



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

Hobbies

- Travel, Photography
- Watching movies
- Reading about technology

Sam
'IT MidManager'
Chakravorty



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

Review comment:

Required: Please specify `the targeted result` for this campaign to make this a S.M.A.R.T. Marketing Objective

Response: I have updated the slide as required.

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 at least 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 Screenshots

Campaign & Ad Set

Campaign Summary Screenshot

Campaign name

Campaign objective: Conversions

[Create New Ad Set](#)

Ad set name

Targeting Location: India
[More](#)

Ad placement Facebook Feeds, Facebook Instant Articles, Facebook Right column, Facebook Marketplace, Instagram Feed, Instagram Stories, Audience Network Native, banner and interstitial, Audience Network In-stream videos, Audience Network Rewarded videos and Messenger Home

Budget & schedule \$125.00 Lifetime | 9 June 2018 - 13 June 2018
[More](#)

[Create New Ad](#)

Ad name - Image no.

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

Conversions

Get people to take valuable actions on your website, in your app or in Messenger, such as adding payment information or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

Campaign name

[Create split test](#) A/B test your creative, placement, audience and delivery optimisation strategies

[Budget optimisation](#) Optimise budget across ad sets

Conversion

Choose the website or app that you want to promote, then select a conversion pixel or app event. If you don't have a pixel or app event, you'll see instructions for creating one.

Website

eBook Download ⓘ

We'll optimise delivery of your ads to get the most of these conversions at the lowest price.

App

Messenger ⓘ

Ad set name [Advanced options](#)

Conversion

Choose the website or app that you want to promote, then select a conversion pixel or app event. If you don't have a pixel or app event, you'll see instructions for creating one.

Website

eBook Download ⓘ

We'll optimise delivery of your ads to get the most of these conversions at the lowest price.

App

Messenger ⓘ


Locations

Everyone in this location

India

India

Include [Browse](#)



Add locations in bulk

Age -

Gender All Men Women

Languages

Detailed targeting

INCLUDE people who match at least ONE of the following

Interests > Additional interests

Freelancer

Interests > Business and industry

Entrepreneurship

Interests > Business and industry > Online

Digital marketing

[Add demographics, interests or behaviours](#) | [Suggestions](#) | [Browse](#)

Exclude people or Narrow audience

Expand interests when it may increase conversions at a lower cost per conversion. ⓘ

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
\$125.00 USD

Schedule

Start

End
(Pacific Time)

Your ad will run until **Wednesday, 13 June 2018**.
You'll spend up to **\$125.00** in total.

Optimisation for ad delivery

Conversion window

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

Ad Summary

Identity

Facebook Page

Your business is represented in ads by its Facebook Page or an Instagram account.

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Instagram account

Select an Instagram account to represent your business in your Instagram ad. To manage available Instagram accounts, contact your Business Manager admin.

udacitydmnd +

Format

Choose how you'd like your ad to look.

Carousel
Create an ad with 2 or more scrollable images or videos.

Single image
Create up to 6 ads with one image each at no extra charge.

Single video
Create an ad with one video.

Slideshow
Create a looping video ad with up to 10 images.

Collection
Feature a collection of items that open into a full-screen mobile experience. [Learn more.](#)

Images

You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

[Browse Library](#) [Free Stock Images](#)

+
Add more images



Customize for Instagram. [Learn more.](#)

Use a Different Image

Recommended image specs

- Recommended image size: **1,200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximise ad delivery, use an image that contains **little or no overlaid text.** [Learn more.](#)

Links

Enter the text for your ad. [Learn more.](#)

Select the link type for your ad

- Website
- Facebook event

Driving traffic to Messenger?
Use the Messenger destination. Your audience and budget settings will be saved. [Change destination](#)

Text

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Website URL

Preview URL

<http://dmnd.udacity.com/ebook> ×

Headline

Free Social Media Ad guide

Call to action

[Learn More](#) ▼

Add an overlay to images

Use a text overlay to give people more information and create a more engaging ad.

[No overlay](#) ▼

Ad previews

1 of 8 ads

Mobile News Feed ▼

1 of 15

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Like Comment Share

Watermark won't appear in the final ad image.

[Refresh preview](#) • [Report a problem with this preview](#)

Ad Images: 6 No.s



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