital Marketing by Udacity**

Sponsored · 

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

Ad Two

**Digital Marketing by Udacity**
Sponsored · 

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

Ad Two

**Digital Marketing by Udacity**



Sponsored · 

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

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

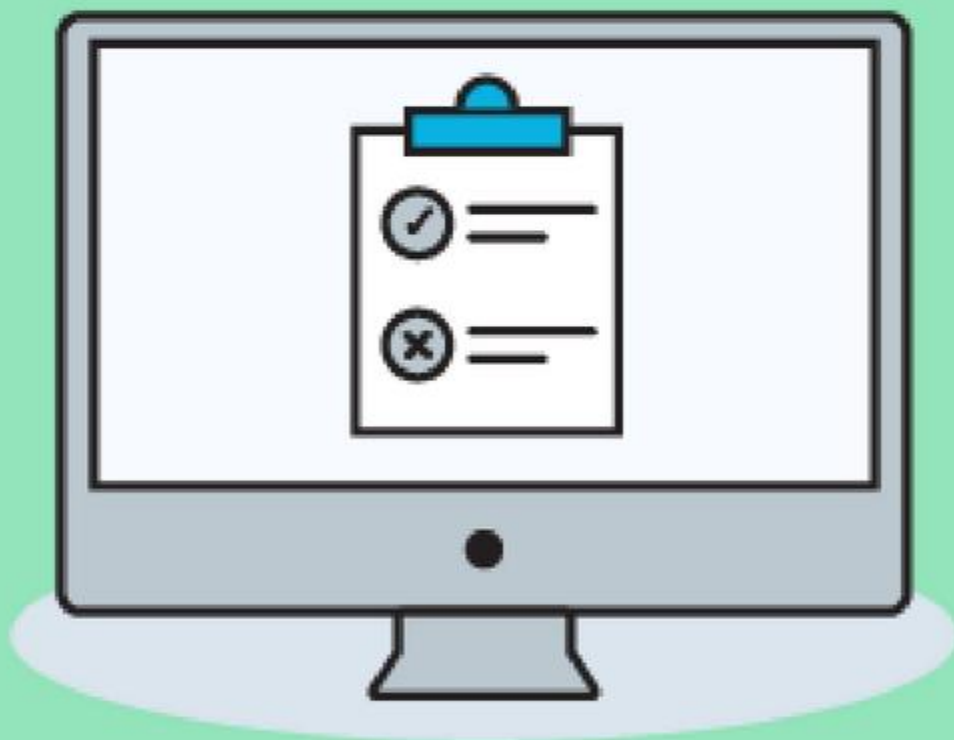
- The marketing objective of our Ad campaign was met .The overall ad campaign can be termed as success .
- The Ad Campaign was able to generate 66 Leads which is more than our 50 Leads target.

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 .

Project 4

Conduct an SEO Audit



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. List 5 head and 5 tail keywords.

	Head Keywords	Tail Keywords
1	Digital Marketing Jobs	Digital marketing course
2	Learn Digital marketing	How to learn digital marketing
3	Udacity digital marketing	Udacity Digital Marketing Nanodegree review
4	SEO Course	Digital marketing online courses(57)
5	DMND	Best Online Digital Marketing Course

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential? **Digital Marketing Jobs** (Priority = 75)

Which Tail Keyword has the greatest potential? **Digital marketing course** (Priority = 67)

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	<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.
Alt-Tag	Empty
Revision	
Title Tag	Become a Digital Marketer Udacity Nanodegree
Meta-Description	Now gain practical skills and become a Digital Marketer! Help drive business goals and make a career in Digital Marketing
Alt-Tag	Udacity DMND

Technical Audit:Metadata

- Alt-Tag

Alt -Tag	Present	Revision
https://www.udacity.com/assets/iridium/images/nanodegree-overview/shared/nd-hero-video/icon-video-white.svg	Play Video	Play
https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/aIEl5CVL5OIK4l4ka0Q0m/35ba07391e18085ffa1c1976d9f1dcd0/book-open.svg	Blank	Book Icon
https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg	Google	Google Logo
https://www.facebook.com/udacityindia/?brand_redir=174179219354091	Udacity Facebook	Udacity Facebook Page
https://www.linkedin.com/company/udacity	Udacity LinkedIn	Udacity LinkedIn Page

