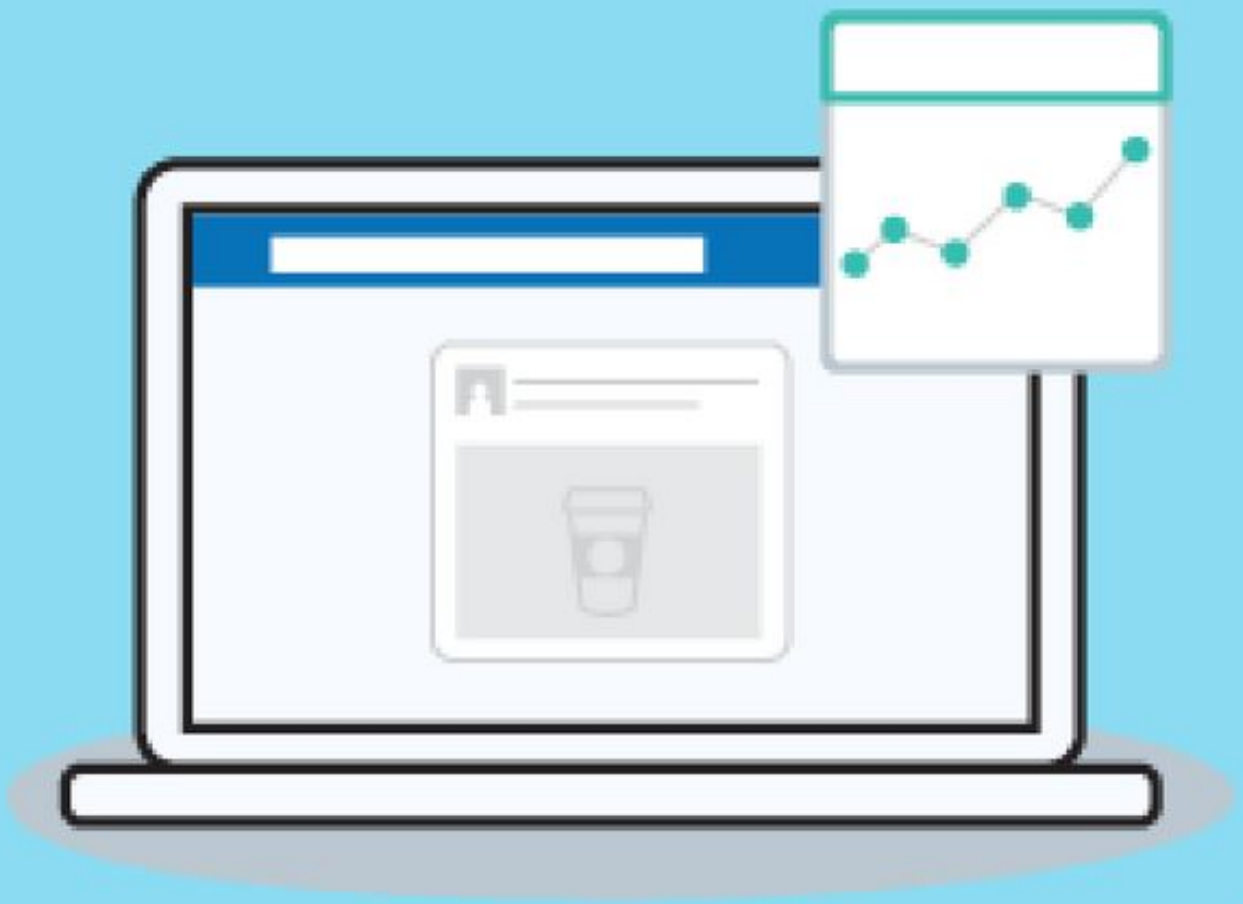
Project 3 - Part 2
Run a Facebook Campaign



Project Summary

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Summary: In this project, I run a **Facebook campaign** between May 24-May 27, 2020 (**3 days**) and a total **budget of $100** with the objective **to generate leads** and collect 100 new email addresses from prospective DMND students

Results: exceeded the expectations - 1056 emails collected with Average CPC $0.07 and final cost of $76.29, saving 24% of the original budget.

Details on slides that follow:

1. Target Audience for the Ad Set (demographics, location, interest, behavior etc.)
2. Ad Copy and Ad Creatives
3. Changes made
4. Key Results
5. Campaign Evaluation & Recommendations
6. Appendix: Screenshots of Campaign Results

Target Persona

Background and Demographics	Target Persona Name	Needs
Male, in Mid-20s, Computer Sci student working in Insurance Sales, Married without kids with up to 50,000 USD income (middle-class)	 **Ambitious Andy**	Money Grow own business Career Support & Mentoring
Hobbies	**Goals**	**Barriers**
Reading Wolf of Wall Street favorite movie	Get a PhD Start a lead generation company Launch a career in new industry	Never completed online courses before

DIGITAL MARKETING
NANODEGREE PROGRAM

Marketing Objective

To collect 100 new email addresses from people that might be interested in the DMND program through a Facebook Campaign between May 24-May 27, 2020 and a total budget of $100

KPI

The number of collected email addresses through the Facebook Campaign between May 24-May 27, 2020 and a total budget of $100

Campaign Summary

Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?
2. What Ad Copy and Ad Creatives did you use?
3. If you made any changes, please describe them.

