Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

Marketing Objective & KPI

1. **Who is the target audience of your campaign?**

My target was females in the United States 18-24 who have an interest in Digital Marketing.

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

The Marketing Objective was to set-up a Facebook campaign to direct potential students to download an eBook on Social Media Advertising. The goal was to collect 15 email addresses from the landing page during a one week period. My budget was $125.

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

The KPI was the number of email addresses collected from the landing page assuming costs of $0 for the eBook and a conversion value (revenue) of $15 per collected email address. That KPI was chosen since the number of collected email addresses could be tracked from the landing page.

DIGITAL MARKETING
NANODEGREE PROGRAM

Campaign Summary

1. **Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?**

    US - 18-24 - Female - Marketing - Higher Ed spend. I added an interest of Digital Marketing.

2. **What Ad Copy and Ad Creatives did you use?**
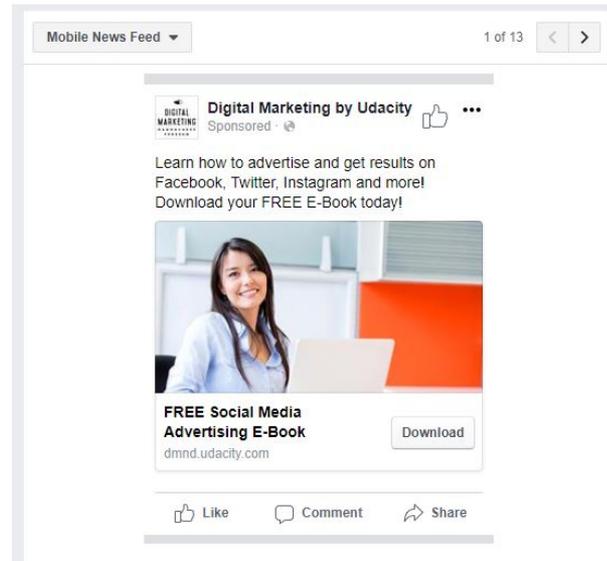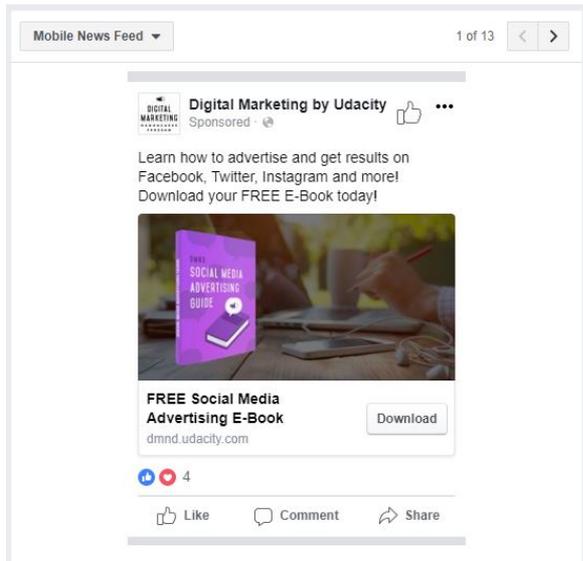
Campaign Summary

3. **If you made any changes, please describe them.**

    I revised two images (created another ad with an e-book and the other new graphic had a focus on the key demo) along with the copy and headline. In reference to slide 3, I replaced graphics two and three with the below graphics and copy.

Campaign Summary

3. If you made any changes, please describe them.

On 11/22 and 11/23 I also added more interests, demographics and behaviors:

content marketing, advertising, online advertising, social media marketing. educational technology, education, college grad, in college, in grad school, Master's degree, Professional degree, small business owners, entrepreneurship, freelancers

My campaign also briefly stopped as there was an error with the Udacity account but I didn't extend my campaign even though I was told I could. I made all my above changes about half way through my spending limit.

Key Results

1. **Present the most important metrics per ad**

The one thing I noticed is that having a graphic of the e-book gave me better results. I also think that changing up the headline and copy midway through the campaign helped.

- Image 1 and image 4 performed the best. Those were graphics that contained the e-book image.

- Personally, I liked image 5 but activated that image around the holiday.

