

Project 8

Portfolio





1.Customer Journey Based Marketing Plan

What: your offer

Who: your customers

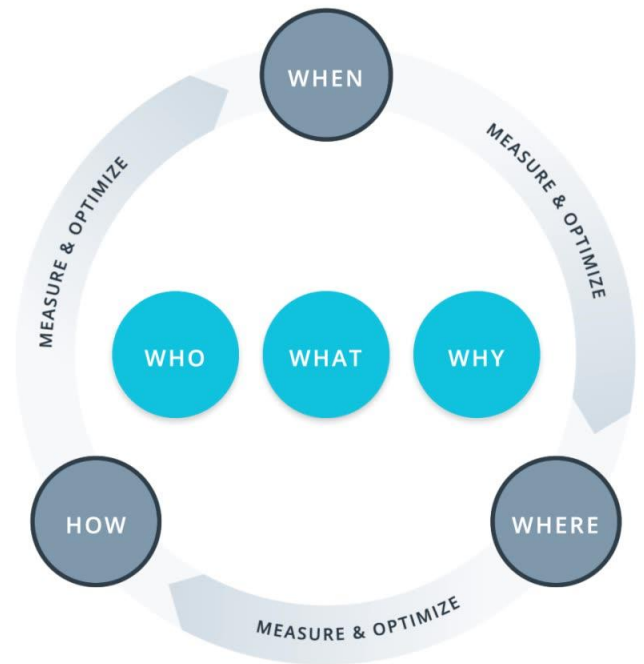
When: your customer's journey

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?

Get at least 168 people to sign up for the Udacity website for technical interview courses over the next quarter.

KPI: The number of people that sign up for a Udacity technical program.



Who Are Our Customers

What: your offer

Who: your customers

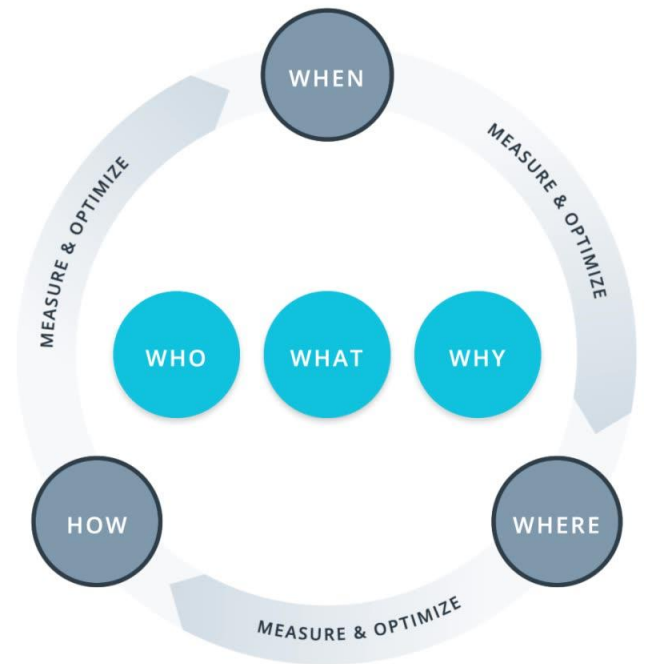
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Background & Demographics

