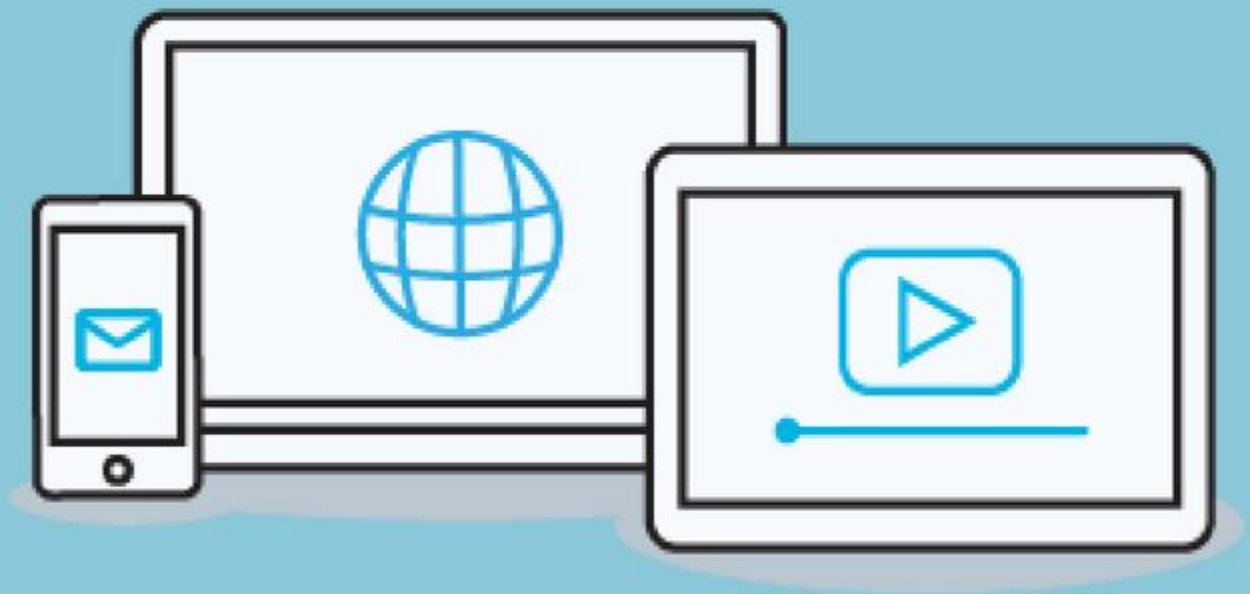


# Project 8

## Portfolio





# 1.Customer Journey Based Marketing Plan

What: your offer

Who: your customers

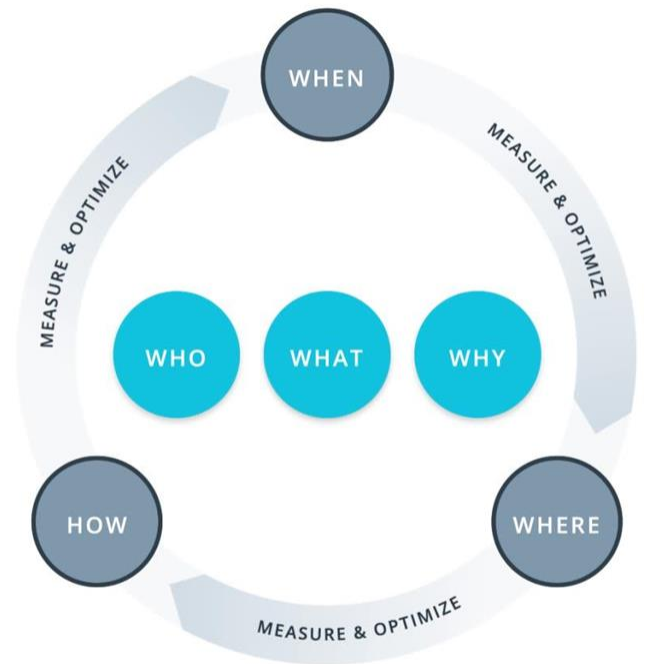
When: your customer's journey

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:

## Digital Marketing Nanodegree Program

*What is the marketing objective for your marketing efforts?*

***To enroll 200 new customers to the Udacity DMND Program in one quarter (3 months) with an overall budget of \$50,000.***



# Who Are Our Customers

What: your offer

Who: your customers

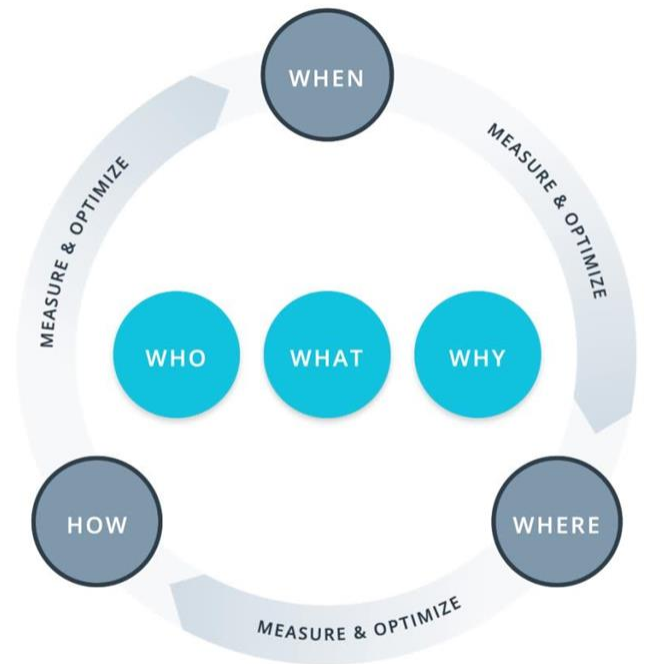
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics





# Target Persona

## 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 learn from basics, 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

What: your offer

Who: your customers

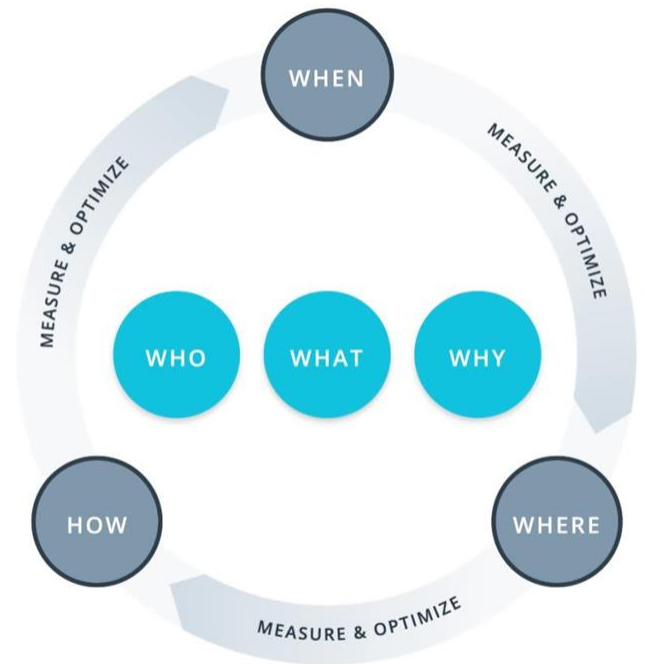
When: your customer's journey

Why: your marketing objective

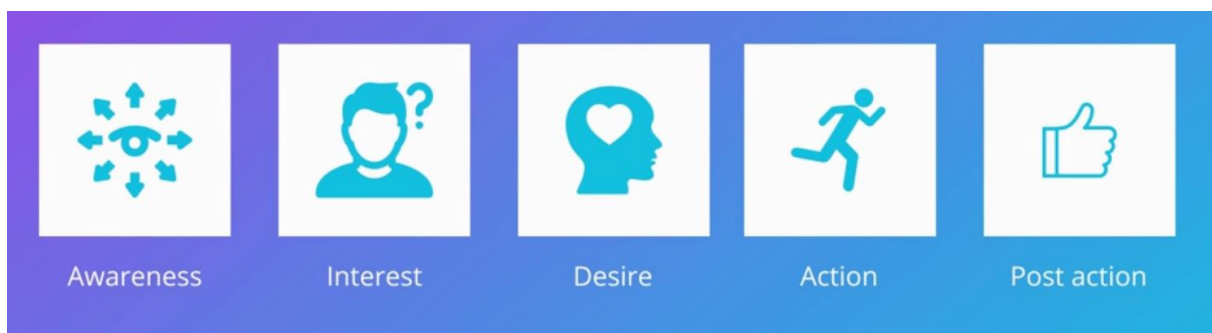
How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



# Phases of the Customer Journey



# When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> <li>Describe the need and growth in demand for digital marketers</li> <li>Describe how DMND course can help in gaining these must-have skills, and why it is the best</li> </ul>	<ul style="list-style-type: none"> <li>Explain about the program (360 degree approach with live projects, Created by industry leaders)</li> <li>Offer free ebook on social media marketing to generate new leads</li> </ul>	<ul style="list-style-type: none"> <li>Explain program key benefit through online webinar with experts</li> <li>Reason to enroll now (Enroll now and get to run live campaigns on major marketing platforms)</li> </ul>	<ul style="list-style-type: none"> <li>Reinforce ment of program benefits</li> <li>Thank you</li> </ul>	<ul style="list-style-type: none"> <li>Trends and News about digital marketing</li> <li>Information regarding new courses</li> <li>Career support services updates</li> </ul>
Channel	<ul style="list-style-type: none"> <li>Informative landing page</li> <li>Social media</li> <li>Display &amp; Video ads</li> <li>Content marketing (E.g: Blog)</li> </ul>	<ul style="list-style-type: none"> <li>Search</li> <li>Social Media (FB, Instagram etc)</li> <li>Social Media advertising</li> <li>Display and Video Ads on Search channels</li> </ul>	<ul style="list-style-type: none"> <li>Email marketing</li> <li>Search</li> <li>Re-targeted display and video Ads</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Social media</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Social media</li> </ul>



## 2. Budget Allocation

# Digital Marketing Nanodegree

Budget Allocation for Media

# Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	<b>\$4,000</b>	\$1.25	<b>3,200</b>	0.05%	<b>2</b>
AdWords Search	<b>\$4,000</b>	\$1.40	<b>2,857</b>	0.05%	<b>1</b>
Display	<b>\$2,500</b>	\$5.00	<b>500</b>	0.05%	<b>0</b>
Video	<b>\$1,500</b>	\$3.50	<b>429</b>	0.05%	<b>0</b>
<b>Total Spend</b>	<b>\$12,000</b>	<b>Total # Visitors</b>	<b>6986</b>	<b>Number of new Students</b>	<b>3</b>

## Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	<b>\$5,000</b>	\$0.50	<b>10,000</b>	0.1%	<b>10</b>
AdWords Search	<b>\$4,000</b>	\$1.50	<b>2,667</b>	0.1%	<b>3</b>
Display	<b>\$2,500</b>	\$3.00	<b>833</b>	0.1%	<b>1</b>
Video	<b>\$1,500</b>	\$2.75	<b>545</b>	0.1%	<b>1</b>
<b>Total Spend</b>	<b>\$13,000</b>	<b>Total # Visitors</b>	<b>14,045</b>	<b>Number of new Students</b>	<b>15</b>



## Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	<b>\$18,500</b>	\$0.30	<b>61,667</b>	0.3%	<b>185</b>
AdWords Search	<b>\$2,500</b>	\$1.50	<b>1,667</b>	0.3%	<b>5</b>
Display	<b>\$2,500</b>	\$3.00	<b>833</b>	0.3%	<b>2</b>
Video	<b>\$1,500</b>	\$2.75	<b>545</b>	0.3%	<b>2</b>
<b>Total Spend</b>	<b>\$25,000</b>	<b>Total # Visitors</b>	<b>64,712</b>	<b>Number of new Students</b>	<b>194</b>

# ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Aware-ness	\$12,000	6,986	3	\$299	\$897	-\$11,103
Interest	\$13,000	14,045	15	\$299	\$4,485	-\$8,515
Desire	\$25,000	64,712	194	\$299	\$58,006	+\$33,006
Total	\$50,000	85,743	212		\$63,388	+\$13,388

# Additional Channels/Recommendations:

- *I would recommend growing organic reach through search and social media using an SEO driven content plan. This will include stories of DMND graduates, blogs written by influencers, graduates of the program, expert's advice on career change etc.*
- *Another channel I will include is LinkedIn; I will run the same targeting on both LinkedIn and Facebook to later calculate which of the channels performed better in terms of ROI. The email ids I collect from both channels will be later used for remarketing. I would use my target persona and add several others like:*
  - *Marketing professionals with little to no knowledge of digital marketing.*
  - *Small to medium business owners*
  - *Entrepreneurs*
  - *Front end web developers*
  - *Copywriters*
- *I will optimize the landing page in terms of SEO to drive traffic and increase brand awareness.*

A woman with short blonde hair and glasses, wearing a yellow sleeveless top, stands next to a man in a grey suit. They are in an office environment. A pink overlay covers the entire image. A horizontal line is positioned above the text.