Suggested Blog Topics

- **Why Learn Digital Marketing:** This topic will attract potential students who are interested in digital marketing and it will serve as a catalyst to clear their doubt. It will increase in organic search for Digital Marketing Course keyword which in turn will drive more traffic to Udacity digital marketing page .This blog post will give introduction to Digital Marketing branches and related jobs and career options.
- **How to land Digital marketing Job:** This blog post will try to emphasize on importance of practical knowledge needed for Digital Marketing job. Here we will create awareness about how Udacity Nanodegree is a good fit to get practical knowledge by informing them about various tools used for Digital Marketing purposes like Moz keyword expolorer, Google Analytics, Mailchimp. We will emphasize on how Udacity Nanodegree incorporates projects around these tools to give learner holistic understanding.
- **10 ways on how to rank higher in Google Search:** This blog will target Digital marketing Professionals and educate them on importance of high ranks in Organic Search. Also readers will know about how to go about SEO and its best practices.They will learn about Seo course offered by udacity nanodegree and how practical approach to learn seo through project work can help them in SEO rankings.

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen. These 3 backlinks need to have a DA score of 97-100.

Note: If you are doing the DMND challenge, **perform this exercise on [Udacity.com](#)**.

List **three** of the top backlink URLs you discovered for the website. These backlinks should add value to the website and not be spam.

	Backlink	Domain Authority (DA)
1	www.google.com	100
2	www.youtube.com	100
3	www.Microsoft.com	100

Link-Building

Using the [SEMRush](#) or [SE Ranking](#) tool and research, strategize a link-building campaign.

Identify **three** websites that you think would be relevant, high traffic sites that you would like to gain backlinks from to help drive traffic to [Udacity's](#) or your company's page.

Site Name	ContentMarketingInstitute
Site URL	https://contentmarketinginstitute.com/
Organic Search Traffic	97.6k
Site Name	Unbounce
Site URL	https://unbounce.com/
Organic Search Traffic	75.8k
Site Name	Medium
Site URL	https://medium.com
Organic Search Traffic	14.2M

