Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

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

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 Summary

Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?
I targetted men and women who are in the 28 – 45 age range, based in India, with interests in Digital Marketing, Entrepreneurship, Freelancing.

2. What Ad Copy and Ad Creatives did you use?
For the Ad creatives, I used images of happy Indian professionals in the age range mentioned above interacting with a computer to go along with the Ad Copy that went like: 'Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program'

3. If you made any changes, please describe them.
At the end of day 2 of the ad campaign, I reviewed the results to see how they are performing. Based on the review, I tried pausing a high performing ad to see if some of the low performing ones will pick up. Later, I also changed the image of 2 low performing ad units based on the high performing ad.

Ad Images

Ad #1

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Ad Images: Continued.

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Key Results

Present the most important metrics per ad

Campaign	Results (eBook downloads)	Reach	Cost per result	Amount Spent
Ad #1	*36*	*9,856*	*$0.51*	*$18.27*
Ad #2	*-*	*266*	*-*	*$0.38*
Ad #3	*3*	*1,132*	*$0.52*	*$1.57*
Ad #4	*8*	*4,032*	*$0.75*	*$6.03*
Ad #5	*6*	*1,855*	*$0.44*	*$2.62*
Ad #6	*293*	*53,634*	*$0.33*	*$96.13*
Overall	*346*	*60,415*	*$0.36*	*$125*

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NANODEGREE PROGRAM

Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.

    a. Which ad performed best?

    Ad # 6 performed the best since it had the highest results and a low cost per result.

    b. Was your campaign ROI positive? Please use this equation to calculate ROI:

    *The ROI is: ($15 * 346) / $125 = 41.5. This is a positive ROI campaign.*

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Campaign Evaluation: Recommendations

If you had additional budget, how would approach your next campaign?

Following are some ideas that I would implement if I had more budget:

- *I will do a more segmented targeting (using separate ad creatives and copies for different segments). For example:*
    - *Since my campaign shows a greater percentage of men were converted, I will try to create different copies for men and women that would resonate better for each group*
    - *I may also choose to create segmentation based on certain other parameters*
- *I will choose more interests in the Detailed Targeting section*
- *I will expand my locations so I can increase my reach*
- *I will experiment with my CTA (For example: use 'Download now' instead of 'Learn more"*
- *I would refine the Ad creatives so that some are matching the high performing creative from this campaign. I will use a combination of those, and new images*
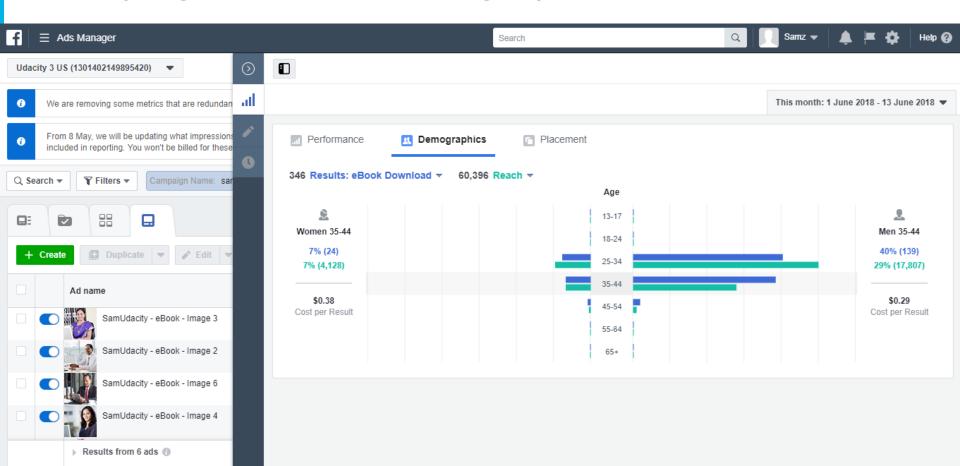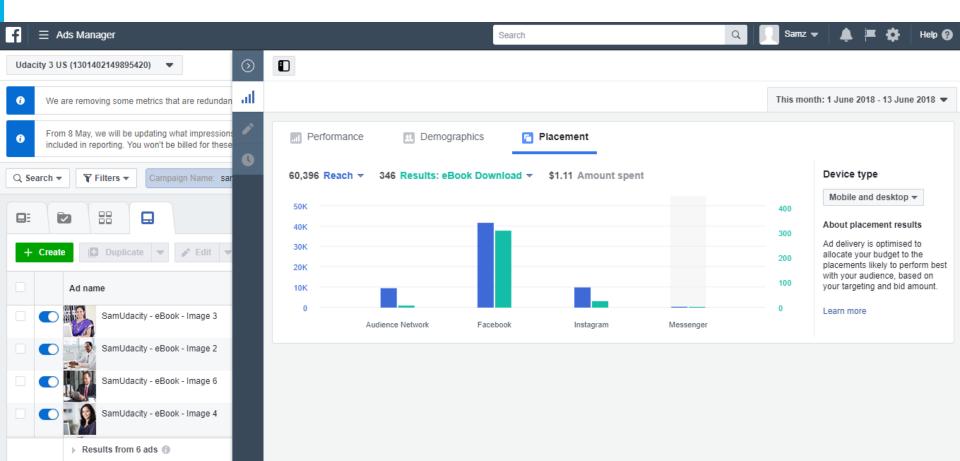
Appendix