### 3. Showcase Work



Market your Content

# Market your Content

## Marketing Objective

*I would like to get at least 50 new readers for my blog ([www.sampathmk.com](http://www.sampathmk.com)) within a month (of publishing the article) without spending a dollar*

## KPI

*The primary KPI to measure marketing success would be:*

*The number of new readers I get for my blog [www.sampathmk.com](http://www.sampathmk.com)*

## 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

# Market your Content (Contd.)

## The theme for my blog post:

Why have you decided to take the Digital Marketing Nanodegree Program?

## The framework for my blog post:

*SCQA also called the Pyramid Principle*

## A preview of my blog post:

Why I signed up for Udacity's Digital Marketing Nano Degree, and you should too



Source: <https://pixabay.com/en/person-human-joy-sunset-sun-110305/>

The IT industry seems to be at another major inflection point. Every other article talks about how jobs are changing, how mid-senior managers are going to be an extinct species soon, what new skills will need to be picked up to be employable and how specialists are being sought after. I found myself suddenly confused, and slightly nervous about what was to be done to negotiate this turn that the industry was taking. What was I to do? Read on:

<https://goo.gl/DZqlyP>

## Promotion of my blog

I will promote my blog on the following three social media platforms because these are the main social networks where the target persona hangs out primarily.

- **LinkedIn:** Since this is a professional network, professionals use this to exchange information, ideas related to various industries. Since my blog post is about jobs, skills, trends and personal experience it would be of interest to LinkedIn members, particularly the section I am targeting. I have used a very sober, professional tone for my LinkedIn post.
- **Twitter:** This is another platform cited as being used by my interviewees. Twitter is a great platform for fast information exchange, and is used by most professionals and brands around the world. I have used a short note for Twitter in keeping with the character limit constraints
- **Facebook:** This is another platform used by my target persona, and a place to exchange news and information – both personal and professional. I have used a semi-personal tone for my Facebook post.

# Market your Content (Contd.)

## Linkedin Post

How can mid-senior managers (like you and me) thrive in an industry that suddenly demands a new set of skills? Here's my new blog post on how I am negotiating this challenge with help from @Udacity. Please read and comment.

#DigitalMarketing #Nanodegree #IminDMND

**Why I signed up for Udacity's Digital Marketing Nano Degree, and you should too**





# Market your Content (Contd.)

## Twitter Post

Want to know how @Udacity is helping a mid-senior IT manager like me thrive in these challenging times? Presenting my new blog post! #DigitalMarketing #Nanodegree #IminDMND

**Why I signed up for Udacity's Digital Marketing Nano Degree, and you should too**



## Facebook Post

The IT industry seems to be at another major inflection point. Every other article talks about how jobs are changing, how mid-senior managers are going to be an extinct species soon, what new skills will need to be picked up to be employable and how specialists are being sought after.

I found myself suddenly confused, and slightly nervous about what was to be done to negotiate this turn that the industry was taking. Enter @Udacity. And suddenly everything fell in place. Read on. #DigitalMarketing #Nanodegree #IminDMND

**Why I signed up for Udacity's Digital Marketing Nano Degree, and you should too**





# Run a Facebook Campaign

# Run a Facebook Campaign

## 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.*

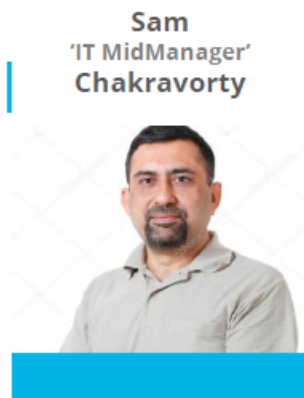
## Target Persona

### Demographics

- Male, 36 yrs old
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- 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

### 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

### 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

### 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

# Run a Facebook Campaign (Contd.)

## 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.*

# Run a Facebook Campaign (Contd.)

## 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.***




# Run a Facebook Campaign (Contd.)

## Ad Images



Ad #1



 **Digital Marketing by Udacity** Sponsored ·  ...

Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program



dmnd.udacity.com  
**Free Social Media Ad guide** [LEARN MORE](#)  
A comprehensive overview of th...

  32 1 comment 3 shares

 Like  Comment  Share

Ad #2

 **Digital Marketing by Udacity** Sponsored ·  ...



Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program




dmnd.udacity.com  
**Free Social Media Ad guide** [LEARN MORE](#)  
A comprehensive overview of th...

 Like  Comment  Share


Ad #3




 **Digital Marketing by Udacity** Sponsored ·  ...

Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program





dmnd.udacity.com  
**Free Social Media Ad guide** [LEARN MORE](#)  
A comprehensive overview of th...


 4 1 share

 Like  Comment  Share


Ad #4




 **Digital Marketing by Udacity** Sponsored ·  ...

Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program



dmnd.udacity.com  
**Free Social Media Ad guide** [LEARN MORE](#)  
A comprehensive overview of th...


 7 1 share

 Like  Comment  Share


# Run a Facebook Campaign (Contd.)

## Ad Images

Ad #5




 Digital Marketing by Udacity  
Sponsored · 🌐

Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program




dmnd.udacity.com  
**Free Social Media Ad guide**  
A comprehensive overview of th...  
[LEARN MORE](#)


👍 3

 Like  Comment  Share

Ad #6




 Digital Marketing by Udacity  
Sponsored · 🌐

Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program



dmnd.udacity.com  
**Free Social Media Ad guide**  
A comprehensive overview of th...  
[LEARN MORE](#)