1. 26 years old
2. Female
3. Bachelor's Degree
4. No children
5. Unmarried



Rachel Harris

Needs

1. Affordable program
2. Time-flexibility
3. Online availability

Hobbies

1. Exercise/fitness
2. Volunteer Work
3. Friends & Family time

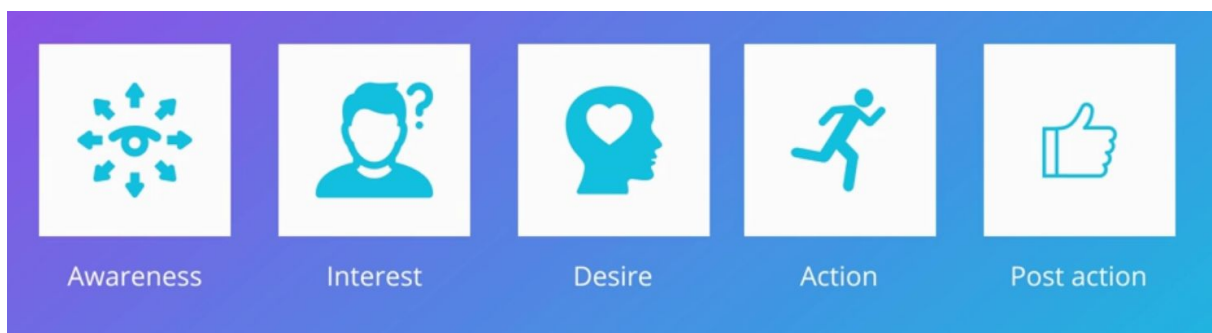
Goals

1. Become a digital marketer
2. Increase knowledge of marketing strategies
3. Learn to ace interviews
4. Start a new career

Barriers

1. Time constraints
2. Budget constraints
3. Inexperience and lack of knowledge about digital marketing

Phases of the Customer Journey



When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	<p><i>Are you ready to take that next step to your dream career? Udacity will give you the knowledge and tools you need to make those dreams your reality. Get your free ebook today!</i></p>	<p><i>Are you ready to take that next step to your dream career? Click here to learn more about Udacity programs!</i></p>	<p><i>Congratulations! You're on your way to your dream career. Enter your email to learn more about our programs and be connected to someone who can answer any questions you may have.</i></p>	<p><i>Click here to enroll and turn your career dreams into reality!</i></p>	<p><i>Thank you for enrolling in the Udacity program. Please complete the following questionnaire so we can improve the enrollment process. We appreciate your feedback.</i></p>
Channel	<p><i>-youtube ads -facebook & instagram ads -snapchat</i></p>	<p><i>-instagram -youtube -pinterest -paid search engine (google)</i></p>	<p><i>-youtube -paid search engine -instagram -email</i></p>	<p><i>-email</i></p>	<p><i>-email</i></p>



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	5,000	\$1.25	4000	0.05%	2
AdWords Search	3,000	\$1.40	2143	0.05%	1
Display	1,000	\$5.00	200	0.05%	0
Video	1,000	\$3.50	286	0.05%	0
Total Spend	10,000	Total # Visitors	6629	Number of new Students	3

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	7,000	\$0.50	14,000	0.1%	14
AdWords Search	3,000	\$1.50	2,000	0.1%	2
Display	1,000	\$3.00	333	0.1%	0
Video	1,000	\$2.75	364	0.1%	0
Total Spend	12,000	Total # Visitors	16,697	Number of new Students	16

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	13,000	\$0.30	43,333	0.3%	130
AdWords Search	7,000	\$1.50	4,666	0.3%	14
Display	1,000	\$3.00	333	0.3%	1
Video	7,000	\$2.75	2,545	0.3%	8
Total Spend	28,000	Total # Visitors	50,877	Number of new Students	153

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	10,000	6,629	3	\$299	897	-9103
Interest	12,000	16,697	16	\$299	4,784	-7216
Desire	28,000	50,877	153	\$299	45,747	17,747
Total	50,000	74,203	172	\$299	51,428	1,428

Recommendations for Budget Allocation

Keeping in mind the target persona, Rachel Harris, I would suggest looking into other social media channels that may be less costly but result in more views for this particular demographic. Hulu, pinterest, amazon could be very effective websites to place ads. Additionally, using influencers on social media platforms would cater to the “Rachel Harris” types as well as news, sports, and shopping websites. Finally, I would look into ways to advertise within the self-help community (probably through different apps for readers to listen to books similar to audible). The self-help community would be comprised of people wanting to improve themselves and taking classes would be an obvious way to start thus resulting in more sign-ups than other networks.



3. Showcase Work



Market your Content



Market your Content

Exploring Blog & Social Content

Marketing Objective

Marketing Objective: Get 500 views of the blog post within the next quarter.

KPI

The number of blog-post views over the 3 months.



Background & Demographics

1. 26 years old
2. Female
3. Bachelor's Degree
4. No children
5. Unmarried

Needs

1. Affordable program
2. Time-flexibility
3. Online availability

Rachel Harris

Hobbies

1. Exercise/fitness
2. Volunteer Work
3. Friends & Family time

Goals

1. Become a digital marketer
2. Increase knowledge of marketing strategies
3. Learn to ace interviews
4. Start a new career

Barriers

1. Time constraints
2. Budget constraints
3. Inexperience and lack of knowledge about digital marketing

What is the theme and framework of your blog post?