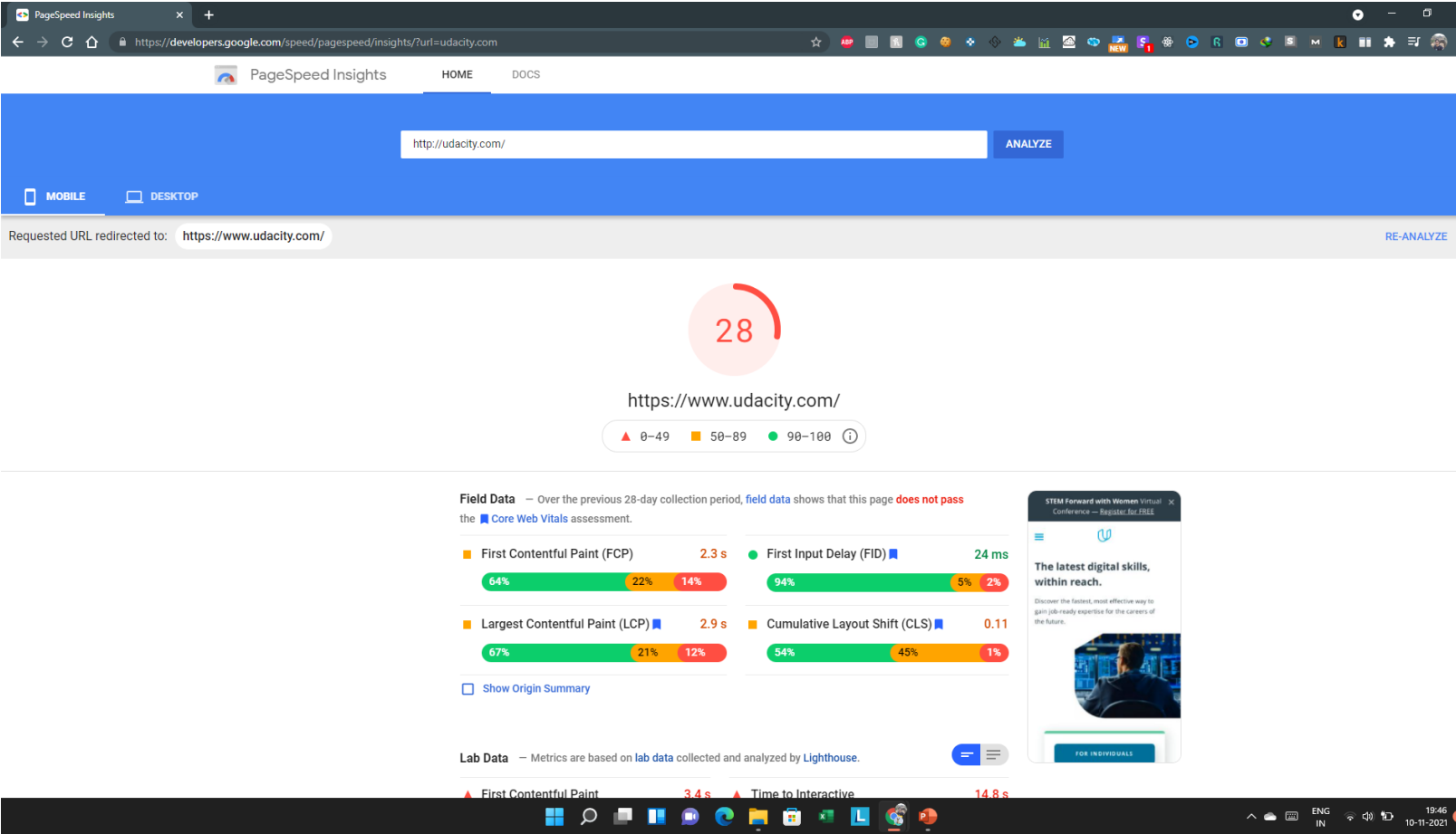
Page Index

The screenshot shows a web browser window with the URL <https://northcutt.com/tools/free-seo-tools/google-indexed-pages-checker/>. The website has a dark header with the 'NORTHCUTT' logo and navigation links: SEO, Clients, Process, About, a search bar, and a 'SCHEDULE A CALL' button. The main heading is 'Google Indexed Pages Checker'. Below this, there is a form to 'Enter a Domain' with a 'CONTINUE' button. A 'Result' box shows a sample result: 'https://www.udacity.com/course/digital-marketing-nanodegree--nd018 has 6,500 pages indexed in Google at this moment.' To the right, a 'TOOL CATEGORIES' list includes: Link Tools, Keyword Tools, Authority Link Tools, Search Engine Tools, Header/Tag Tools, IP Tools, Source Code Tools, and Miscellaneous Tools. A 'How to Use' section provides instructions: 1. Enter the URL you want to check. 2. Click Continue to get your results. An 'About' section explains that Google constantly scans the web and that pages must be indexed to appear in search results.