👍 😄 168 7 comments 9 shares

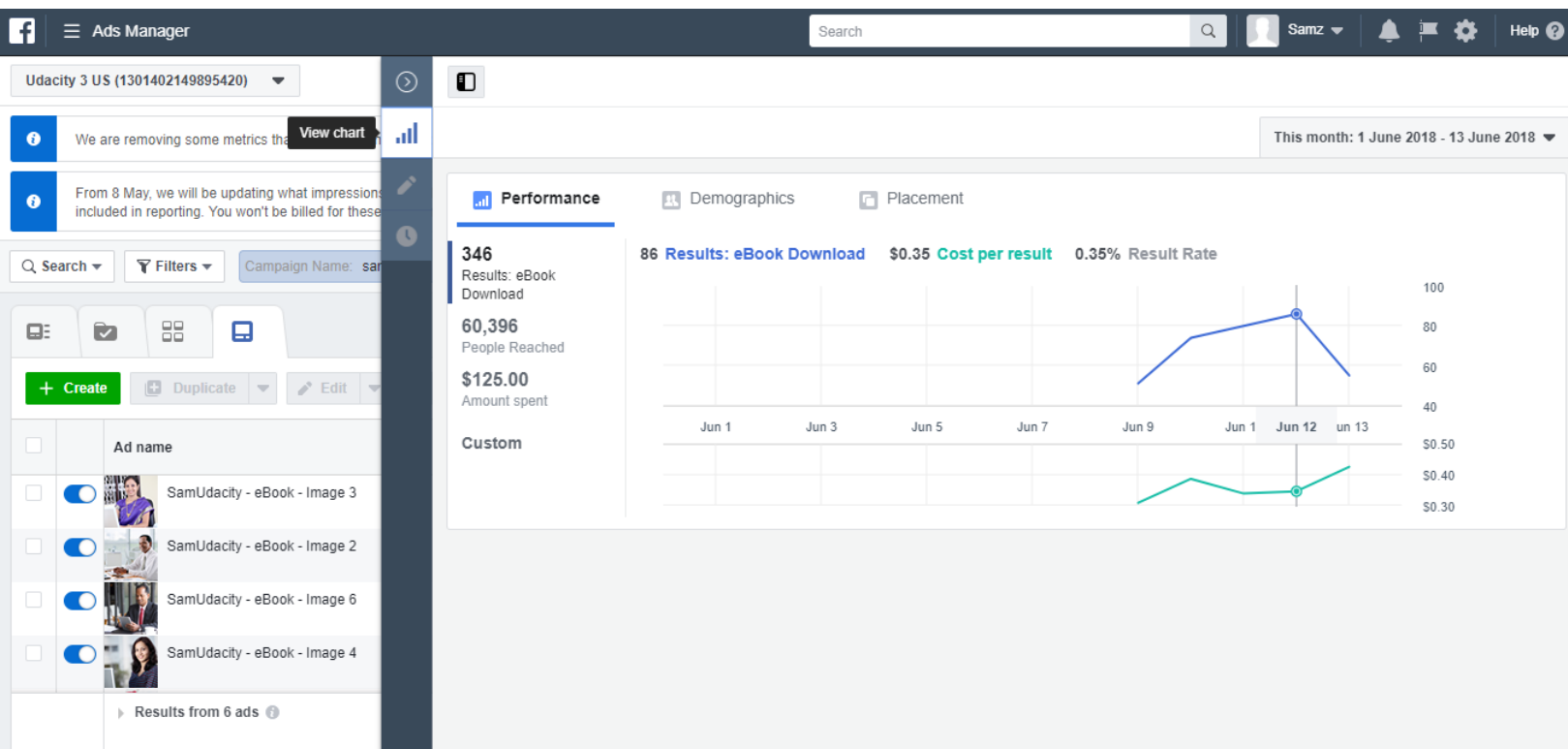
 Like  Comment  Share

## Key Results

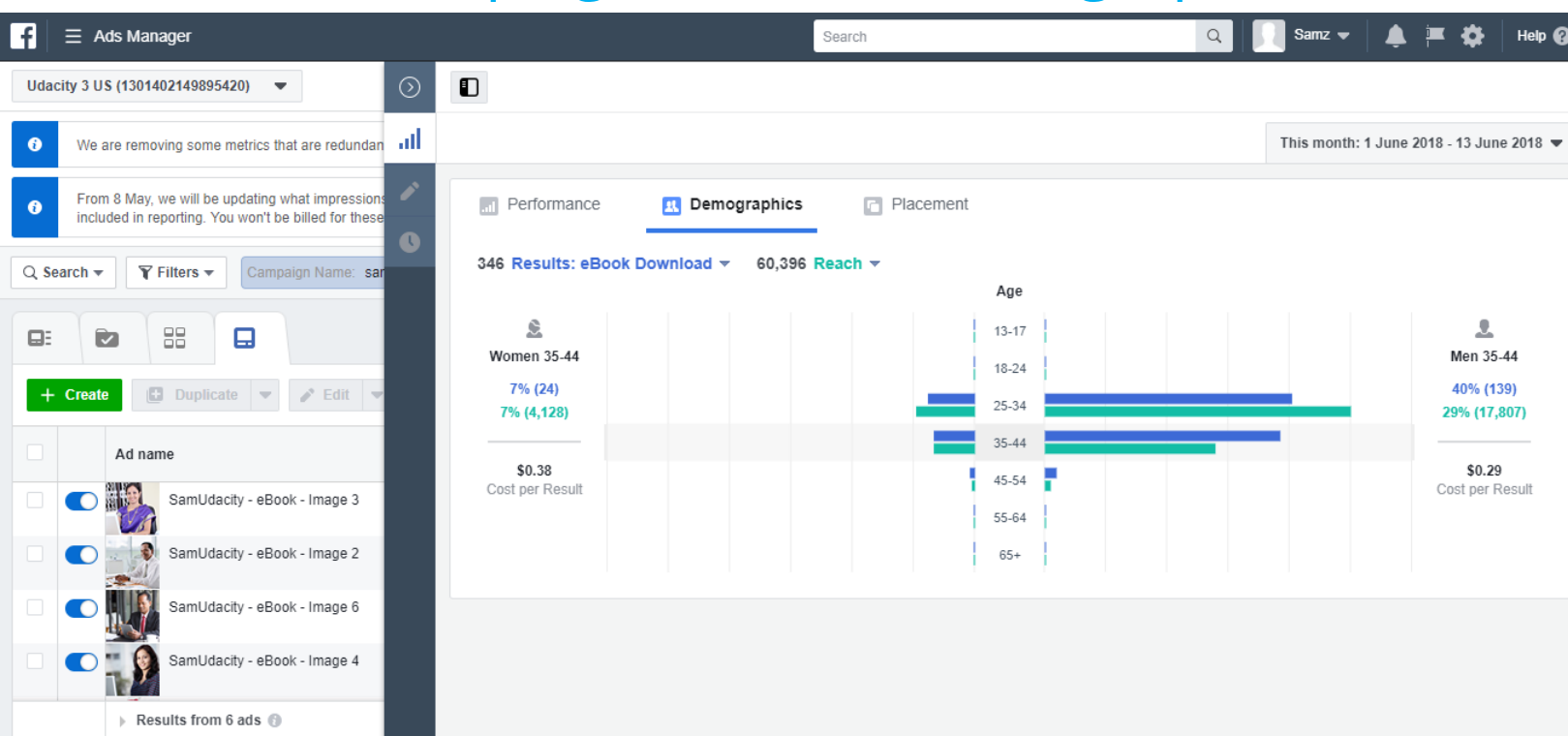
Campaign	Results (eBook downloads)	Reach	Cost per result	Amount Spent
Ad #1	36	9,856	\$0.51	\$18.27
Ad #2	-	266	-	\$0.38
Ad #3	3	1,132	\$0.52	\$1.57
Ad #4	8	4,032	\$0.75	\$6.03
Ad #5	6	1,855	\$0.44	\$2.62
Ad #6	293	53,634	\$0.33	\$96.13
Overall	346	60,415	\$0.36	\$125

# Run a Facebook Campaign (Contd.)

## Campaign Results: Performance



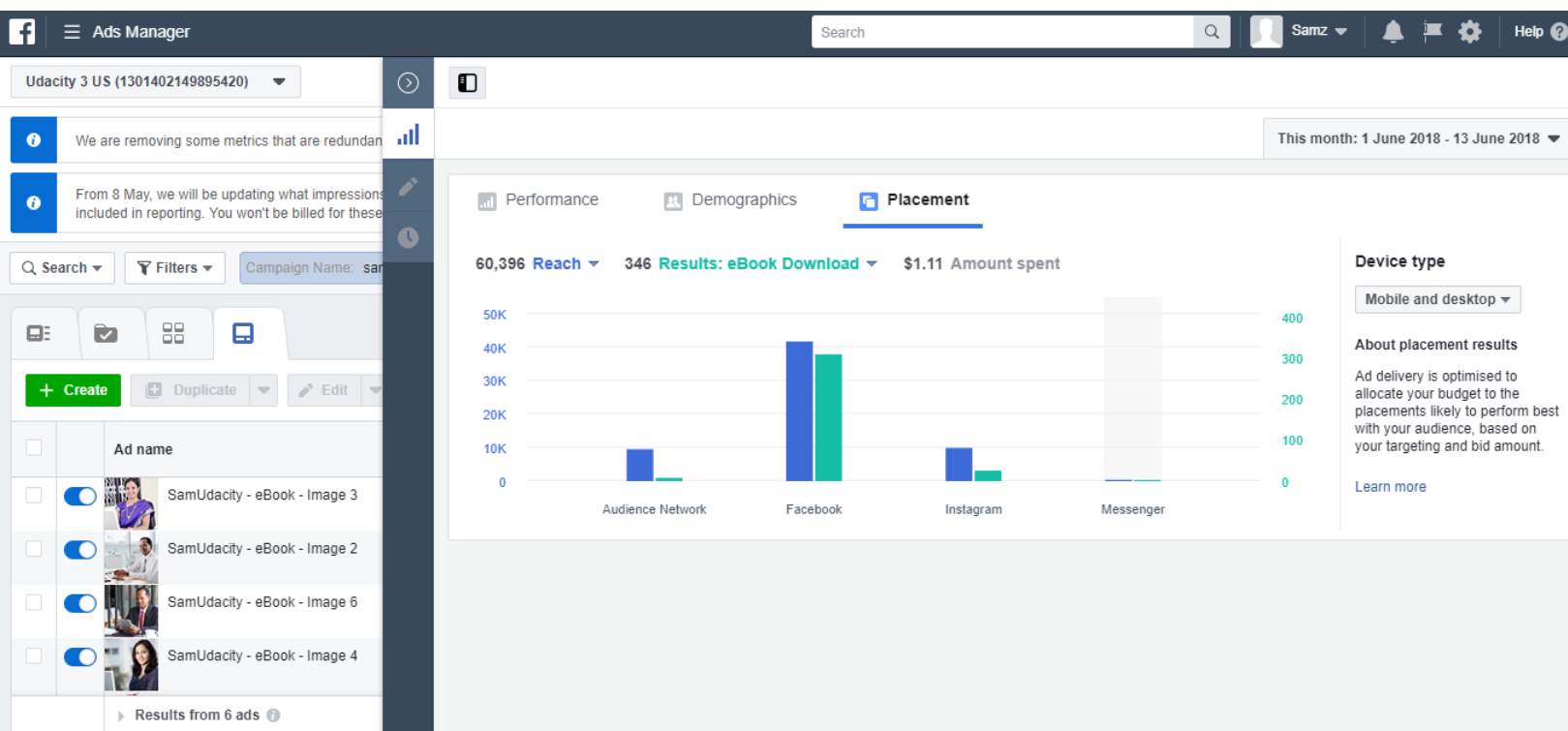
## Campaign Results: Demographics





# Run a Facebook Campaign (Contd.)

## Campaign Results: Placement



## Ad Set Data: Summary

The screenshot shows the Facebook Ads Manager interface for the same campaign. The 'Ad sets' tab is selected, displaying a table of ad set data. The table includes columns for Ad set name, Delivery, Results, Reach, Impressions, Cost per result, Budget, Amount spent, and Ends. The data shows that the ad set 'IND - 28-45, Manager, Indian IT' has recently completed, with 346 results, 60,367 reach, 97,921 impressions, a cost per result of \$0.36, a budget of \$125.00, and an amount spent of \$125.00.

Ad set name	Delivery	Results	Reach	Impressions	Cost per result	Budget	Amount spent	Ends
IND - 28-45, Manager, Indian IT	Recently Completed	346 eBook Dow...	60,367	97,921	\$0.36 Per eBook Do...	\$125.00 Lifetime	\$125.00	13 June 2018
Results from 1 ad set		346 eBook Dow...	60,367 People	97,921 Total	\$0.36 Per eBook Do...		\$125.00 Total Spent	

# Run a Facebook Campaign (Contd.)

## Ad Set Data: Performance

Udacity 3 US (1301402149895420)											
Search Filters Campaign Name: sam X + Save Filter Clear This month: 1 June 2018 - 13 June 2018											
Account overview Campaigns 1 selected Ad sets 1 selected Ads for 1 Ad set											
+ Create Duplicate Edit Preview Rules Columns: Performance Breakdown Export											
		Ad name	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Relevanc scoi	Link clicks	Website purchases
		SamUdacity - eBook - Image 3	36 eBook Dow...	9,856	12,685	\$0.51 Per eBook Do...	\$18.27	13 June 2018	6	147	—
		SamUdacity - eBook - Image 2	— eBook Dow...	266	277	— Per eBook Do...	\$0.38	13 June 2018	—	2	—
		SamUdacity - eBook - Image 6 View Charts Edit Duplicate	3 eBook Dow...	1,132	1,195	\$0.52 Per eBook Do...	\$1.57	13 June 2018	5	13	—
		SamUdacity - eBook - Image 4	8 eBook Dow...	4,032	4,931	\$0.75 Per eBook Do...	\$6.03	13 June 2018	5	69	—
		SamUdacity - eBook - Image 1	6 eBook Dow...	1,855	1,969	\$0.44 Per eBook Do...	\$2.62	13 June 2018	5	17	—
		SamUdacity - eBook - Image 5	293 eBook Dow...	53,634	76,864	\$0.33 Per eBook Do...	\$96.13	13 June 2018	6	832	—
Results from 6 ads			346 eBook Dow...	60,372 People	97,929 Total	\$0.36 Per eBook Do...	\$125.00 Total Spent			1,080 Total	— Total

## Ad Set Data: Delivery

Udacity 3 US (1301402149895420)											
Search Filters Campaign Name: sam X + Save Filter Clear This month: 1 June 2018 - 13 June 2018											
Account overview Campaigns 1 selected Ad sets 1 selected Ads for 1 Ad set											
+ Create Duplicate Edit Rules Columns: Performance Breakdown Export											
We are removing some metrics that are redundant or out of date starting in July 2018. Learn more.											
From 8 May, we will be updating what impressions are included in reporting. We will now report on impressions that occur when Facebook delivers more impressions than you've budgeted for. Previously, these were not included in reporting. You won't be billed for these additional impressions, and have not been billed for them in the past.											
		Ad set name	Delivery	Results	Reach	Impressions	Cost per result	Budget	Amount spent	Ends	
		IND - 28-45, Manager, Indian IT	Recently Completed	346 eBook Dow...	60,367	97,921	\$0.36 Per eBook Do...	\$125.00 Lifetime	\$125.00	13 June 2018	
Results from 1 ad set				346 eBook Dow...	60,367 People	97,921 Total	\$0.36 Per eBook Do...		\$125.00 Total Spent		

# Run a Facebook Campaign (Contd.)

## Ad Set Data: Engagement

Udacity 3 US (1301402149895420)										
Search										
Campaign Name: sam										
This month: 1 June 2018 - 13 June 2018										
Account overview Campaigns 1 selected Ad sets 1 selected Ads for 1 Ad set										
Columns: Engagement Breakdown Export										
		Ad name	Delivery	People taking action	Post reactions	Post comments	Post shares	Link clicks	Page likes	CPC (cost per link click)
		SamUdacity - eBook - Image 3	Not delivering Ad set completed	185	24	—	3	147	23	\$0.12
		SamUdacity - eBook - Image 2	Not delivering Ad set completed	2	—	—	—	2	—	\$0.19
		SamUdacity - eBook - Image 6	Not delivering Ad set completed	16	1	—	1	13	1	\$0.12
		SamUdacity - eBook - Image 4	Not delivering Ad set completed	74	2	1	1	69	2	\$0.09
		SamUdacity - eBook - Image 1	Not delivering Ad set completed	26	2	—	—	17	5	\$0.15
		SamUdacity - eBook - Image 5	Not delivering Ad set completed	982	84	3	9	832	100	\$0.12
Results from 6 ads				1,249 People	113 Total	4 Total	14 Total	1,080 Total	131 Total	\$0.12 Per Action

# Run a Facebook Campaign (Contd.)

## Campaign Evaluation

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.***

## Additional Recommendations

***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***



# Search Engine Optimization (SEO) Audit

# Search Engine Optimization (SEO) Audit

## On-Site SEO:

### Keywords

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.