- Image 3 and 2 were fairly generic and did not perform well in my opinion.

Campaign Evaluation

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

The campaign achieved the goal of 15 email addresses from the landing page during a one week period within the budget of $125.

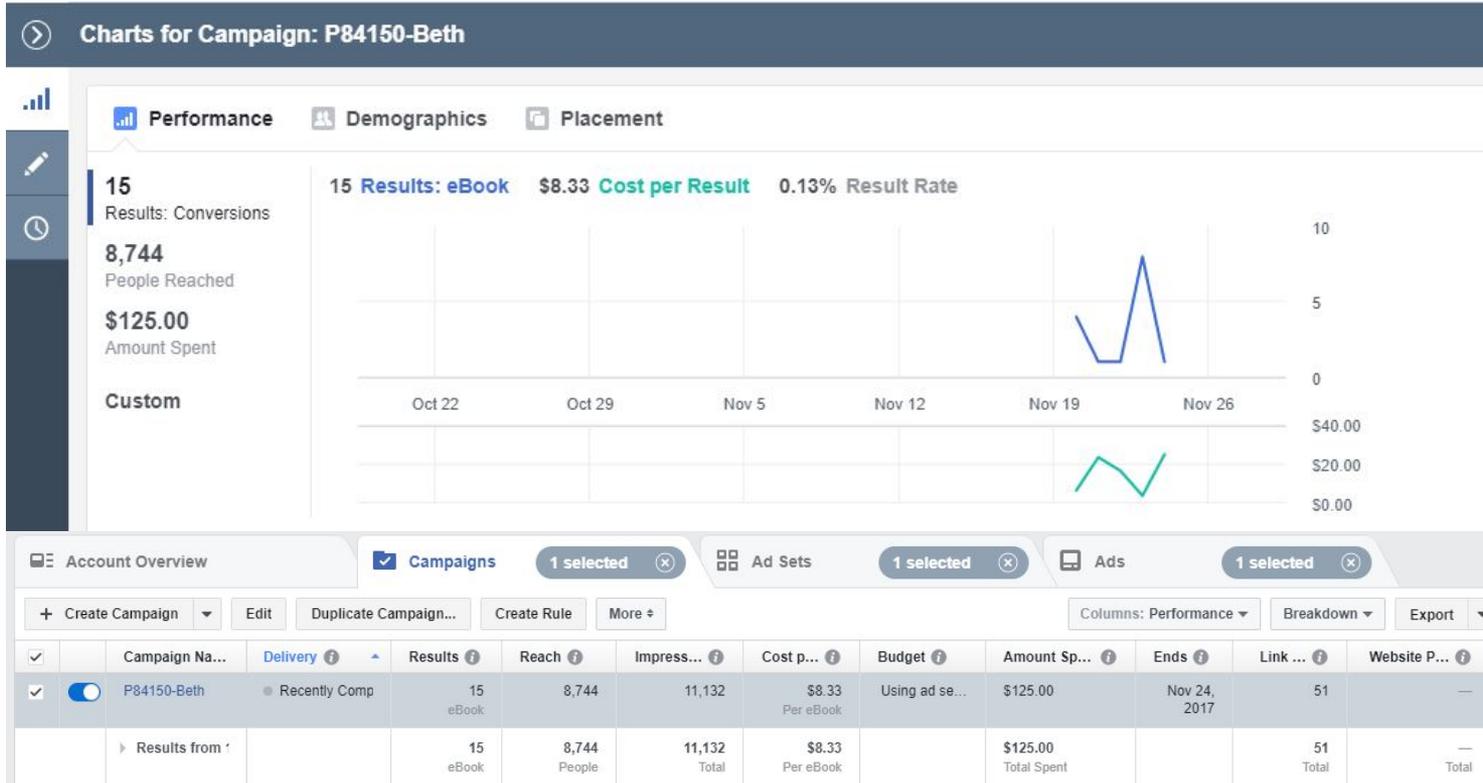2. **If you had additional budget, how would approach your next campaign?**

I think running a facebook campaign is learning through trail and error. I would do split tests, and lengthen the time of the campaign which would allow for further optimization.