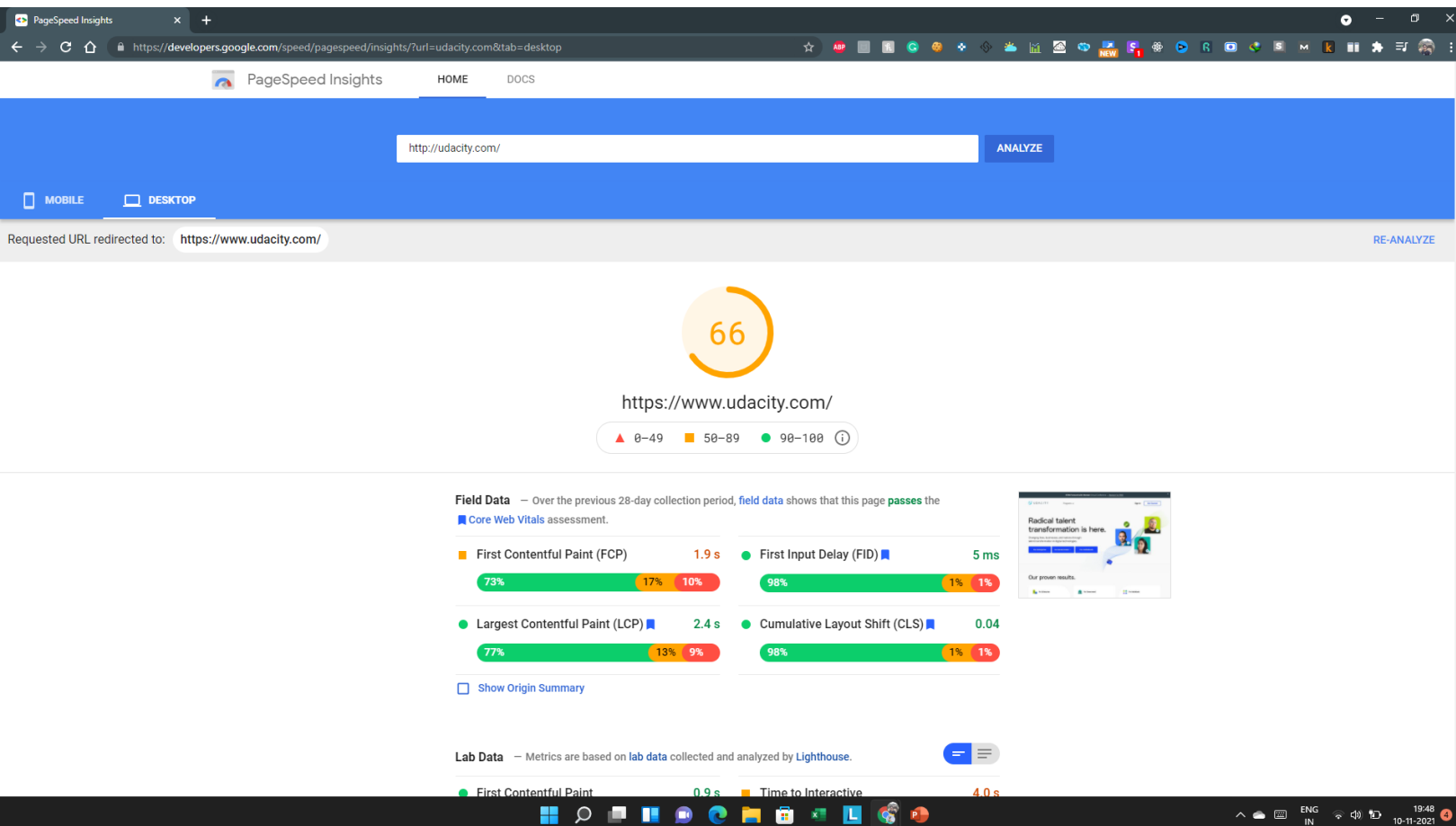
Why Page Index is an important factor:- Its very important that the pages are indexed by google because those pages that are not indexed are not ranked by google. All this would result in seo performance of your website.

As a result of non indexed pages Google will not crawl those pages. Google will think that these pages are irrelevant and will induce a fine for the same.