#	Head Keywords	Tail Keywords
1	Digital marketing	online digital marketing course
2	online courses	best online courses for landing jobs
3	Digital marketing selfstudy	<b>best digital marketing course online</b>
4	digital marketing certification	<b>become a freelance digital marketer</b>
5	best online courses	digital marketing classes
6	Online certification	Digital marketing online course
7	Udacity DMND	what is digital marketing?
8	udacity nanodegree courses	how to market my blog
9	Learn digital marketing	how to market my product online
10	udacity	top 10 digital marketing courses
11	Digital marketing eLearning	digital marketing certification by google
12		udacity Digital Marketing NanoDegree

Note: Keywords in **blue** are branded keywords



### Keywords with greatest potential

*Moz Keyword explorer gives various metrics to identify the potential of a keyword. Higher priority represents a sweetspot of higher volume and organic growth with lower difficulty. Based on this, I have identified the following as keywords with greatest potential.*

Which Head Keyword has the greatest potential?

**Ans: Digital Marketing**

MOZ Metrics for this keyword:

- search volume: 30.3k-70.8k monthly,
- Difficulty: 56
- Priority: 85

Which Tail Keyword has the greatest potential?

**Ans: digital marketing certification by google**

MOZ Metrics for this keyword:

- search volume: 100-200 monthly,
- Difficulty: 41
- Priority: 61

# SEO Audit (Contd.)

## On-Site SEO:

### Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

DMND URL: <a href="http://dmnd.udacity.com/">http://dmnd.udacity.com/</a>		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	No change suggested. (The current one is reasonably brief and describes accurately what the page is about)
Meta-Description	Blank	A nanodegree program that gives a 360-degree understanding of digital marketing by providing real-world experience running live campaigns. Course developed in association with Google, Hubspot and other leaders in this space.
Alt-Tag	<ul style="list-style-type: none"><li>&lt;img src="//v.fastcdn.co/u/beb60d38/13815763-0-medium.jpg" style="margin-top: 0px;" alt="" /&gt;</li><li>&lt;img src="//v.fastcdn.co/u/beb60d38/13718463-0-horizontal-primary-b.png" style="margin-top: 0px;" alt="" /&gt;</li><li>&lt;img src="//v.fastcdn.co/u/beb60d38/13720038-0-logospartners.png" style="margin-top: 0px;" alt="" /&gt;</li><li>&lt;img src="//v.fastcdn.co/u/beb60d38/13814963-0-image-digital-market.png" style="margin-top: 0px;" alt="" /&gt;</li><li>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1527115651-13815588-415x345-features1.png" style="margin-top: 0px;" alt="" /&gt;</li><li>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1527115657-13834748-383x305-features-02.png" style="margin-top: 0px;" alt="" /&gt;</li></ul>	<p><u>Observation:</u></p> <ul style="list-style-type: none"><li>The alt tags for the images are all blank.</li><li>The file names given for the images are reasonably descriptive.</li></ul> <p>I have filled in possible alt tags with appropriate text for each of the images:</p> <ul style="list-style-type: none"><li>&lt;img src="//v.fastcdn.co/u/beb60d38/13815763-0-medium.jpg" style="margin-top: 0px;" alt="students with a tablet" /&gt;</li><li>&lt;img src="//v.fastcdn.co/u/beb60d38/13718463-0-horizontal-primary-b.png" style="margin-top: 0px;" alt="Digital Marketing Nanodegree Program watermark" /&gt;</li><li>&lt;img src="//v.fastcdn.co/u/beb60d38/13720038-0-logospartners.png" style="margin-top: 0px;" alt="Udacity DMND Partners" /&gt;</li><li>&lt;img src="//v.fastcdn.co/u/beb60d38/13814963-0-image-digital-market.png" style="margin-top: 0px;" alt="open laptop with the image of a woman" /&gt;</li><li>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1527115651-13815588-415x345-features1.png" style="margin-top: 0px;" alt="elearning instructor with a pie chart" /&gt;</li><li>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1527115657-13834748-383x305-features-02.png" style="margin-top: 0px;" alt="open laptop with DMND curriculum" /&gt;</li></ul>

## Suggested Blog Topics

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary (150 - 300 words max) as to why you chose those Keyword topics and what you might write about. Note that you don't have to write these blog posts, just a very brief summary (150 - 300 words max) and a motivation about why you think they would work.

### Topic 1: 5 Online degree courses that can supercharge your career

In this blog post, I will highlight some of the online degree courses (including DMND), talk about DMND is a very credible developed in association with Google and other leaders in the Digital Marketing space, how it offers real-world experience, and how easy it is to learn from the comfort of people's homes.

### Topic 2: Degree Marketing made simple!

In this post, I will talk about how the well-structured, lively DMND course is engaging, effective and industry-acclaimed; how it can help anyone master strategic marketing concepts and tools to brand or sell their products online, and how great self paced learning is in making education effective.

### Topic 3: Looking to ride the digital wave? Check out this top rated course from Udacity

I will be targeting professionals who are looking for learning new skills in the digital age. I will talk about why Udacity DMND is one of the best online degrees that can help professionals further or switch their careers and how the course offers flexibility, credibility and engagement to learners.

# SEO Audit (Contd.)

## Off-Site SEO:

### Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.  
Note: Since dmnd.udacity.com is a new site, **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	<a href="http://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html">http://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html</a>	99
2	<a href="http://www.nytimes.com/2012/03/05/education/moocs-large-courses-open-to-all-topple-campus-walls.html">http://www.nytimes.com/2012/03/05/education/moocs-large-courses-open-to-all-topple-campus-walls.html</a>	99
3	<a href="http://www.nytimes.com/2012/07/17/education/consortium-of-colleges-takes-online-education-to-new-level.html">http://www.nytimes.com/2012/07/17/education/consortium-of-colleges-takes-online-education-to-new-level.html</a>	99



### Link-Building

Using the [SEMRush](#) 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 dmnd.udacity.com.

	Site Name	Site URL	Organic Search Traffic
1	entrepreneur.com	<a href="http://www.entrepreneur.com">www.entrepreneur.com</a>	3.9M
2	nateliason.com	<a href="http://www.nateliason.com">www.nateliason.com</a>	77.1K
3	yourstory.com	<a href="http://www.yourstory.com">www.yourstory.com</a>	88.4K



# SEO Audit (Contd.)

## Performance Testing

### Page Index

Using the [Pinger](#) tool, research how many of DMND's website pages are indexed by Google. Explain why the number of pages indexed is important.

**Ans:** For search engines to drive traffic to a site, it must be indexed. The more the number of pages indexed, the better probability for search engines to find your content. Hence the number of pages indexed is an extremely important parameter.

I have pasted the screenshots of both [dmnd.udacity.com](#) (for which there weren't any indexed pages result) and [www.udacity.com](#):

The screenshot shows the 'Google Indexed Pages Checker' interface. On the left is a sidebar with categories: Link Tools, Keyword Tools, Search Engine Tools, Header/Tag Tools, IP Tools, Miscellaneous Tools, and Source Code Tools. The main area has the title 'Google Indexed Pages Checker' and a sub-header 'Check how many pages Google has indexed for one website.' Below this is a section 'How do I use this tool?' with a form to 'Enter Your URL' containing 'http://dmnd.udacity.com/' and a 'Continue >>' button. At the bottom, there is a table with two columns: 'URL' and 'Google Indexed Pages'. The first row shows 'http://dmnd.udacity.com/' with the value '0'.

The screenshot shows the 'Google Indexed Pages Checker' interface for 'www.udacity.com'. It follows the same layout as the previous screenshot. The 'Enter Your URL' field contains 'http://www.udacity.com/'. The table at the bottom shows 'http://www.udacity.com/' with the value '405'.

### Page Speed

Using the [Google Page Speed Insights](#) tool, perform a speed test of [dmnd.udacity.com](#)'s mobile presence. Explain why evaluating the Page Speed is important.

**Ans:** Since 2010, Google uses site speed in its algorithms as one of the parameters for ranking search results. Hence improving page speed improves ranking potential in search results and also improves the user experience (which often leads to better conversion rates). I have pasted the page speed for both [dmnd.udacity.com](#) and [www.udacity.com](#) below:

The screenshot shows the Google PageSpeed Insights results for 'dmnd.udacity.com' on a mobile device. The 'Page Speed' is 'Unsatisfactory' (10/100) and 'Optimization' is 'Lowest' (10/100). A message states: 'PSI is currently showing a single page report. Chrome User Experience Report data and faster simulated network speed data for this page, but PSI was still able to analyze this page to identify potential optimizations that may improve the speed of this page. Please investigate the recommendations on a broader, larger scale.' Below this, it says 'Chrome User Experience Report has aggregated site-wide speed data for this site (http://dmnd.udacity.com), which you can see by accessing the site report at [http://dmnd.udacity.com](#).' The 'Page Stats' section indicates the page requires 6 render-blocking round trips and ~105 resources (3.2KB) to load. The 'Optimization Suggestions' list: 'Eliminate render-blocking JavaScript and CSS in above-the-fold content' (4800+ bytes), 'Enable compression' (4800+ bytes), 'Leverage browser caching' (4800+ bytes), 'Optimize images' (4800+ bytes), and 'Optimizations Already Present' (4800+ bytes). A footer note says: 'The overall page is optimized on a daily basis, and the submission on this site is not for PSI. To see updated optimization analysis, please visit the PSI website on a regular basis.'