Campaign Summary 1 - Target Audience

Marketing Challenge #1: Digital Marketing Nanodegree

I advertised a free Social Media Advertising Guide to a young target audience (18-35 years old) worldwide (excluding China) irrespective of gender but with primary interests in Online Marketing/Online Advertisement (and similar) who are current students or college graduates and study/studied Online Marketing/Business Marketing/Computer Science/Web Programming.

Ad Set Name	Worldwide-16-24-marketing-related-interests ID: 23845199149500312
Destination	Website
Start Date	Sunday, May 24, 2020 at 4:30 PM Pacific Time
End Date	Wednesday, May 27, 2020 at 4:30 PM Pacific Time
Locations Included	Worldwide
Locations Excluded	CN
Age	18 - 35
Gender	All
Detailed Targeting Included	**People Who Match** Interests: Lead generation, Digital marketing, marketing manager, Web development, Social marketing, Social media marketing, Online advertising Education majors: Online-Marketing, Computer science, Business marketing, Web Programming Education statuses: In college, College grad, Associate degree, In grad school, Master's degree
Targeting Expansion	Yes

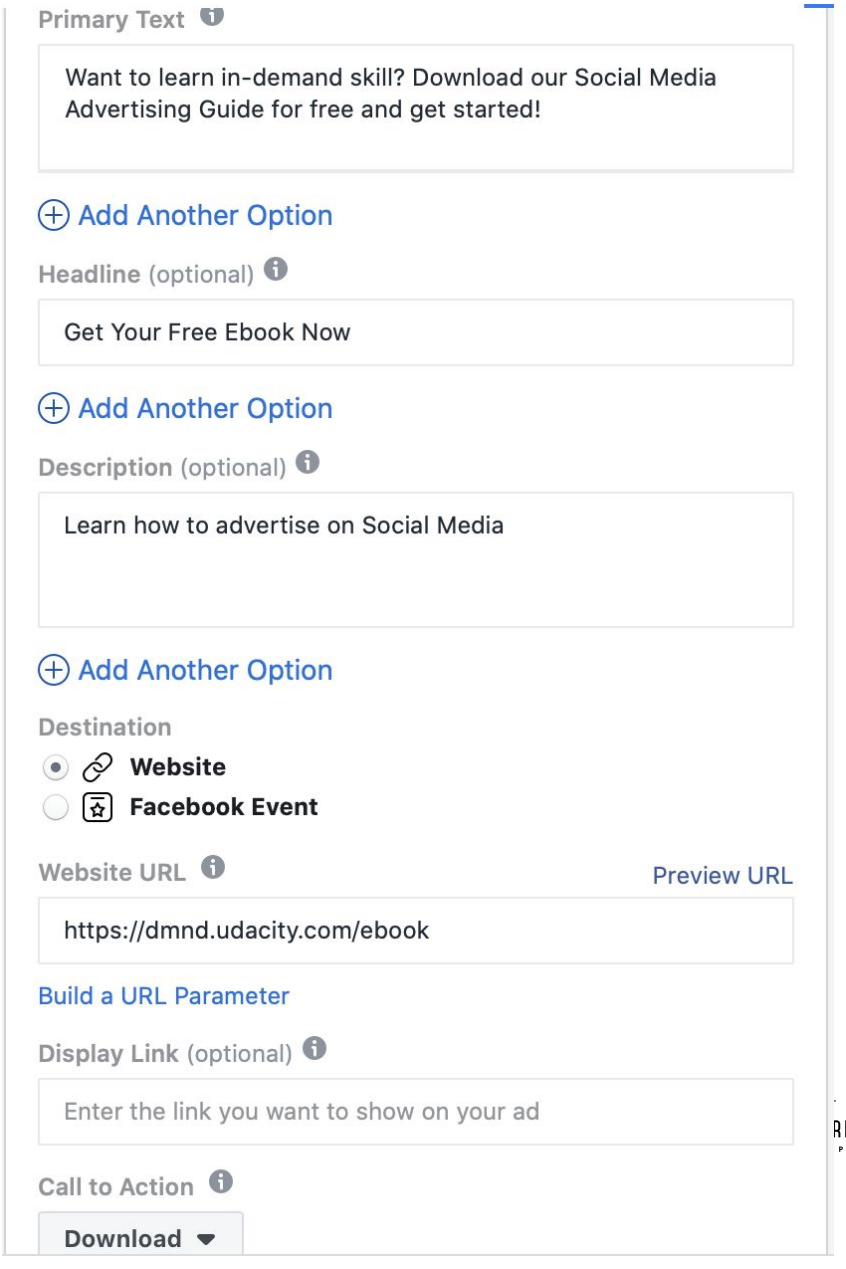
DIGITAL MARKETING
NANODEGREE PROGRAM

Campaign Summary 2.1 - Ad Copy

Marketing Challenge #1: Digital Marketing Nanodegree

In order to make the results comparable, I used the same Ad Copy for all for 4 ads but tested the effect of different images and formats.