Page Speed



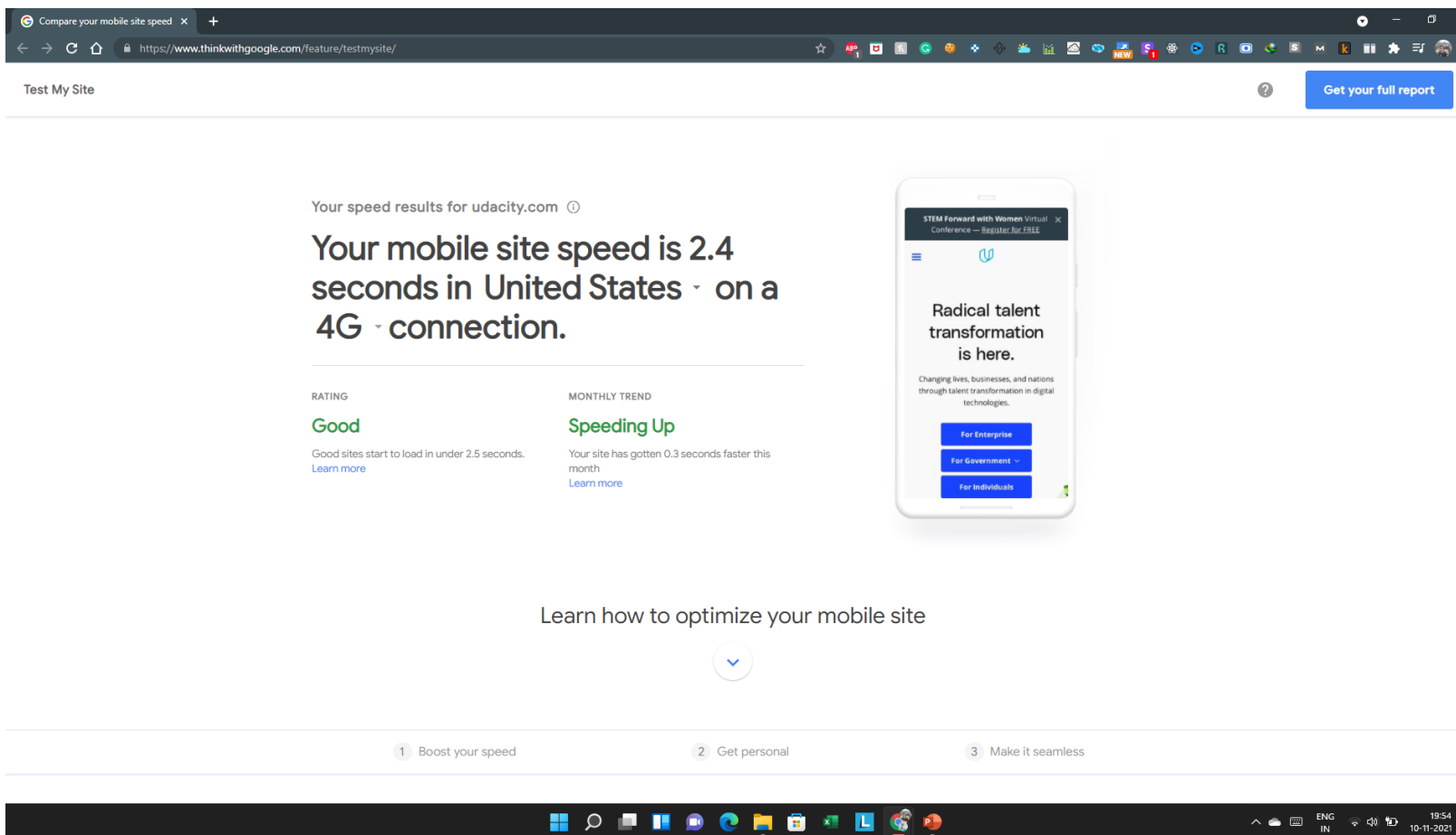
Page Speed



Why PageSpeed is important:

- Page speed is important factor for driving engagement and traffic to website.
- Improving Pagespeed increases ability to improve website ranking
- It also improves conversions and drives more traffic towards site.

Mobile-Friendly Evaluation



The website should be mobile friendly as more and more people are now accessing internet on mobile device which in turn means more traffic and more conversions.

As suggested by Google/Deloitte Improving your load time by 0.1s can boost conversion rates by 8%.

Recommendations

Here are some recommendations to improve SEO results:

- 1.Its very important to address the mobile friendliness score as its low. The score is very important when it comes to driving traffic to your website and improve conversions. It will also help to improve ranking.
2. Its very important to get quality backlinks from trusted sources. The Website should try more to get backlinks from relevant places like marketing blogs or personal blogs of notable marketers.
- 3.PageSpeed should be optimized as it has direct result on traffic and conversions.
- 4.The alt tags should have more descriptive names and any blank alt tags should be replaced with image name.

Project 5:

Evaluate a Google Ads Campaign



Evaluate a Google Ads Campaign

Delete this box and copy content from your previous project submission

Ad Group #1: Ads

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	

Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1					
	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and 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	
Awareness Digital Marketing Ad Group - Ad #2					
	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
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	

Data is also available in [this spreadsheet](#)

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

Data is also available in [this spreadsheet](#)

Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD

Data is also available in [this spreadsheet](#)

Recommendations for future campaigns

1. Focus more on the three best identified keywords as mentioned in previous slides. They are backed by data to meet overall campaign objectives.
2. In Interest Ad Groups I would suggest to use more of the best performing keywords since the Interest Ad Groups is not able to meet the marketing campaign objectives.
3. In both Ad Groups we can terminate the the following two Ads as they are not able to meet the objective: *Ad Group 1, Ad 2 and Ad Group 2, Ad 2*.
It is because both these ads are having CPA >5\$.
4. In Ads Group Ad1 the headline for Headline 5 should be changed to "Become a high paying Digital Marketer"