The screenshot shows the Google PageSpeed Insights results for 'www.udacity.com' on a mobile device. The 'Page Speed' is 'Average' (50/100) and 'Optimization' is 'Good' (80/100). A message states: 'Data from the Chrome User Experience Report indicates this page's median FCP (1.7s) and LCP (3.0s) fall within the middle third of all pages. This page has a good level of optimization based on the use of its resources are render-blocking. [Learn more](#).' Below this, it says 'Report for [http://www.udacity.com](#).' The 'Page Speed Distribution' bar chart shows: 10% (Fast), 40% (Average), 30% (Slow), and 20% (Very Slow). The 'Page Stats' section indicates the page requires 6 render-blocking round trips and ~80 resources (3.2KB) to load. The 'Optimization Suggestions' list: 'Eliminate render-blocking JavaScript and CSS in above-the-fold content' (4800+ bytes), 'Defer non-critical scripts' (4800+ bytes), 'Leverage browser caching' (4800+ bytes), and 'Optimizations Already Present' (4800+ bytes).

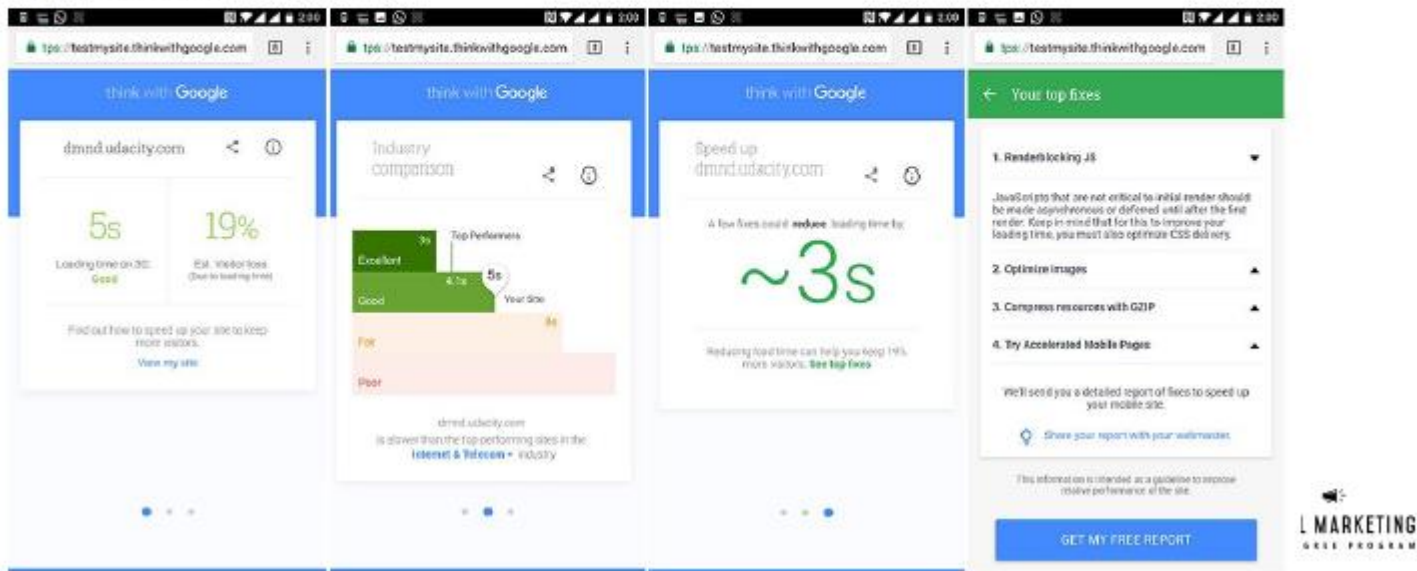
# SEO Audit (Contd.)

## Performance Testing

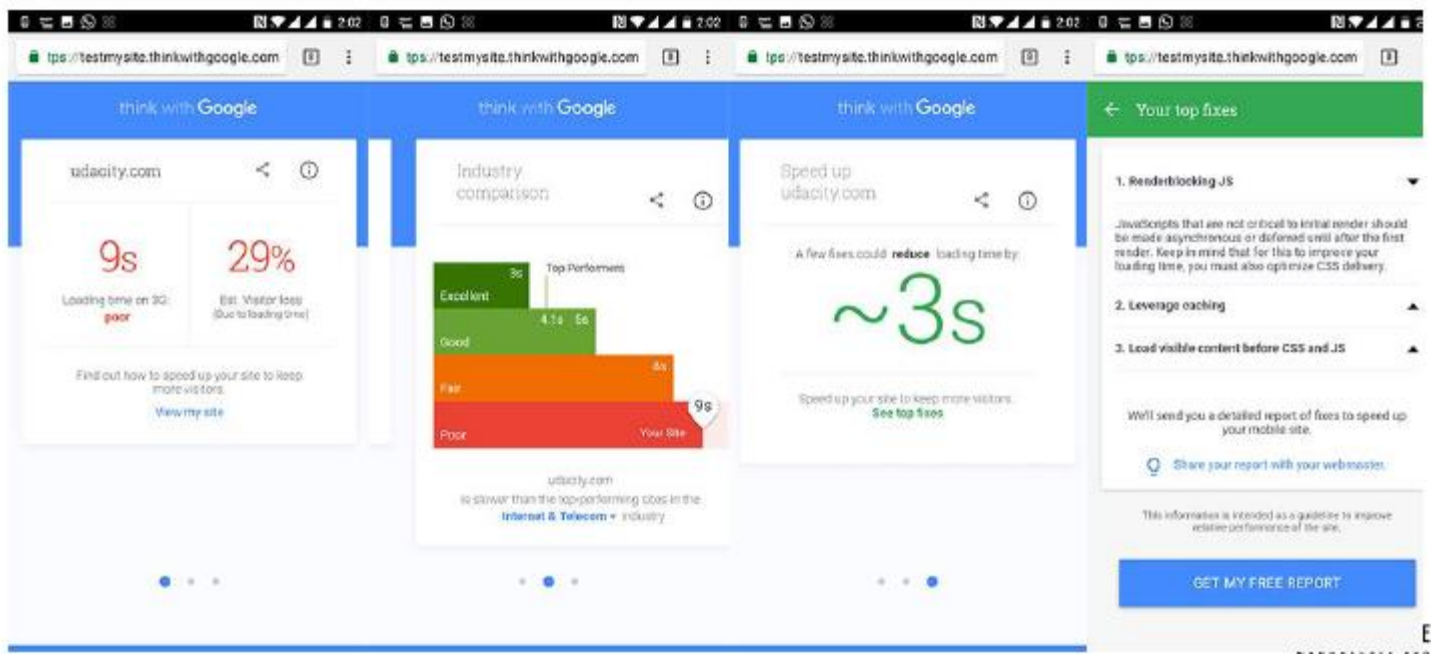
### Mobile-friendly evaluation

Using the [Think with Google](#) tool, assess the mobile-friendliness of the dmnd.udacity.com website. Explain why having a mobile-optimized is important.

*Ans: Having a mobile-optimized website is important in today's times since more people search on a mobile device than a desktop. Google also makes use of 'mobile friendliness' as one of the parameters in its search ranking algorithms since 2015. Below is the report for dmnd.udacity.com:*



*Ans: Below are the results for www.udacity.com*



# SEO Audit (Contd.)

## Recommendations

*I performed Content (Onsite, Offshore) and Technical audits for DMND.UDACITY.COM, with some of the key assessments captured in the preceding slides. Based on the assessment, I am listing below three recommendations to improve the website from an SEO perspective:*

- 1. Modify the website content to include key meta data: The Meta Description tag and alt-tags for images used are currently empty for the home page. These could be modified so that Search engines could use that information.*
- 2. Start a Link building campaign: I have listed three of the most trafficked pages with good authority in Slide #9. We could reach out to them to link to DMND site through a blog post.*
- 3. Improve page speed and Mobile friendliness: I would work on the website to implement some of the technical recommendations provided in Slides #12 and #13 to reduce page load time and improve mobile friendliness.*



# Run an Adwords Campaign

# 1. Approach Description

- *I have chosen the project 'Option 1: Help Udacity democratize education worldwide'*
- *In this project I will be setting up a search campaign using Google Adwords to try and bring more students from the **United Kingdom** to the landing page for the Udacity **App Monetization course** (<https://in.udacity.com/course/app-monetization--ud518>).*
- *I will run the ads for **5 days**. The **total campaign budget will be \$75** with a **daily budget of \$15**. I intent to get at least **25 signups to the course**.*
- *I will target people who are in the Interest and Desire state of their customer journeys.*
- *I will 2 Ad groups, 1 each for the potential candidates in the Interest and the Desire stages. For each of the ad groups, I will create 2 ads matching the stage of the customer journey.*
- *I will use the appropriate keywords including a mix of Generic terms, Brand terms, Related terms and Competitor terms.*



## 2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?

*Ans: The 'big picture' objective is to help Udacity democratize education worldwide. Specifically, through my campaign, I intent to collect at least 25 signups from interested students in the United Kingdom to Udacity's App Monetization course by running the campaign for 5 days with a total budget of \$75, and a daily budget of \$15.*

2. What primary KPI are you going to track in your campaign?

*Ans: The primary KPI I will be tracking is the conversions, i.e: the number of signups to Udacity's App Monetization course*