See the example of Ad Copy on the right:



Campaign Summary 2.2 - Ad Creatives

Marketing Challenge #1: Digital Marketing Nanodegree

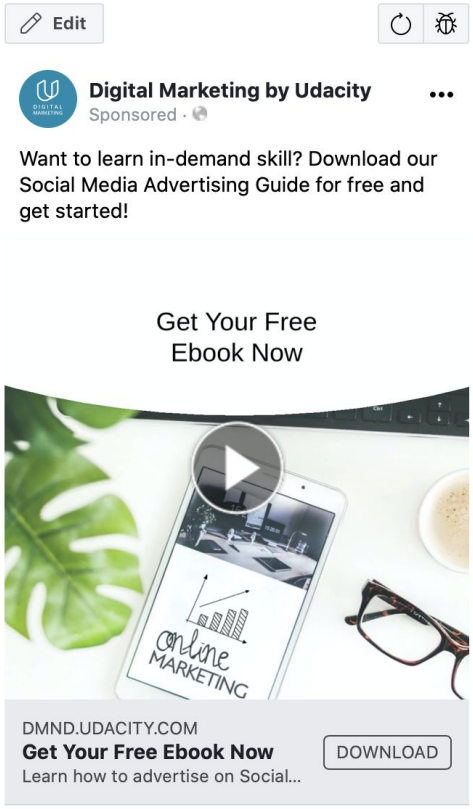
In order to make the results comparable, I used the same Ad Copy for all for 4 ads but tested the effect of different images and formats. Thus, the images were chosen on the following criteria:

- impersonal vs personal (image with text “online marketing” vs images showing students)
- Personalized images should appeal to different segments (images showing young man vs young woman)
- Impersonal image changed into video format to see if still/video format is better for conversions

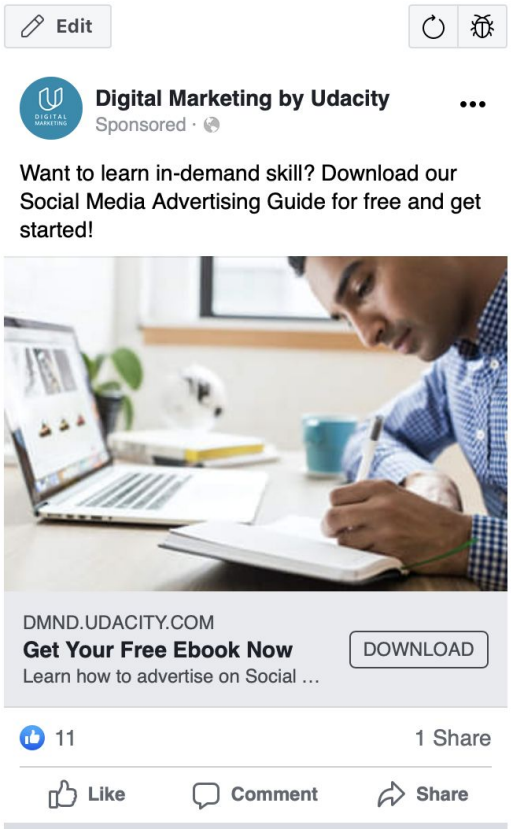
See Ad Images Sample on slide 10.

