

Project 3: Evaluate a Facebook Campaign



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!

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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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Ad Two



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Ad Three



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● The ad set description:

- It has been set target persona for ad set which is: The demographic is :Age 27, Female, Graduated from university, Employed. location : US “Lives in a mid-size US city”., Interests: Hiking, Photography, Walking her dog Needs: Flexible study schedule, “Bite-size” chunks of learning Goals: Transition into a new career in digital marketing Get a job with higher earning potential/path to advancement Meet other marketers.
- A/B Testing of the three ads: We can do the test based on the difference of the images between the three ads.
- We noticed that the ad 2 had the best performance.

The formula for KPIs of ads:

CPM: $(\text{total amount spent} / \text{impression}) * 1000$

Link Click-Through Rate: $(\text{link clicks} / \text{impressions}) * 100 / 1000$

Frequency: $\text{impression} / \text{reach}$

CPLC (cost per link click): $\text{Amount spent} / \text{link clicks}$

Click To Lead Rate: $(\text{results leads} / \text{link clicks}) * 100$

Cost per Results: $\text{Amount spent} / \text{results leads}$

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

Ad two is the best one which the cost per result is 13.25 \$ compared to the ad one which costed per result 20.20\$ and ad 3 which costed per result 17.17\$.

Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective:

the marketing objective is obtaining 50 new students.

we got 66 new leads based on the campaign results , thus , the campaign performance is well.

The cost of campaign is 1000 \$ and for every download the company earn 25\$ We got 66 leads. Thus , the total profit is more than 1000\$ Then, the company accomplish ROI.

- **How would you optimize the campaign, and explain why do you think so?**

First thing I would like to improve is the target persona, change the demographic like age, it could be from 20 to 30 instead of 27 Gender, it could be male and female instead of only female.

Add another interests, it could be digital marketing, writing memo.

Regarding landing page : we can change the copy write of nanodegree program into professional program. We can change also the call to action from submit into download free e-book

- **What iteration would you make to the A/B test?**

I will create same ads but different copy writing: It could be : Take the first step to shift your career to have better life. Download free e-book and learn how to advertise on the most important social media platforms.

- **Would you focus on certain ad groups or ads? If so, which ones and why?**

I will focus on ad groups, because it allows you to measure which ad gets better performance