Appendix

Screenshots for Reference

Campaign Results: Performance
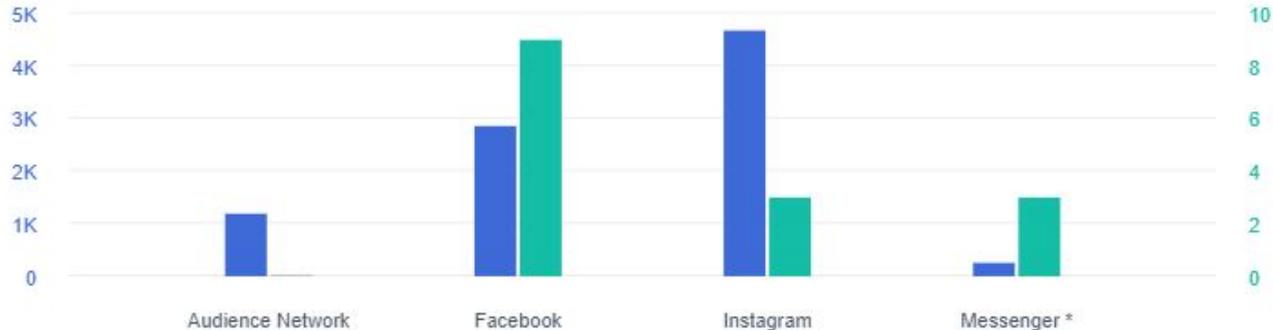
Campaign Results: Demographics

Campaign Results: Placement

Ad Set Data: Performance

		Ad Name	Delivery ⓘ ▲	Results ⓘ	Reach ⓘ	Impressions ⓘ	Cost pe... ⓘ	Amount Sp... ⓘ	Relev... ⓘ
☐	⬤	P84150-Beth Project 3 - Conversions - Image 1	● Not Delivering Ad Set Completed	5 eBook	3,668	4,266	$9.92 Per eBook	$49.60	4
☐	⬤	P84150-Beth Project 3 - Conversions - Image 4	● Not Delivering Ad Set Completed	9 eBook	3,577	4,011	$4.80 Per eBook	$43.22	3
☐	⬤	P84150-Beth Project 3 - Conversions - Image 5	● Not Delivering Ad Set Completed	— eBook	699	745	— Per eBook	$9.55	3
☐	⬤	P84150-Beth Project 3 - Conversions - Image 3	● Inactive	— eBook	771	787	— Per eBook	$11.33	4
☐	⬤	P84150-Beth Project 3 - Conversions - Image 2	● Inactive	1 eBook	1,010	1,323	$11.30 Per eBook	$11.30	4
		▸ Results from 5 ads ⓘ		15 eBook	8,744 People	11,132 Total	$8.33 Per eBook	$125.00 Total Spent	

Ad Set Data: Performance

Ad Set Data: Delivery

☑		Ad Set Name	Delivery ⓘ ▲	Reach ⓘ	Frequency ⓘ	Cost per 1,0... ⓘ	Impressions ⓘ	CPM (Cost p... ⓘ	⊕
☑	⬤	US - 18-24 - Female - Marketing - Higher Ed spend	⬤ Recently Completed	8,744	1.27	$14.30	11,132	$11.23	
		▸ Results from 1 ad set ⓘ		8,744 People	1.27 Per Person	$14.30 Per 1,000 People ...	11,132 Total	$11.23 Per 1,000 Impressi...	

Ad Set Data: Engagement

		Ad Set Name	Deli... ⓘ ▲	People Ta... ⓘ	Post Reac... ⓘ	Post Com... ⓘ	Post Shares ⓘ	Link Clicks ⓘ	Page Likes ⓘ
☑	⬤	US - 18-24 - Female - Marketing - Higher Ed spend	● Recently C.	63	15	—	—	51	2
		▸ Results from 1 ad set ⓘ		63 People	15 Total	— Total	— Total	51 Total	2 Total

Account Overview | Campaigns | 1 selected | Ad Sets | 1 selected | Ads | 1 selected

+ Create Ad Set | Edit | Duplicate Ad Set... | Create Rule | More ⇕ | Columns: Engagement ▾ | Breakdown ▾ | Export