Ad Images: Sample

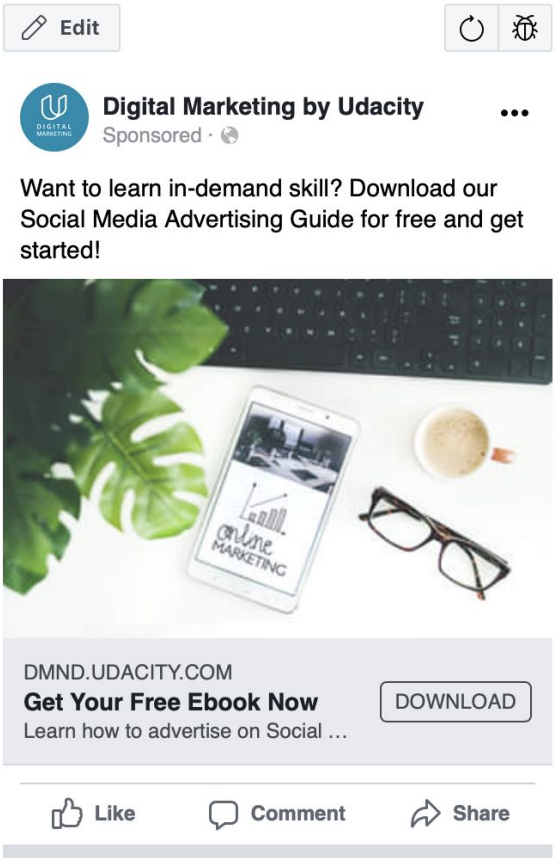
Ad 1 - Online Marketing Video



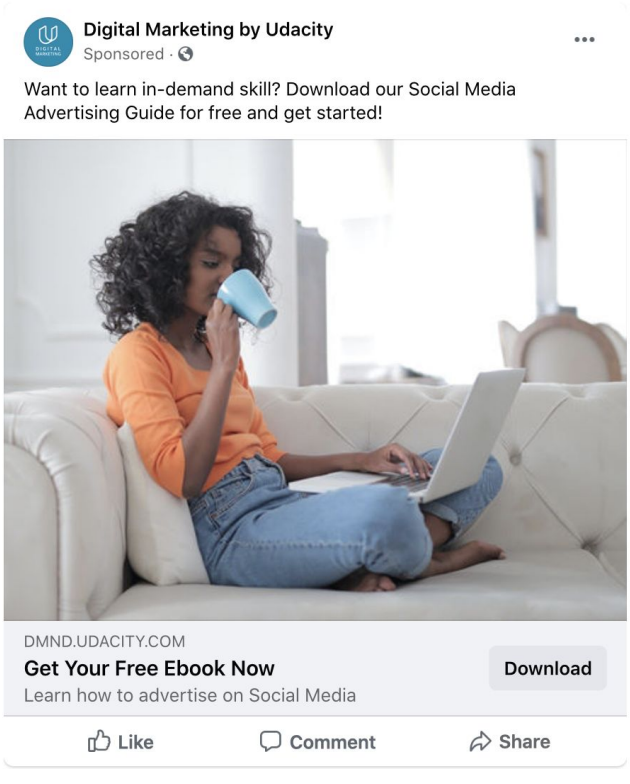
Ad 2 - Student - Man



Ad 3 - Online Marketing Image



Ad 4 - Student - Lady



Campaign Summary 3 - Changes

Marketing Challenge #1: Digital Marketing Nanodegree

The following changes were made within the first 2 hours after publishing the campaign:

I first targeted younger audience (16-24) in alignment with my target persona who is a student. Because I targeted students worldwide, I set the lower boundary of age to 16 (because in some countries like for instance in Russia postsecondary education starts earlier than 18 common in Europe/North America). I also did not target initially specifically for people with specific education statuses (in college, college grad, etc).

However, when I didn't see any results within 2 hours (not even impressions/reach), I changed the age thresholds to 18 and 35 years and further narrowed down the audience to students based on specific education status.

As it turned out, my assumption that something is wrong with my ads was wrong and Facebook did show them within the first 2 hours. It takes time for Facebook to show analytics and it updates only from the main page (i.e. when you reload the main account and then go to your campaign), which I didn't know at first.

Anyway, due to these changes, you can see that there is a small portion of downloads by students of 13-17 age bracket as shown in campaign results - demographics charts.

Key Results

Campaign	Results	Reach	Cost	Amount Spent
Ad One (om-video)	339	72,368	$0.07	$23.45
Ad Two (man)	65	13,532	$0.07	$4.83
Ad Three (om-image)	598	86,112	$0.07	$44.77
Ad Four (lady)	51	7,922	$0.06	$3.24
Overall	**1056**	**157,920**	**$0.07**	**$76.29**

Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.
    a. Which ad performed best?

        Ad 3 that showed impersonal “online marketing” image performed the best with 598 new leads or more than 50% of all conversions

    b. ROI calculation:

        $15*1056/ $76.29 = 207.62

Conclusion: the campaign was highly successful with positive ROI (207.62) and 1056 email addresses of prospective DMND students. It also by far exceeded the marketing objective of collecting 100 new leads with less budget than assigned (total spend $76.26 vs $100 assigned)..