Project 6

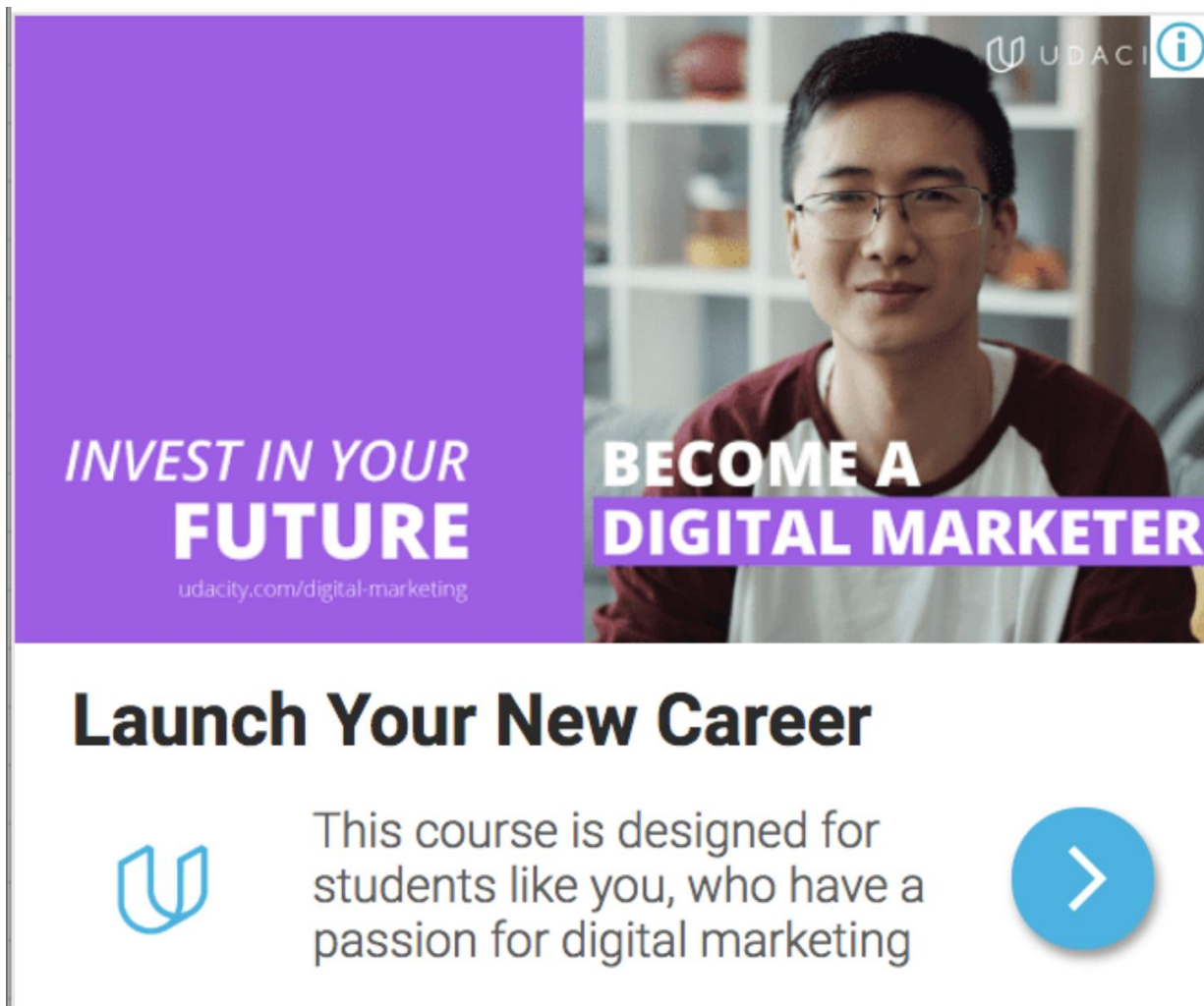
Evaluate a Display Campaign



Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.



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




The advertisement features a purple background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a man with glasses, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner of the photo area.

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing





DIGITAL MARKETING
NANODEGREE PROGRAM

Results:

Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1243	200957	0.62%	0.36\$
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	2	\$224.48	+\$149.04 /33.2%

How would you optimize this campaign?

The campaign was overall good as ROI was +ve. However few suggestions can be incorporated.

Suggestion 1: A/B Testing with different AdCopy.