# Ad Group #1: Ads & Keyword Lists

## Ad #1

New text ad

Final URL

<https://in.udacity.com/course/app-monetization-ud518>

Headline 1

How to monetize your apps

Headline 2

Learn from Udacity and Google

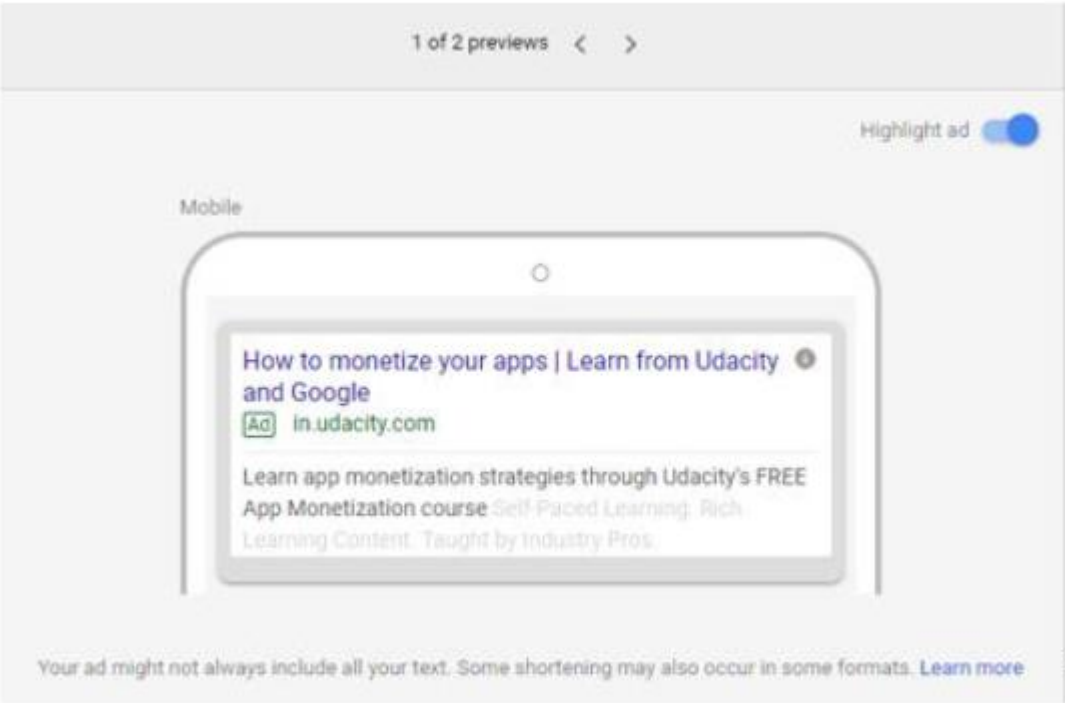
Display path

in.udacity.com / Path 1 / Path 2

Description

Learn app monetization strategies through Udacity's FREE App Monetization course

Ad URL options



# Ad Group #1: Ads & Keyword Lists

## Ad #2

New text ad

Final URL

https://in.udacity.com/course/app-monetization-ud518

Headline 1

App Monetization Strategies

Headline 2

Learn from Google and Udacity

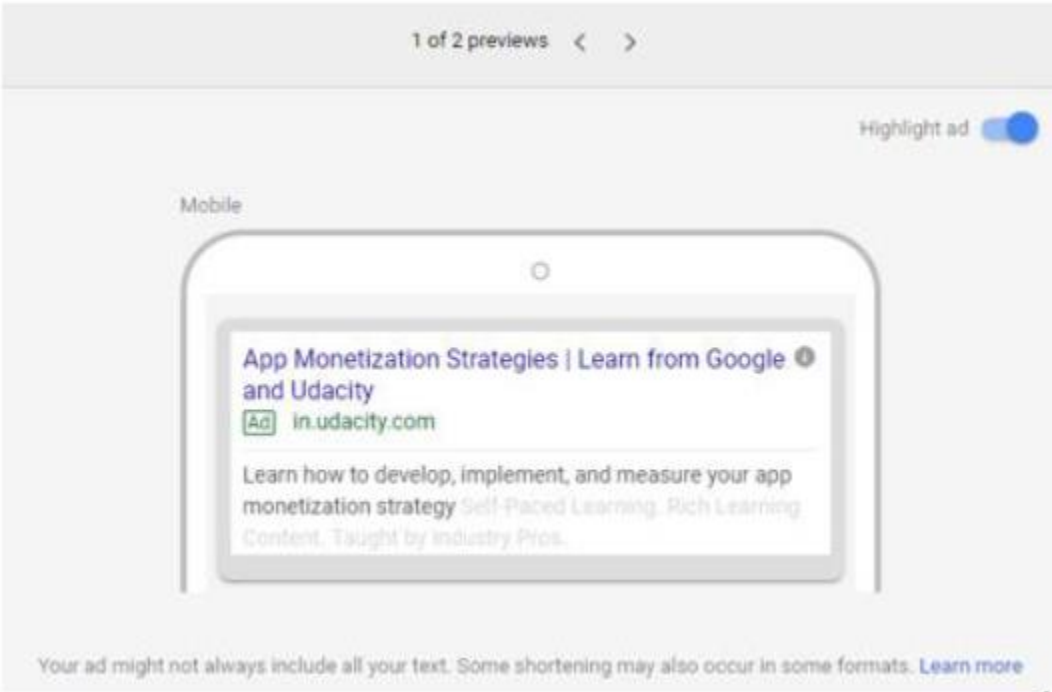
Display path ⓘ

in.udacity.com / Path 1 / Path 2

Description

Learn how to develop, implement, and measure your app monetization strategy

Ad URL options





# Ad Group #1: Ads & Keyword Lists

Keyword List:

*udacity uk*

*"Monetizing apps"*

*"learn how to monetize apps"*

*[learn how to monetize apps]*

*"ways to effectively monetize apps"*

*"Google App Monetization strategies"*

*Android app monetization*

*ios app monetization*

*monitizing apps (Spelling mistake intentional)*

*"monetize android apps"*

*"monetizing ios apps"*

*"monetizing apps"*

*"courses offered by google"*

*"android app ad revenue"*

*"mobile app ad revenue"*

*"how to monetize your game"*

*"how to monetize your mobile app"*

*"how to earn money from android apps"*

*udemy courses*

*"how to monetize a game"*

# Ad Group #2: Ads & Keyword List

## Ad #1

New text ad

Final URL

https://in.udacity.com/course/app-monetization--ud518

Headline 1

App Monetization by Google

Headline 2

A free course from Udacity

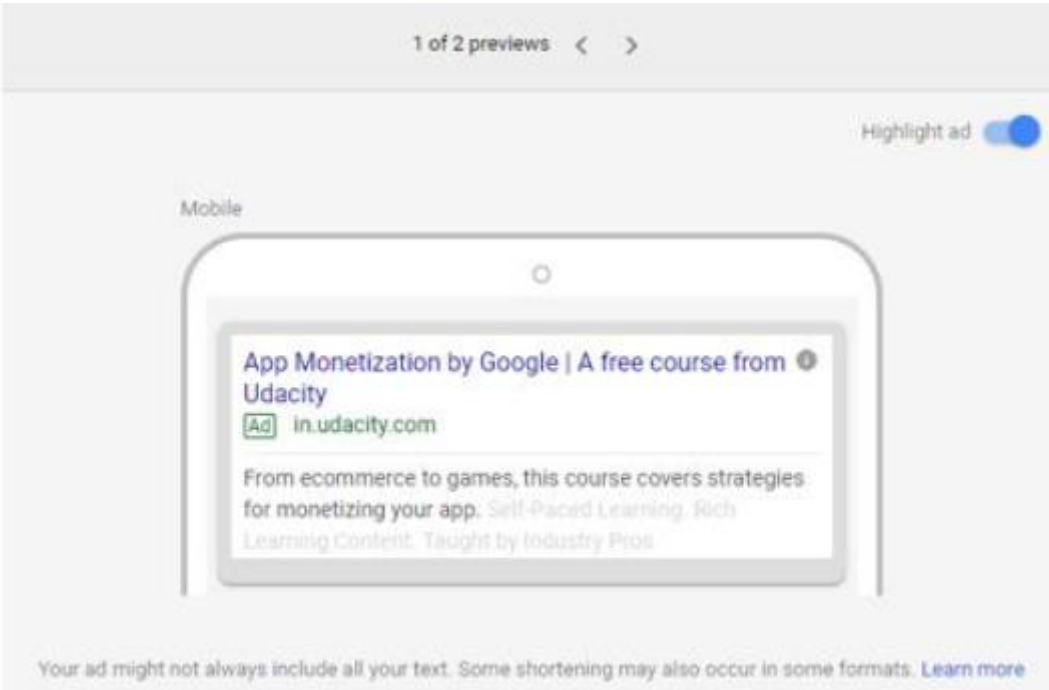
Display path ⓘ

in.udacity.com / Path 1 / Path 2

Description

From ecommerce to games, this course covers strategies for monetizing your app.

Ad URL options



# Ad Group #2: Ads & Keyword List

## Ad #2

New text ad

Final URL

https://in.udacity.com/course/app-monetization-ud518

Headline 1

Udacity App Monetization Class

Headline 2

Free course by Google

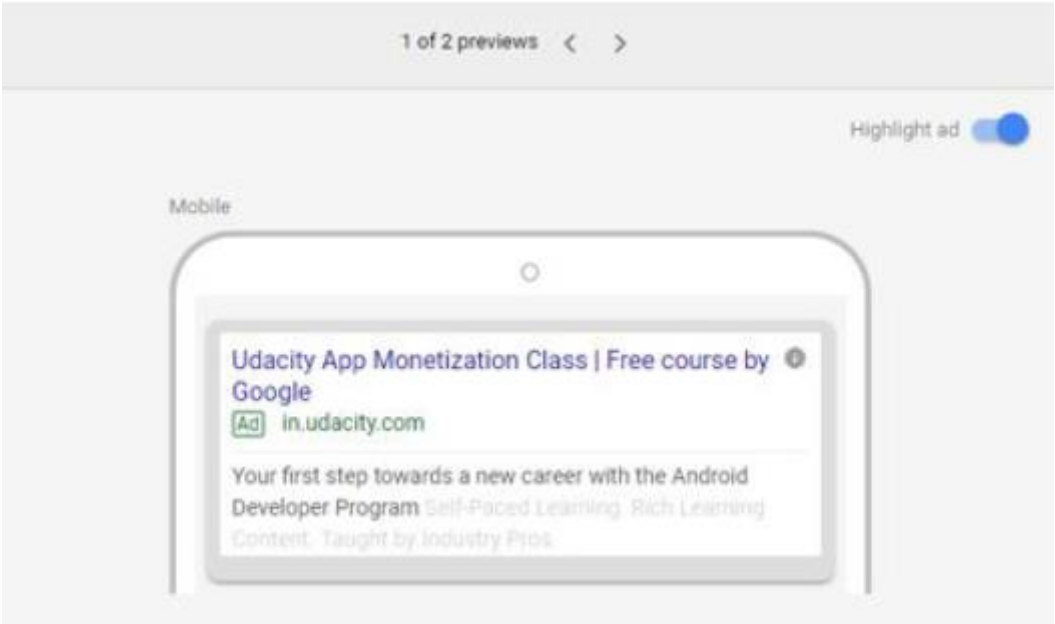
Display path

in.udacity.com / Path 1 / Path 2

Description

Your first step towards a new career with the Android Developer Program

Ad URL options



## Ad Group #2: Ads & Keyword List

### Keyword List:

*Google App Monetization strategies course*

*Udacity App Monetization strategies course*

*Udacity free online courses*

*Udacity App Monetization nanodegree*

*"Best app monetization methods"*

*"Learn app monetization techniques"*

*"Free udacity courses"*

*Admob ad monetization*

*"learn how to display ads in apps"*

*"Top app monetization online courses"*

*udacity app monetization*

*google app monetization*

*"Learn ios app monetization"*

*"Learn android app monetization"*

*"skills for app monetization jobs"*

*"learn how to make money from apps"*

*"app monetization for dummies"*






*"How to monetize your mobile app"*

*"How to monetize a free app"*

*"Building and monetizing apps"*

# Key Campaign Results

## (Campaign & Ad Groups)

<input type="checkbox"/>		Ad group	Status <span>↓</span>	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
<input type="checkbox"/>		Samz Ad group 1 - InterestStage	Campaign ended	\$3.00 (enhanced) 	—	3	123	2.44%	\$1.99	\$5.96	Standard	None
<input type="checkbox"/>		Samz Ad group 2 - DesireStage	Campaign ended	\$3.00 (enhanced) 	—	6	244	2.46%	\$1.40	\$8.37	Standard	None
Total: All but remove...						9	367	2.45%	\$1.59	\$14.33		
Total: Experiments						0	0	—	—	\$0.00		
Total: Campaign						9	367	2.45%	\$1.59	\$14.33		

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	CR (Assumed to be 0.2%)	Conv.	Cost per Conv.	Cost
Samz Ad group 1 - InterestStage	3	123	3	2.44%	\$1.99	0.2%	0		\$5.96
Samz Ad group 2 - DesireStage	3	244	6	2.46%	\$1.40	0.2%	0		\$8.37
Total		367	9	2.45%	\$1.59		0		\$14.33