Campaign Evaluation: Recommendations

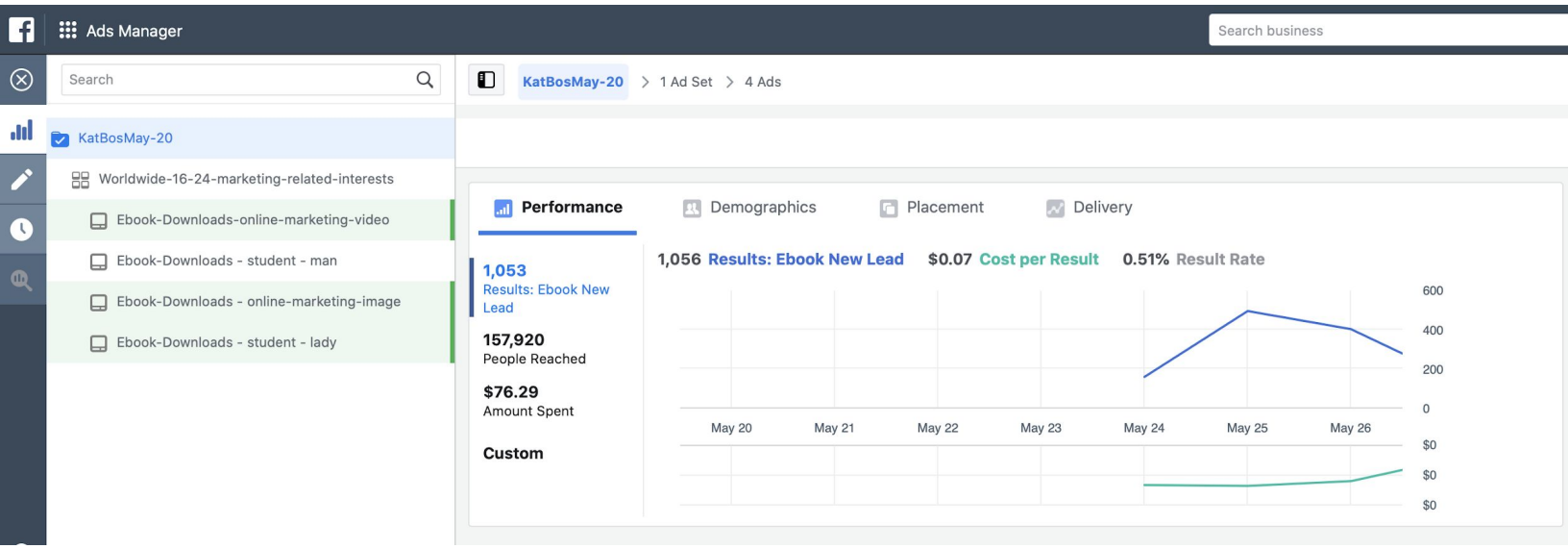
There are several ways to improve campaign conversion rates in the next iteration:

- Try out different Ad Sets with the same Ad Copy and Ad Creatives but targeted at different audiences
- Try out different Ad Copies but with the same images
- Run A/B tests to figure out whether changing the Headline, Description, Call to Action, Image would improve conversion
- Optimize the landing page