1. Select a theme for your blog post:

Expectation vs. Reality: Millennials' Million Career Decisions The many career options available to millennials means that online educational programs are in high demand especially because many millennials make multiple changes along their career paths and need to learn new skills.

2. What is the framework of your blog post?

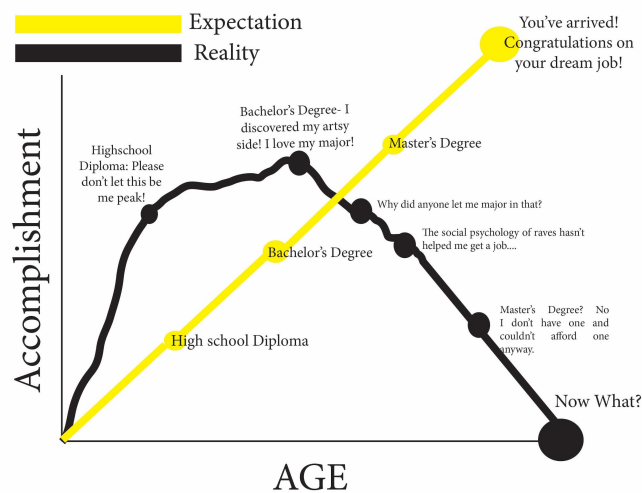
- SCQA

Blog Post:

<http://caseyleecreate.com/blog/f/millennials'-million-career-decisions>

Millennials' Million Career Decisions: Your Expectation vs. Your Reality

Embrace the number of opportunities!



Platform 1: Facebook

On facebook I decided a quiz/poll post would generate the most views and engage audiences the longest. My target persona is in her mid 20's and looking for that perfect career so a quiz asking if she is a good fit for a career in digital marketing would be appealing to that target persona. I would also link my blog post.

Looking for your perfect career?

Take this 5 question quiz and find out if Digital Marketing is right for you!



Looking for a new career? These 5 questions will help you decide if Digital Marketing is the right choice for you!

Finding the right careers always difficult use these 5 questions to help!

Each question will give you 3 options- add up the numbers from your choices to determine if Digital Marketing might be the right career choice for you!

How would you rate your degree of empathy with others? (1-lowest, 3-highest)

- ☐ 1
- ☒ 2
- ☐ 3

Do you handle stressful deadlines well? (1-lowest, 3-highest)

- ☐ 1
- ☒ 2
- ☐ 3

Do you like to keep up on internet and social media trends? (1-lowest, 3-highest)

- ☐ 1
- ☒ 2
- ☐ 3

Do you like thinking out of the box? (Creative problem solving/trying/inspiring others) (1-no, 3-yes)

- ☐ 1
- ☒ 2
- ☐ 3

Can you handle numbers? (large amounts of data/web analytics) (1-no, 3-yes)

- ☐ 1
- ☒ 2
- ☐ 3

Submit

Powered by Polls for Pages
This poll is in no way sponsored or administered by Facebook. The information you provide will only be used for this poll's purposes.

Looking for a new career? These 5 questions will help you decide if Digital Marketing is the right choice for you!

Thank you!

If you scored:

0-5 Digital Marketing might not be for you. But if you like it- go for it!

6-10 Looks like you have many of the traits that companies are looking for on their digital marketing team!

11-15 Did someone say perfect fit?! You share many successful traits with successful digital marketers and should definitely look into this career option!

[Check out my blog here!](#)

If you are interested in pursuing a career in Digital Marketing, visit [Udacity.com](#) and search for their Digital Marketing Nanodegree Program or send us your email address for a free copy of their ebook.

[Post on Facebook](#)

[Invite friends](#)

[Share Link](#)

Powered by Polls for Pages

This poll is in no way sponsored or administered by Facebook. The information you provide will only be used for this poll's purposes.