# Key Campaign Results (Ads)

<input type="checkbox"/>		Ad <span>↑</span>	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>		<a href="#">App Monetization Strategies</a> Learn from industry leaders <a href="#">www.udacity.com</a> Learn how to develop, implement, and measure your app monetization strategy	INTEREST	Campaign ended	Expanded text ad	1	6	16.67%	\$2.87	\$2.87
<input type="checkbox"/>		<a href="#">Free class on App Monetization</a> Skyrocket your app earnings <a href="#">www.udacity.com</a> Your first step towards a new career with the Android Developer Program	DESIRE	Campaign ended	Expanded text ad	0	41	0.00%	—	\$0.00
<input type="checkbox"/>		<a href="#">How to monetize your apps</a> Learn from industry leaders <a href="#">www.udacity.com</a> Learn app monetization strategies through Udacity's FREE App Monetization course	DESIRE	Campaign ended	Expanded text ad	6	203	2.96%	\$1.40	\$8.37
<input type="checkbox"/>		<a href="#">Make money from your apps</a> Take this free online course <a href="#">www.udacity.com</a> From ecommerce to games, this course covers strategies for monetizing your app.	INTEREST	Campaign ended	Expanded text ad	2	117	1.71%	\$1.54	\$3.09
Total: Ads						9	367	2.45%	\$1.59	\$14.33
Total: Experiments						0	0	—	—	\$0.00
Total: Campaign						9	367	2.45%	\$1.59	\$14.33

Ad	Clicks	Impr	CTR	Cost	Avg. Cost Per Click	CR (Assumed to be 0.2%)	Conv.	Cost per Conv.
Samz Ad group 1 - InterestStage, Ad #1	1	6	16.67%	\$2.87	\$2.87	0.20%	0	-
Samz Ad group 1 - InterestStage, Ad #2	2	117	1.71%	\$3.09	\$1.55	0.20%	0	-
Samz Ad group 2 - DesireStage, Ad #1	0	41	0.00%	\$0.00	-	0.20%	0	-
Samz Ad group 2 - DesireStage, Ad #2	6	203	2.96%	\$8.37	\$1.40	0.20%	0	-

# Key Campaign Results

## (Keywords)

<input type="checkbox"/>	<input type="radio"/>	Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
Total: All but removed keywords								9	367	2.45%	\$1.59	\$14.33
<input type="checkbox"/>	<input checked="" type="radio"/>	udacity free courses	Samz Ad group 1 - InterestStage	Campaign ended	\$3.00 (enhanced)	Approved	—	6	239	2.51%	\$1.40	\$8.37
<input type="checkbox"/>	<input checked="" type="radio"/>	mobile app ad revenue	Samz Ad group 1 - InterestStage	Campaign ended	\$3.00 (enhanced)	Approved	—	1	15	6.67%	\$2.87	\$2.87
<input type="checkbox"/>	<input checked="" type="radio"/>	Building and monetizing apps	Samz Ad group 2 - DesireStage	Campaign ended	\$3.00 (enhanced)	Approved	—	1	16	6.25%	\$1.15	\$1.15

Keyword	Clicks	Impr	CTR	Cost	Avg. Cost Per Click	CR (Assumed to be 0.2%)	Conv.	Cost per Conv.
Udacity free courses	6	239	2.51%	\$8.37	\$1.40	0.20%	0	-
mobile app ad revenue	1	15	6.67%	\$2.87	\$2.87	0.20%	0	-
Building and monetizing apps	1	16	6.25%	\$1.15	\$1.15	0.20%	0	-

# Campaign Evaluation

**Evaluate how successful your campaign was, given what your Marketing Objective has been.**

- Unfortunately, my campaign was not effective – it resulted in a negative ROI since there were no conversions (I assumed a conversion rate of 0.2% since I didn't have the exact data of how many people who I brought to the site finally enrolled for the free course)
- Though I had data to calculate the CTR, I didn't have the exact data to calculate the conversion rate (since I had chosen Lead generation as the target, I did not have the data for how many students who clicked the ad and landed on the landing page finally enrolled. The impressions were less than expected though.
- I had to spend in the range of \$1 - \$3 per click, which came close to the manual CPC bid of \$3 that I had set
- The Ad group for the interest stage (Samz Ad group 1 – InterestStage), the ad Samz Ad group 1 - InterestStage, Ad #2, and the Interest stage keywords brought in the maximum clicks and CTR. This could be because the audience is already interested and searching for such courses
- Keywords that are more exact for the audience and use of branded keywords are probably the reasons for some keywords performing better than others



# Recommendations for future campaigns

**Imagine you had additional budget, how would you use it, given your campaign evaluation?**

- I would focus more on high performing ad group (higher CTR and conversion), and optimize its maximum CPC bid value to increase its ad rank.
- I will pause poor performing keywords and ads. I would add more keywords and ads to my interest stage. I will also add a few more long tail keywords with broad and specific keywords
- I will perform a A/B test for my text ads on two elements: Headline and description, which will help me devise better performing ads
- I may add a short video that gives a sneak peek into the course, and probably a video of testimonials from past graduates which will convince more people to enroll.

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# Evaluate a Display Advertising Campaign

# Evaluate a Display Advertising Campaign

## Assumptions

**Marketing Objective:** You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

**Cost:** The cost of the degree is \$999

**Profit:** For the purpose of this assignment, 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. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

## Formulas

**Conversion Assumption:** 0.2% Conversion via Landing page

**Calculating #of Sign Ups:** Clicks to the landing page  $\times 0.002$  = # of Student Sign Ups

*Note: Please round to the nearest whole number*

**CPA:** Cost of Campaign/# sign ups = CPA



*Note: Please round to the nearest cent*

**ROI:**  $[(299 \text{ Profit}) - \text{CPA}] \times \# \text{ of Student Sign Ups} = \text{ROI}$

# Evaluate a Display Advertising Campaign (Contd.)

## Part 1: Evaluate a Display Image Campaign

### Ad Results

<input type="checkbox"/>		Ad	Status ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?
<input type="checkbox"/>	II	Become a Digital Marketer Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry, and gain experience with real-live projects Udacity  Preview ad	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	\$0.45	\$686.27
<input type="checkbox"/>	II	Become a Digital Marketer Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry and gain experience with real-live projects Udacity  Preview ad	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	\$0.42	\$186.24

### Ad Performance Analysis

1. Present the results of each ad by completing the table below.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1531	216119	0.71%	\$0.45	\$686.27	.2%	3	\$228.76	+210.7
Creative - B	442	65867	0.67%	\$0.42	\$186.24	.2%	1	\$186.24	+112.8

2. Creative A outperformed Creative B? Why?

***As can be seen above, the ROI on Creative - A is much higher than that of Creative - B. So Creative-A performed better.***

# Evaluate a Display Advertising Campaign (Contd.)

## Part 1: Evaluate a Display Image Campaign

### Top 5 best performing Keywords (based clicks to the website)

Keyword	Clicks	Impressions	CTR	Avg. CPC	Cost
marketing online	236	20750	1.14%	0.5	118.6
online marketing course	226	38259	0.59%	0.28	63
digital marketing training	57	8224	0.69%	0.54	30.75
marketing courses	19	1999	0.95%	0.27	5.14
marketing careers	14	2998	0.47%	1.68	23.5

## Optimization Recommendations

Provide at least **three** suggestions to improve this campaign.

***Suggestion 1: Pause keywords with high CPC (Eg. marketing careers), so we may be able to generate clicks with cheaper keywords.***

***Suggestion 2: I will pause the ad that is not performing (Creative – B), and keep the better ad. I will then try to create a better ad than the one that's performing well.***

***Suggestion 3: Expand the list of keywords with keywords similar to the best performing keywords***

# Evaluate a Display Advertising Campaign (Contd.)

## Part 2: Evaluate a Display Video Campaign

### Overall results of the Display Video campaign

<input type="checkbox"/>	● +	Ad group	Status ?	Max. CPV ?	Ad group type ?	Impr. ?	Views ?	View rate ?	Cost ?	Avg. CPV ?	Clicks ?	CTR ?	Avg. CPC ?
<input type="checkbox"/>	II	short trailer DM education keywords	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	54,312	10,622	19.56%	\$290.21	\$0.03	453	0.83%	\$0.64
<input type="checkbox"/>	II	short trailer DM large keyword list	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	103,205	19,261	18.66%	\$535.40	\$0.03	1,439	1.39%	\$0.37
		Total - all but removed ad groups				157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
		Total - all ad groups				157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44

Show rows: 50 1 - 2 of 2

## ROI Calculation

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	1892	157517	1.20%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$825.61	0.2%	4	\$206.4	\$370.39

- The total cost of the campaign was \$825.61. The ad was shown 157517 times, with 1892 users clicking on the ad to land up on the home page. This comes to a Click Thru Rate of 1.2%. Of the 1892 people who landed up on the homepage, assuming a 0.2% conversion rate, we could find the total users who ultimately signed up was 4. The Cost per accusation thus translating to @206.4 (Total cost of campaign/ total signups).
- The overall ROI is \$370.39 – positive.

# Evaluate a Display Advertising Campaign (Contd.)

## Part 2: Evaluate a Display Video Campaign

### Display Video campaign: Ad results

<input type="checkbox"/>	<input type="radio"/>	Ad	Ad group	Status ?	Video	Impr. ?	Views ?	View rate ?	Avg. CPV ?	Cost ?	Clicks ?	CTR ?	Avg. CPC ?
<input type="checkbox"/>	<input checked="" type="radio"/>	Short trailer 	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	\$0.03	\$290.21	453	0.83%	\$0.64
<input type="checkbox"/>	<input checked="" type="radio"/>	Short trailer 2 	short trailer DM large keyword list	Campaign paused	Become a Digital Marketer	103,205	19,261	18.66%	\$0.03	\$535.40	1,439	1.39%	\$0.37

**Campaign A** - Short Keyword List

**Campaign B** - Large Keyword List

## Ad Performance Analysis

1. Present the results of each ad by completing the table below.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54312	0.83%	\$0.64	\$290.21	.2%	1	\$290.21	+8.79
Campaign B	1439	103205	1.39%	\$0.37	\$535.40	.2%	3	178.47	+361.59

2. Which ad performed best Video A or Video B? Why?

**As can be seen above, the ROI on Campaign B is much higher than that of Campaign A. So Video B performed better**



# Evaluate a Display Advertising Campaign (Contd.)

## Part 2: Evaluate a Display Video Campaign

### Keywords

<input type="checkbox"/>	Keywords <sup>?</sup>	Max CPV	Ad group	Status	Impr.	Views <sup>?</sup>	View rate <sup>?</sup>	Avg. CPV <sup>?</sup>	Cost <sup>?</sup>	Clicks <sup>?</sup>	CTR <sup>?</sup>
<input type="checkbox"/>	internet marketing program	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	online marketing course	\$0.10	Video DMDN Launch	Campaign paused	1	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	web metrics	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	web analysis	\$0.10	Video DMDN Launch	Campaign paused	2	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	online marketing strategies	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%

### Keyword Performance Analysis

1. Present the **five** keywords you consider most successful based on the results of the campaign?

***ad advertisement, digital learning courses, online marketing video, course digital marketing, seo***

2. Highlight the best performing keyword from the results. *Why* was this the best performing keyword?

***'ad advertisement' is the best performing keyword because of its high ROI - \$219.4 (CTR (2.11%) and low avg. CPC (\$0.17))***

Keyword	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversion Rate	CPA	# New Students	ROI
ad advertisement	510	24172	2.11%	\$0.17	\$85.58	0.20%	\$85.58	1.0	\$213.42
online marketing video	495	42440	1.17%	\$0.51	\$253.23	0.20%	\$253.23	1.0	\$45.77
digital learning courses	207	14198	1.46%	\$0.31	\$64.99	0.20%	n/a	0.0	-ve
business training course	163	17437	0.93%	\$0.63	\$103.43	0.20%	n/a	0.0	-ve
course digital marketing	106	8726	1.21%	\$0.43	\$45.50	0.20%	n/a	0.0	-ve



# Evaluate a Display Advertising Campaign (Contd.)

## Part 2: Evaluate a Display Video Campaign

### Optimization Suggestions

*Suggestion 1: Pause the adgroup that doesn't deliver as well (Campaign A)*

*Suggestion 2: Pause keywords with high CPC (Eg: advertising online marketing)*

*Suggestion 3: Expand the list of keywords with keywords similar to the best performing keywords*

# Evaluate a Display Advertising Campaign (Contd.)

## Part 3: Results, Analysis, Recommendations

### Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- I will focus only on the Ad groups that have high ROI. In this case, I will continue with Display campaign A and Video campaign B.
- I will adjust the keywords to remove low performing keywords, assess it a bit further by pausing high CPC keywords and try to arrive at a list of better performing keywords. I will also ensure adding keywords that include brand, competitor and long tail keywords
- I will further improve the ads by changing the creatives, doing A/B testing to ensure the new creatives are performing better than the existing ones
- Currently we have assumed a conversion of 0.2%. Looking at the landing page of DMND, it follows the best practices including matching the ad messaging, clearly explaining what DMND is and its benefits, setting clear expectations, has a call for action, and has messaging that creates an urgency for conversion (the timer for course signup enrollment). I wouldn't change anything on the landing page.