Suggestion 2: Increase Target audience by including working professionals as well mainly young adults.

Suggestion 3: Direct 'call-to-action' addition in the creative would also improve conversions.

Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.


us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
ampaign ed	\$5.00 (enhanced)	—	407	67,833	.6%	\$0.57	\$231.99	Display



After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.

Anke A. | Program Lead, Digital Marketing


Enroll Today >



Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

Udacity



Results: Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	\$231.99	+\$67.01 /28.8%

How would you optimize this campaign?

The overall campaign was ROI +ve.

Suggestion 1: A/B Test with different ad copy.

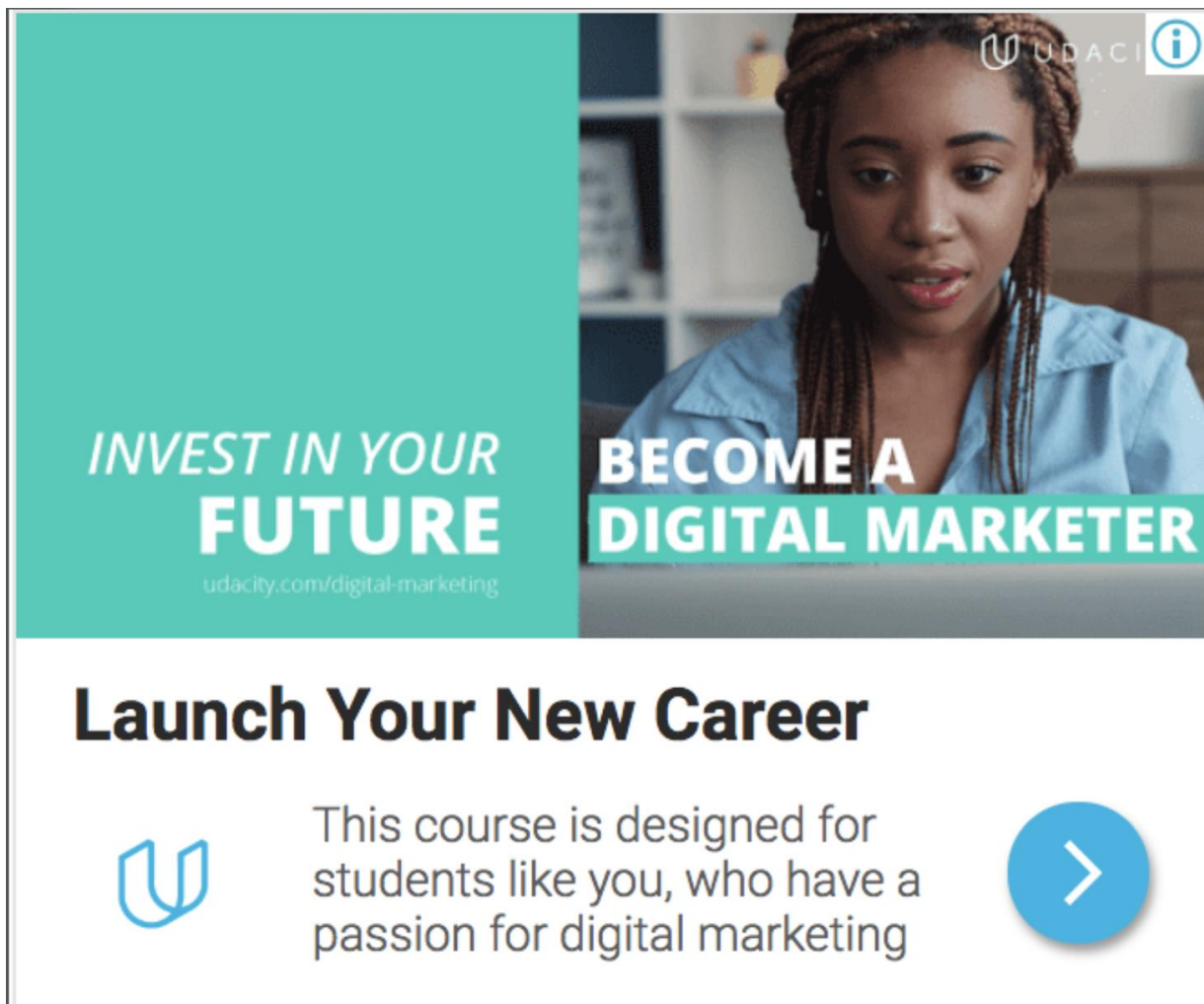
Suggestion 2: A/B test different creatives.