[Account](#) [Contact us](#) [FAQ](#) [Examples](#) [Blog](#) [Terms of use](#) [Privacy policy](#) [Code Rubik, Inc.](#)

Platform 2: Instagram

On Instagram I would start a social media campaign using funny images that compare “Expectation vs. Reality” followed by an image that conveys the expectation vs. reality of millennials’ seeking to change careers. These would be posted throughout the day with a link to the blog.

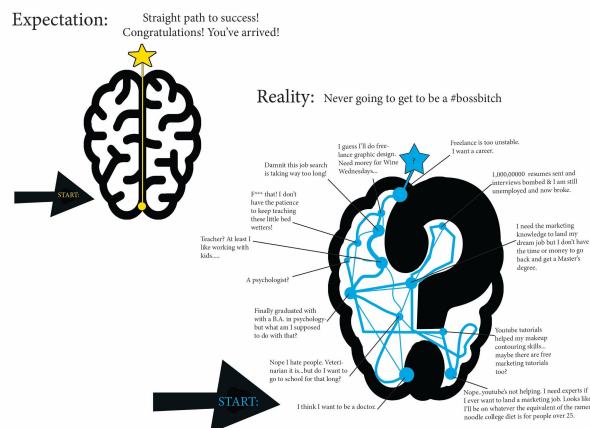


Expectation vs. Reality- it's not just for work-out goals. Find the courses, mentors and skills you need to turn your career dreams and expectations into your reality. Don't be overwhelmed, see the opportunities. Check out my blog for tips on how pursue and succeed in digital marketing. (Link in bio) #1,000,000careers #1minDMND

Platform 3: LinkedIn

My target persona would probably be an active LinkedIn user since she is looking to change her career path and is searching for a job. On LinkedIn I would use a catchy title with hashtags to attract 25-35 year olds as well as an image that was sympathetic to their struggle along with the link to my blog.

Don't give up Millenials. You still have time to become a #bossbitch. Check out my blog and see how you can still achieve your goals and find the necessary tools that you will need along the way! [Check out my blog here!](#)





Run a Facebook Campaign



Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

Campaign Approach

My target persona is female, between 22-35, and either looking to start her career or is looking for a new one. I decided to go with images of young women working with computers. To highlight that this program is for all kinds of people, and not just for the “super tech-y”, I included, “You are already on social media... why not make a career out of it” (since they would have to be logged into facebook or instagram to even see the ad.) I decided to start the campaign only in the U.S. because I wanted to target a smaller audience that I am more familiar with to determine which ad image worked best before expanding to a larger audience. I can then test a different image if one is doing significantly worse than the others. I chose interests that seem very broad like “marketing” and “social media,” along with more specific interests like “Google Analytics.” My target persona is considering a change of career so may not be aware of all the opportunities in digital marketing. They might just be interested in marketing or social media but could turn into leads once they hear about what the Udacity Digital Marketing Nanodegree program has to offer. The more specific interests target those already interested in learning digital marketing.

Target Persona



Background & Demographics

1. 26 years old
2. Female
3. Bachelor's Degree
4. No children
5. Unmarried

Rachel Harris

Needs

1. Affordable program
2. Time-flexibility
3. Online availability

Hobbies

1. Exercise/fitness
2. Volunteer Work
3. Friends & Family time

Goals

1. Become a digital marketer
2. Increase knowledge of marketing strategies
3. Learn to ace interviews
4. Start a new career

Barriers

1. Time constraints
2. Budget constraints
3. Inexperience and lack of knowledge about digital marketing

Marketing Objective

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

My Marketing objective is to collect 20 email addresses of prospective students for the Udacity Digital marketing nanodegree program in the 5 days that I run ads on facebook and Instagram, advertising the free eBook, (not to exceed \$125 maximum.)

KPI

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

The primary KPI I plan on tracking is the number of leads that are generated from the ads. Since I am interested in gathering the emails of future students by offering a free ebook, they would be considered potential leads. Having their email address would allow me to send more information and hopefully end with them signing up for the program.