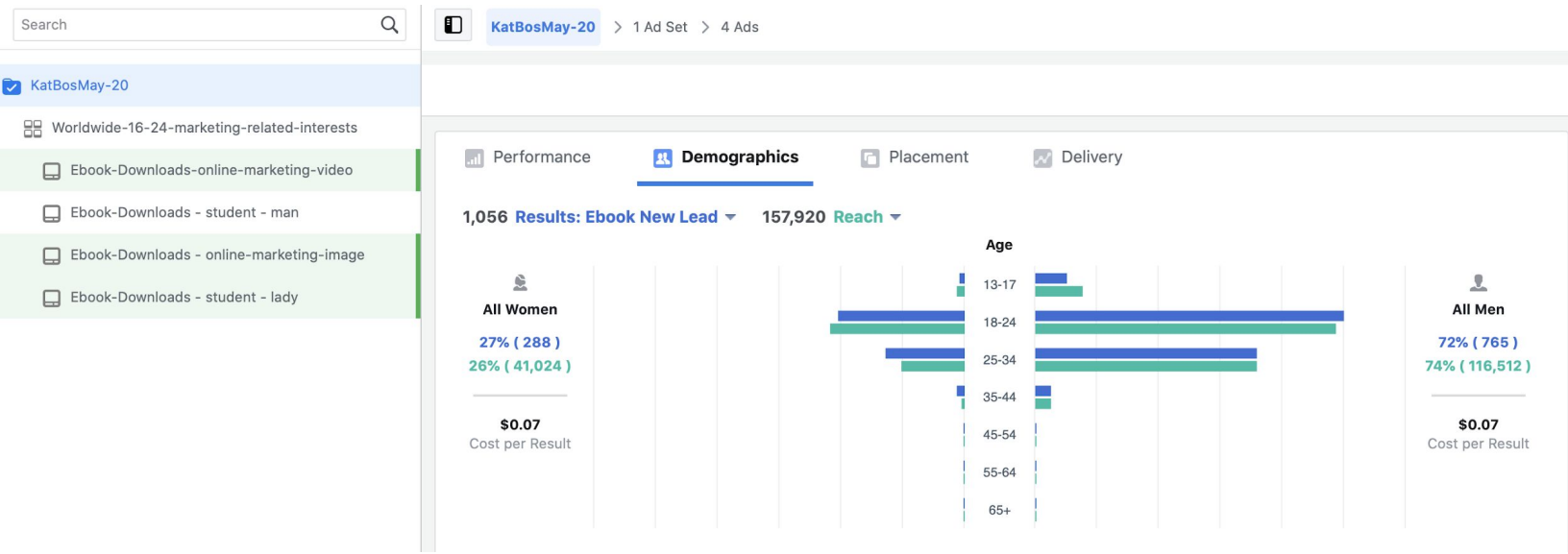
Appendix

Screenshots for Reference

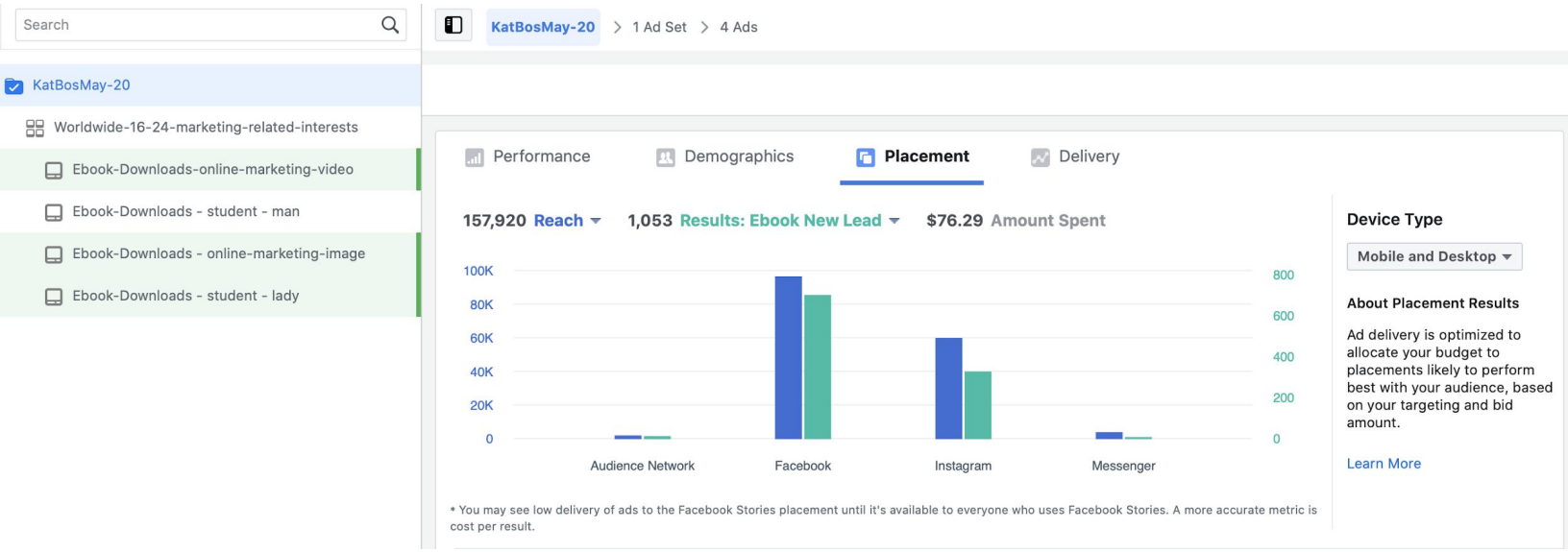
Campaign Results: Performance



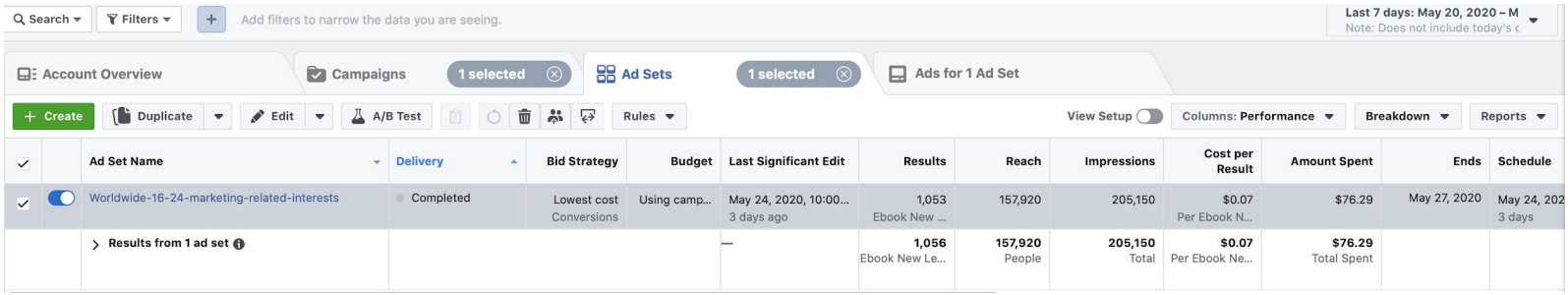
Campaign Results: Demographics

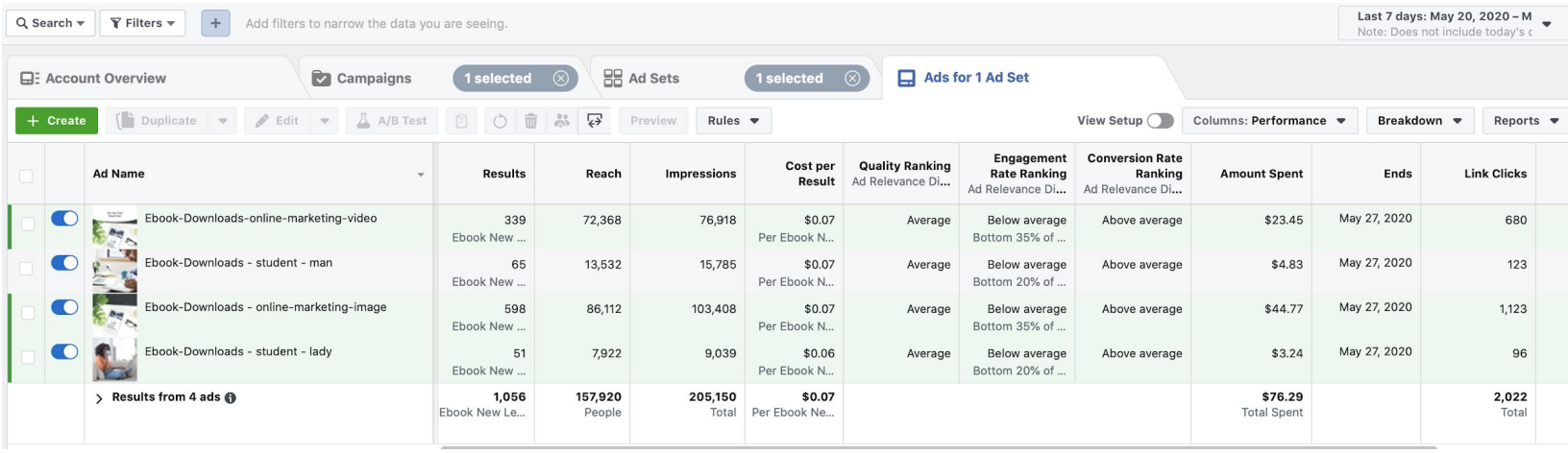


Campaign Results: Placement

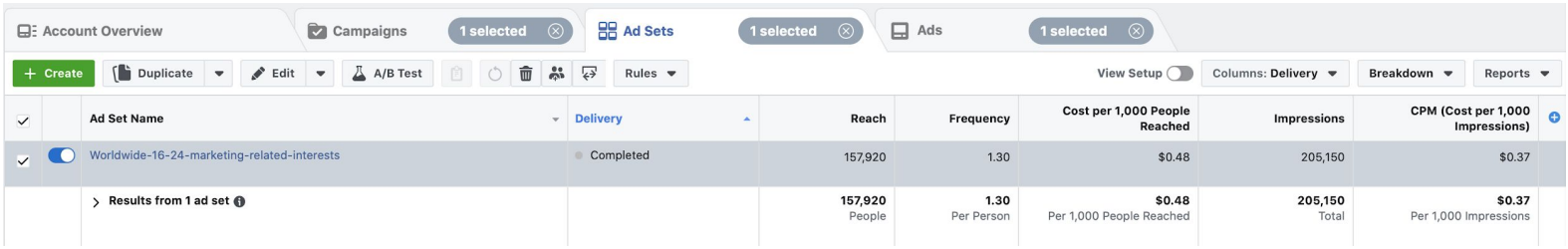


Ad Set Data: Performance

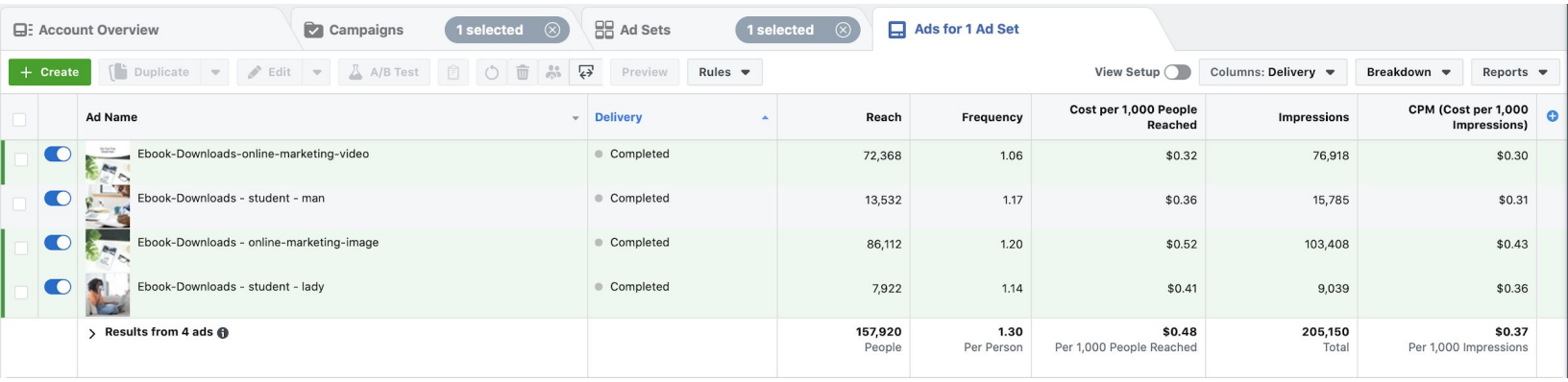




Ad Set Data: Delivery

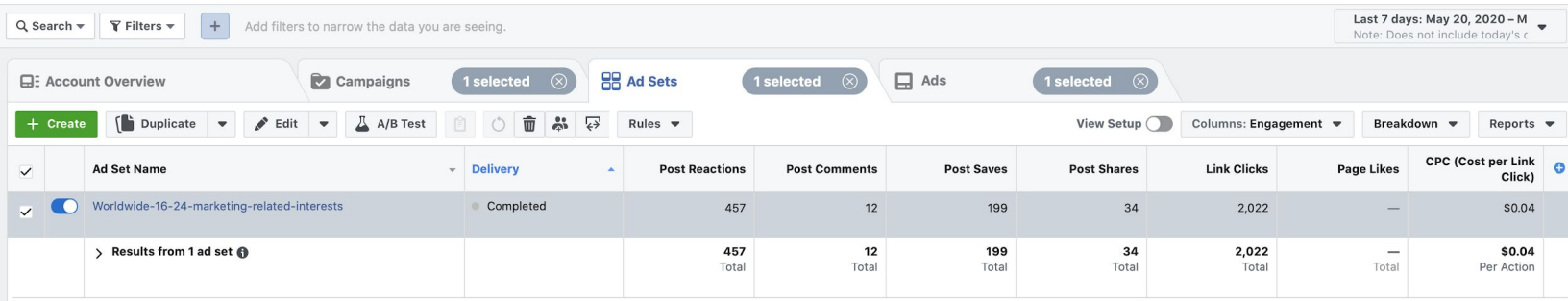


Ad Set Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
Worldwide-16-24-marketing-related-interests	Completed	157,920	1.30	$0.48	205,150	$0.37