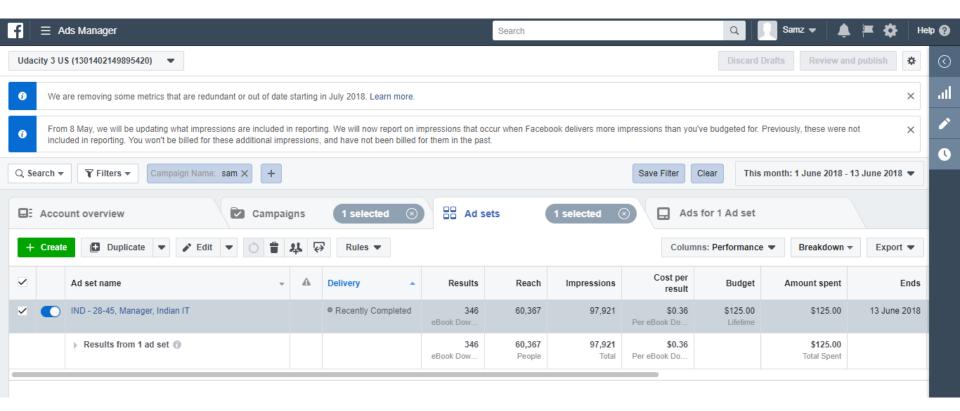Screenshots for Reference

Campaign Results: Performance
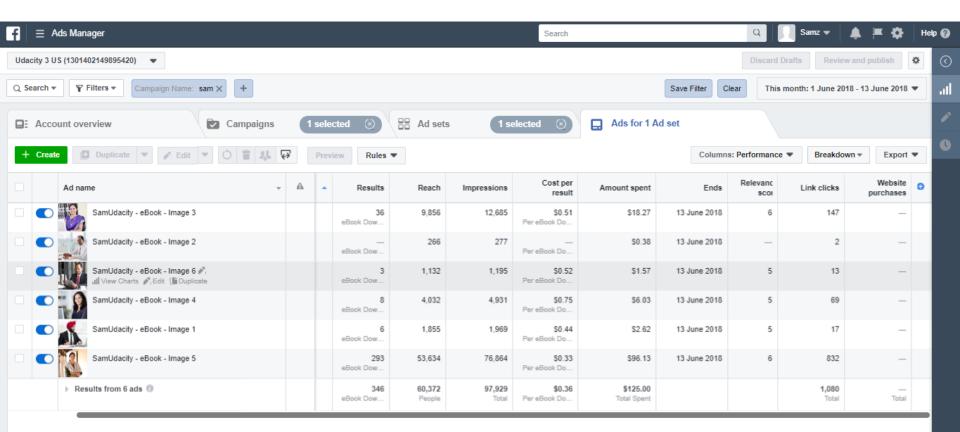
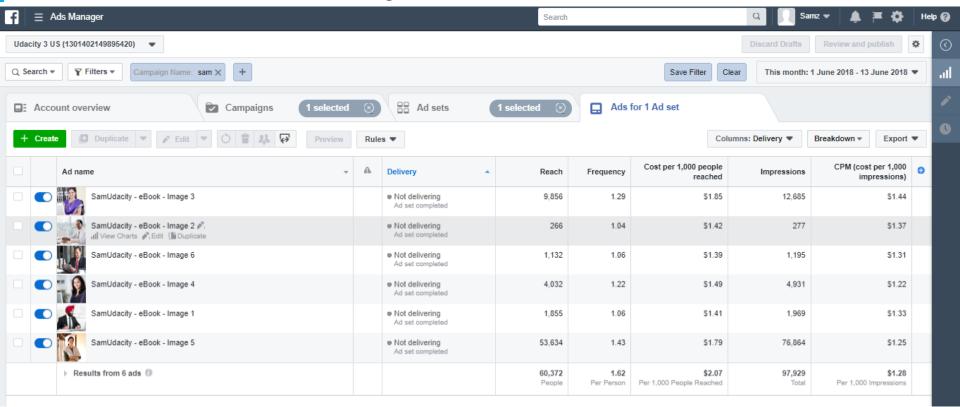# Campaign Results: Demographics

Campaign Results: Placement

Ad Set Data: Summary

Ad Set Data: Performance

Ad Set Data: Delivery

Ad Set Data: Engagement