Suggestion 3: Increase Target audience by including working professionals as well mainly young adults.

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





The ad features a teal background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a woman with braids looking at a laptop, with the text "BECOME A DIGITAL MARKETER" overlaid. The bottom section has a white background with the heading "Launch Your New Career", a description of the course, the Udacity logo, and a blue circular button with a white arrow pointing right.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

DIGITAL MARKETING
NANO DEGREE PROGRAM

Results: Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109994	0.61%	0.35\$
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	\$234.50\$234.50	+\$64.50/27.5%

How would you optimize this campaign?

The campaign was overall good as ROI was +ve. However few suggestions can be incorporated.

Suggestion 1: A/B Testing with different AdCopy.

Suggestion 2: Increase Target audience by including working professionals as well mainly young adults.

Suggestion 3: Direct 'call-to-action' addition in the creative would also improve conversions.

Which campaign performed the best? Why?

Considering the 3 campaigns below, state which one had the best performance and why.

As per all metrics Campaign1 (Affinity Audience) performed best as this ad has best ROI out of 3. This ad copy has 2 conversions and highest ROI in terms of absolute amount and percentage. Also avg. CPC was also decent for this campaign

Recommendations for future campaigns

1. Campaign-1 performed the best and it has best ROI. Focus should be on this Ad campaign more.

2. Campaign-3 would be also continued as it has generated better results then compared to Campaign 2. Campaign 3 can be improved with adding a direct call to action such as 'Enroll' or 'Learn More' Buttons.

3. Run an A/B test for Campaign 3 with different ad-copy. Change "Launch your New Career" headline to "Land a high Paying Marketing Job".

Project 7

Market with Email



Email Series

Email 1: Are you interested in Digital Marketing?

Email 2: Still Interested in Digital Marketing? Launch your career with Udacity!!

Email 3: Unlock Discount Offer to meet your career goals

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	1Oct	2 Oct	3 Oct	5 Oct
Email 2	2 Oct	4 Oct	9 Oct	12Oct
Email 3	4 Oct	7 Oct	12Oct	14Oct

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

Campaigns

All campaigns

Email templates

Reports

You're almost finished! Draft

[Finish later](#) [Schedule](#) [Send](#)

DMIND Email Marketing Campaign

[Edit name](#)

To

Who are you sending this campaign to?

Add Recipients

From

Saumitra Tripathi • tripathi.saumitra7@gmail.com

Your campaign responses will appear in your audience's inbox.

Edit From

Subject

Learn Digital marketing and land a high paying job!!!

Preview Text: Learn Digital marketing from Industry Led Curriculum..

Edit Subject

Content

Udacity

Future Proof Your Career with Digital Marketing!

Udacity is proud to launch Digital marketing & Technology program. Now learn to succeed Digital Marketing with a program plan from our framework. The course is designed to provide you with industry leading skills. Enrolling today to provide you with Industry Head Curriculum and keep you in the current technology program and build on your skills ahead!

Developed in cooperation with Industry Gurus!!

Send a Test Email

Didn't get your test email? [Learn more](#)

We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account](#).

We'll insert a footer in compliance with our [Terms of Use](#).

A plain-text version of this email will be included automatically. [Edit](#)

[Enable Social Cards](#)

Share Your Campaign

Campaign Link

<https://mailchi.mp/xxxxxx/learn-digital-marketing-and-land-a-high-paying-job> [Edit](#)

Want to brand your campaign link? Click edit to create a custom URL.

Add A Social Post To Your Campaign

Facebook

Connect Facebook

Upgrade

Saumitra

Udacity/ianodegree

14:57

08-11-2021

Final Recommendations

- After analyzing the results ,I will suggest to immediately remove any unsubscribed from mailing list .This will be done to comply to CAN-SPAM regulations .
- CTR and Conversion Rate can be improved by testing the different Ad –copy and different subject lines .Also the Call to Action button should be more catchy and the color of the button can be experimented with.
- Apart from a single CTA ,one A/B test could be done with two CTA's with one button to learn more about nanodegree and other to schedule a call with Learning Counsellor to know more about the program and it's services.