Results from 1 ad set		157,920 People	1.30 Per Person	$0.48 Per 1,000 People Reached	205,150 Total	$0.37 Per 1,000 Impressions

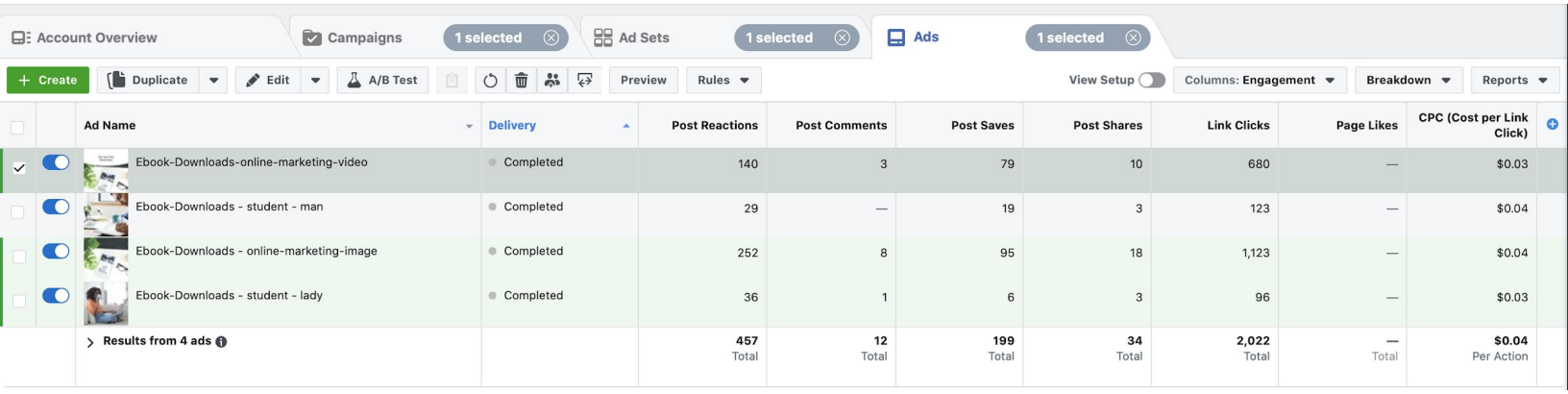


Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
Ebook-Downloads-online-marketing-video	Completed	72,368	1.06	$0.32	76,918	$0.30
Ebook-Downloads - student - man	Completed	13,532	1.17	$0.36	15,785	$0.31
Ebook-Downloads - online-marketing-image	Completed	86,112	1.20	$0.52	103,408	$0.43
Ebook-Downloads - student - lady	Completed	7,922	1.14	$0.41	9,039	$0.36
Results from 4 ads		157,920 People	1.30 Per Person	$0.48 Per 1,000 People Reached	205,150 Total	$0.37 Per 1,000 Impressions

Ad Set Data: Engagement



Ad Set Name	Delivery	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
Worldwide-16-24-marketing-related-interests	Completed	457	12	199	34	2,022	—	$0.04
Results from 1 ad set		457 Total	12 Total	199 Total	34 Total	2,022 Total	— Total	$0.04 Per Action



Ad Name	Delivery	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
Ebook-Downloads-online-marketing-video	Completed	140	3	79	10	680	—	$0.03
Ebook-Downloads - student - man	Completed	29	—	19	3	123	—	$0.04
Ebook-Downloads - online-marketing-image	Completed	252	8	95	18	1,123	—	$0.04
Ebook-Downloads - student - lady	Completed	36	1	6	3	96	—	$0.03
Results from 4 ads		457 Total	12 Total	199 Total	34 Total	2,022 Total	— Total	$0.04 Per Action