Market with Email

# Market with Email

## Part 1: Content planning

### Target Persona (Revisited)

### 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 learn from basics, 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

### eMail Content Plan

	Email Topic	Marketing Objective	KPI
Email #1	Master Digital Marketing	Engagement	Open Rate, CTR
Email #2	Ravi's career switch story	Engagement	Open Rate, CTR
Email #3	Enroll Now	Conversion	Conversion

# Market with Email (Contd.)

## Part 1: Content planning

### Email #1: Master Digital Marketing

Email Content Plan				
Subject Line	Body Summary	Visual	CTA	Link
<b><i>Master the skills for a successful Digital Marketing Career</i></b>	<ul style="list-style-type: none"><li>• <b><i>Learn from the masters: Google, Hubspot, Udacity etc</i></b></li><li>• <b><i>Gain real word experience</i></b></li><li>• <b><i>running live campaigns</i></b></li><li>• <b><i>Prepare yourself for jobs of tomorrow</i></b></li></ul>	<b><i>Udacity logo in the top part of the email, and a banner depicting Digital marketing with some social media icons</i></b>	<b><i>Learn more</i></b>	<b><i><a href="http://dmnd.udacity.com/">http://dmnd.udacity.com/</a></i></b>

### Email #2: Ravi's career switch story

Email Content Plan		
Marketing Objective	Subject Line	CTA
<b><i>Engagement</i></b>	<b><i>From cubicle-dweller to a Digital Marketing freelancer: Ravi's success story</i></b>	<b><i>Watch now</i></b>

# Market with Email (Contd.)

## Part 1: Content planning

### Email #3: Enroll Now

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	<b><i>Become a Certified Digital Marketer [Last Day]   Enroll Now</i></b>	<b><i>Enroll Now</i></b>

# Market with Email (Contd.)

## Part 2: Calendar

### eMail Campaign Calendar

	Week 1					Week 2					Week 3				
	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F
Email #1															
Email #2															
Email #3															

KEY PHASES

Planning	Tests	Send	Analyze
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# Market with Email (Contd.)

## Part 3: Crafting emails

### eMail Copy #1

Subject Line: ***Master the skills for a successful Digital Marketing Career!***

Pre-header: ***\*/Fname \*/, learn Digital marketing from the masters!***

Body:

***Built in partnership with industry pioneers like Google, Hubspot, Moz and others, Udacity's Digital Marketing Nanodegree program allows you to explore the full range of digital marketing specialties building a broad foundation for digital marketing expertise.***

- ***Get a unique, 360-degree understanding of digital marketing***
- ***Develop and run live, real-world campaigns as you master the skills and tools you'll need to launch a successful digital marketing career.***
- ***Build an extensive digital media portfolio with 6 projects and be industry ready in 3 months***

***Over 5000 professionals have enrolled and benefited from the course globally. Would you like to join this amazing group and supercharge your career?***

CTA: ***Learn more***

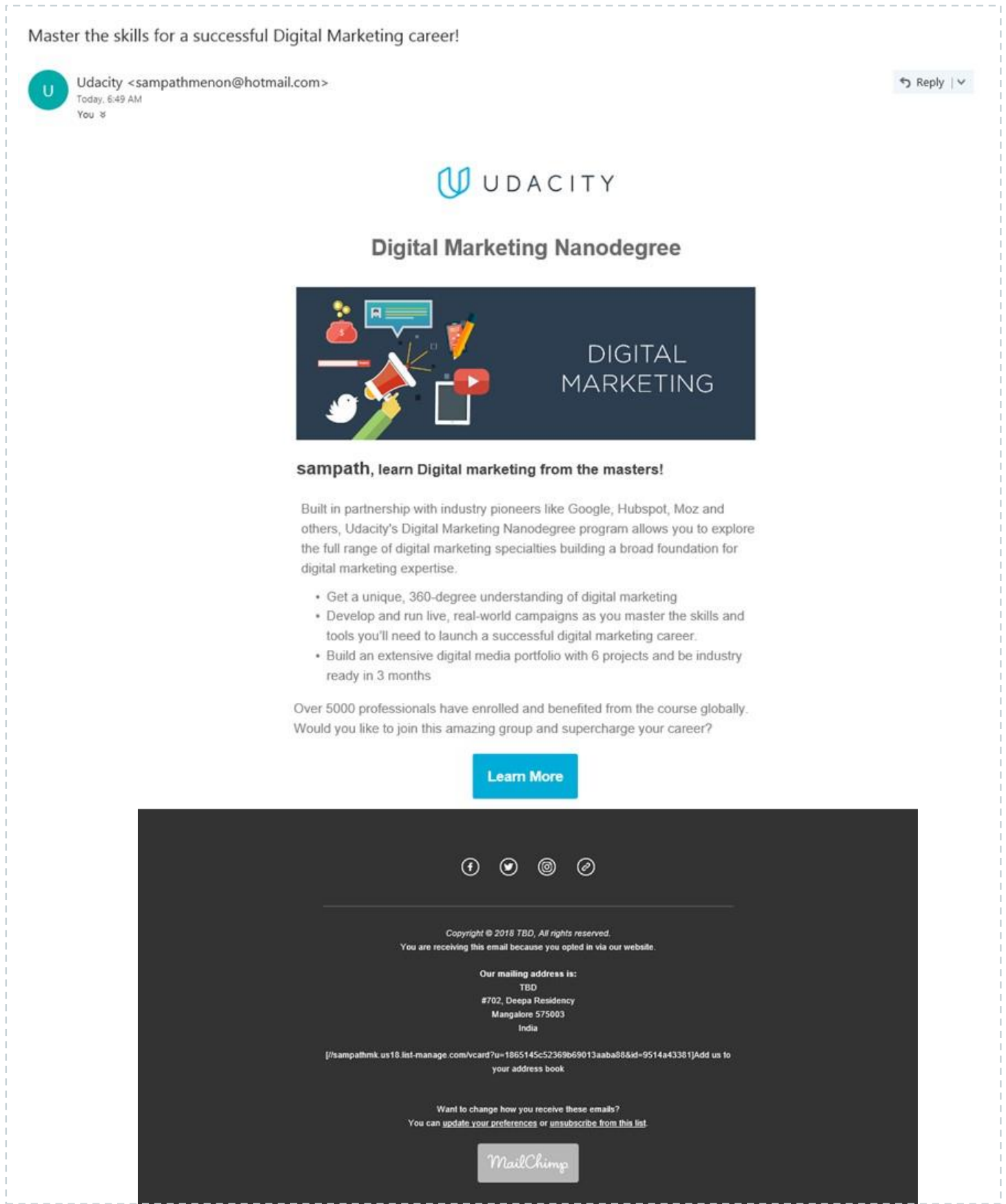
Link for CTA: ***<http://dmnd.udacity.com/>***



# Market with Email (Contd.)

## Part 3: Crafting emails

### eMail Screenshot: Email #1



# Market with Email (Contd.)

## Part 4: A/B Testing

### A/B Test the Subject Line and Call to Action in Email #1

A/B Testing		
	Subject Line	CTA
Email #1	<i>Become a Certified Digital Marketer</i>	<i>Tell me more</i>

Explain why A/B testing is important and how you might A/B test each of these two components of your email in an email campaign.

- *A/B testing is important because it helps you understand which email version performs best.*
- *In an A/B test, one component of an email is varied. One version is sent to one-half of the subscribers, and the other to the other half. The results are analyzed and used to better the email.*
- *In this case, I will A/B test the subject line change separately, and the CTA separately*
- *The success metric I will choose for this will be Click rate, since I want the users to come to DMND site for further action.*
- *The steps I will follow:*
  - 1. First I will test for the Subject line*
  - 2. I will select a smaller sample of subscribers from my subscriber list (I'll use the free calculator from Optimizely to decide the size of the group, so results are statistically significant)*
  - 3. I will send the email to one half of this group. I will vary the subject line and send to the other half. I will analyze the Click rate to see which performed better, and stick to the higher performing subject line*
  - 4. Now I will test for CTA*
  - 5. I will select a different sample group*
  - 6. I will send the email (chosen in step 3) to one half of this group*
  - 7. I will vary the CTA and send to the other half. I will again check the Click rate, and choose the higher performing CTA. This will be the mail I will send to the rest of the people in the subscriber list.*

# Market with Email (Contd.)

## Part 5: Sending & Analyzing Results

### Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	<b>22%</b>	225

### CTR and Conversion Rate

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsubscribed
180	<b>8%</b>	75	<b>3%</b>	30

- It is important to provide our subscribers a means to unsubscribe, which we have done.
- Now, we must keep an eye on the Unsubscribe rate – this should be kept at a minimum (ideally, <1%).
- If our unsubscribe rate is too high, we need to consider analyzing how the content could be made more relevant and engaging to subscribers, or reducing frequency.
- If we do not do this, subscribers may consider our mails as Spam. If we have many users marking our emails as spam, we may get flagged as a spammer. This will negatively impact our reputation and in turn, our business.

# Market with Email (Contd.)

## Final Recommendations

Based on the work you did throughout this project, what would you do for Emails #2 & 3?

- ***I will analyze the results of previous email campaigns, specifically:***
  - ***Track the reach (for email #1 and 2)***
  - ***Track Clicks and Open rates – this will help me understand how the subscribers are engaging with the campaign, so I can use it to refine the messaging***
  - ***Track unsubscribe rate – to ensure there's nothing alarming there***
  - ***Track bounces – this will help me prune my subscriber list; to remove any invalid email ids***
- ***For emails #2 and #3, I will refine the messaging, imagery and CTA based on the findings from email #1. I will also send out emails #2 and #3 to the pruned subscriber list***
- ***For email #2, I plan to send it out in a story format recounting a story relatable to the audience. This should increase engagement and translate to better CTR and action.***
- ***For email #2, I will also include an additional takeaway – a booklet on a specific area of Digital Marketing that will be useful, or a sneak peek into the DMND course. This will improve CTR***
- ***I will definitely continue with A/B testing for both #2 and #3.***
- ***For email #3, I will include copy that creates a sense of urgency (Eg: 'Last day to enroll'), which could result in higher conversion***
- ***For emails #2 and #3, I will continue to align with the brand and theme guidelines, so there's consistency***

