Project 3: Run a Facebook Campaign

Part One

Campaign Approach

I have chosen the 'Marketing Challenge #1: Digital Marketing Nanodegree Program' challenge. In this challenge, I need to create a Facebook campaign with an objective to collect email addresses of potential students, who could be interested in taking this course. For this, I need to create and display ads targeting potential students. Clicking on an ad will take the student to the DMND ebook download landing page (http://dmnd.udacity.com/ebook), where the student can download an ebook by registering her/his email.

The approach I would be taking is as follows:
- *I will base the campaign on the customer persona I had created earlier*
- *I will review the marketing objective and plan a campaign to match the objective*
- *I will define the primary KPIs I will be tracking*
- *I will create adset and ads*
- *I will monitor ad performance against these KPIs daily, review and modify the campaign if needed.*

Target Persona

Demographics
- Male, 36 yrs old
- Married, one child
- Works as a midlevel manager in an Indian IT company
- Interested in technology, but job role does not entail much new learning
- Income is around INR 30,000,00 per annum

Sam
'IT MidManager'
Chakravorty

Needs
- Would like to pick up new skills, at his own pace
- Would like it to be credible
- Would like to get connected to industry for freelancing options

Hobbies
- Travel, Photography
- Watching movies
- Reading about technology

Goals
- Learn some technology and earn credible degrees outside of job
- Turn Freelancer in a few years
- Be able to make time for himself

Barriers
- Travels quite a bit, and hence time is premium
- Age/Stage of career – a perception that it may be too late in the career for such kind of a 'hands-on' course
- Does not have too many contacts outside of office, so does not know where to start, how to start

Marketing Objective

What marketing objective did you aim to achieve with your campaign?

I have chosen the 'Marketing Challenge #1: Digital Marketing Nanodegree Program' challenge. The *objective is to collect email addresses of potential students, who could be interested in taking this course. In order to do this, potential students will have to be guided to a landing page (*http://dmnd.udacity.com/ebook*), where prospective students can download a free eBook if they provide their email address.*

Objective: To collect atleast 50 new email addresses of potential students interested in DMND course over a period of 5 days when I will be running the ads.

Budget: Lifetime budget of $125

Timeframe: 09-June-2018 09:30am to 13-June-2018 21:30pm

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KPI

What primary KPI did you track in your campaign and why?

I will be tracking the number of conversions, i.e, the number of emails collected through the campaign because this is the key objective of the campaign.
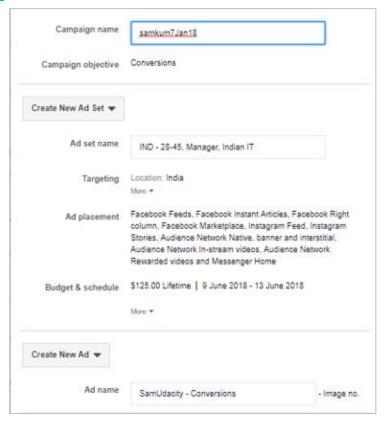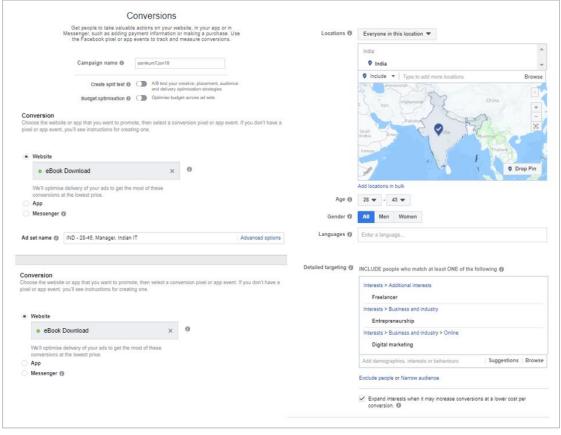*I will also be tracking ROI and cost of customer acquisition.*

Campaign Screenshots

Campaign & Ad Set
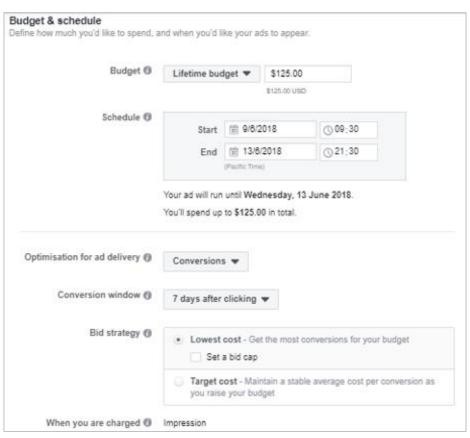
Campaign Summary Screenshot
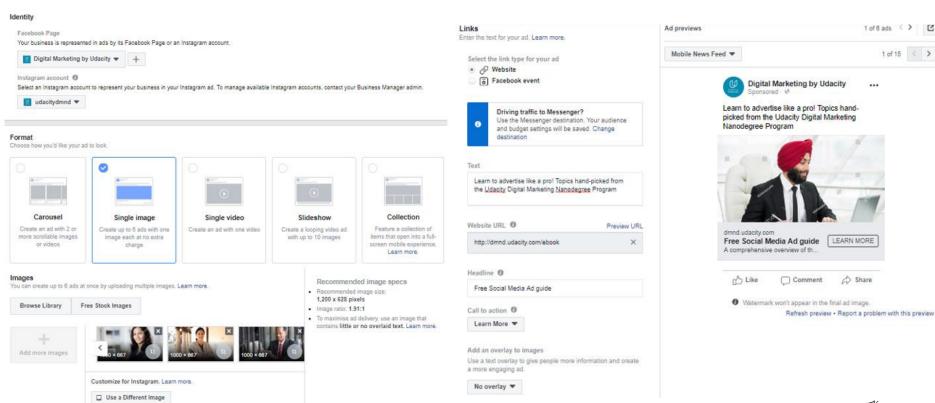

Campaign/Ad Set: Detailed Setup Screenshots (1/2)

Campaign & Ad Set (Contd.)

Campaign/Ad Set: Detailed Setup Screenshots (2/2)

Budget & schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget	Lifetime budget ▼	$125.00
		$125.00 USD

Schedule

Start ▦ 9/6/2018 ⏱ 09:30

End ▦ 13/6/2018 ⏱ 21:30
(Pacific Time)

Your ad will run until **Wednesday, 13 June 2018**.

You'll spend up to **$125.00** in total.

Optimisation for ad delivery — Conversions ▼

Conversion window — 7 days after clicking ▼

Bid strategy
- **Lowest cost** - Get the most conversions for your budget
  - ☐ Set a bid cap
- **Target cost** - Maintain a stable average cost per conversion as you raise your budget

When you are charged — Impression

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Ad Summary

Ad Images: 6 No.s