Campaign Summary

Campaign Summary

1. I targeted women in the U.S. between 22-35. However, I should have narrowed down my target audience even more- I should have added more detailed targeting like “marketing degree” “social media marketing” and “courses in marketing.” I also could have used a “look-alike” ad list as well.
2. “You’re already on social media, so why not make a career out of it? Click to receive your free Udacity Ebook and start your career in digital marketing today.”
3. This project made me realize why I needed to make more changes to my campaign. As I said, I needed to be more specific with my audience and I should have more regularly checked out well each of the ads were doing since my second ad did well, while my third ad did not lead to any ebook downloads at all.

Review Before Confirming
You can review what you've confirmed later in Ads Manager

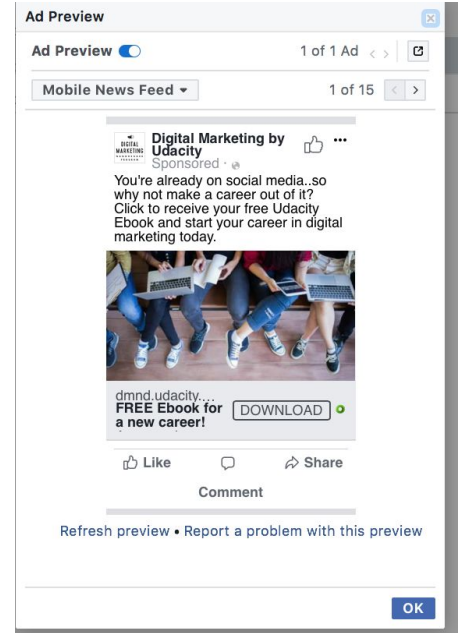
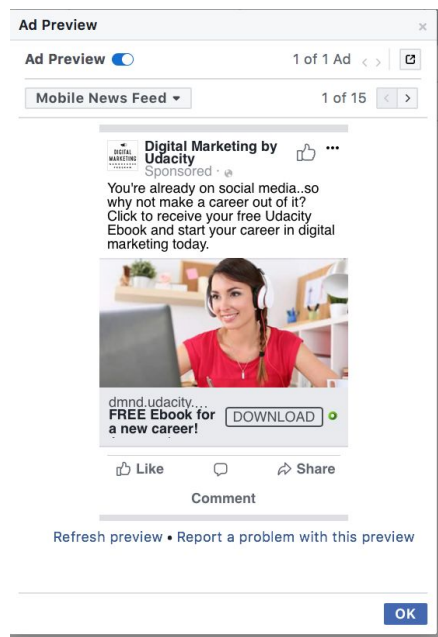
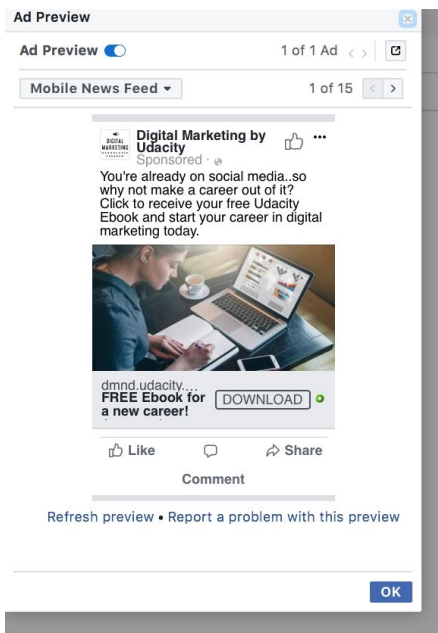
DRAFT CAMPAIGN

Campaign Name	casmar10
Campaign Objective	Conversions
Key Result	Custom Conversions
Custom Conversion	eBook Download

Create New Ad Set +

Ad Set Name	US - 22-35 women
Targeting	Location: United States 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 Apr 28, 2018 - May 03, 2018
Optimize For	Conversions
Bid	Automatic
Pay For	Impression Less ▾

Ad Images:



Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
Ad One	1	92	\$0.85	\$0.85
Ad Two	62	9,757	\$1.21	\$75.04
Ad Three	0	24	-	\$0.27
Overall	63	9,840	\$1.21	\$76.16

Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.
 - a. Which ad performed best? The second ad performed best.
 - b. Was your campaign ROI positive? Please use this equation to calculate ROI:
 - i. $(\$15 \times 63) / \$76.16 = 124.1\%$ for DMND Campaign was positive

Campaign Evaluation: Recommendations

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

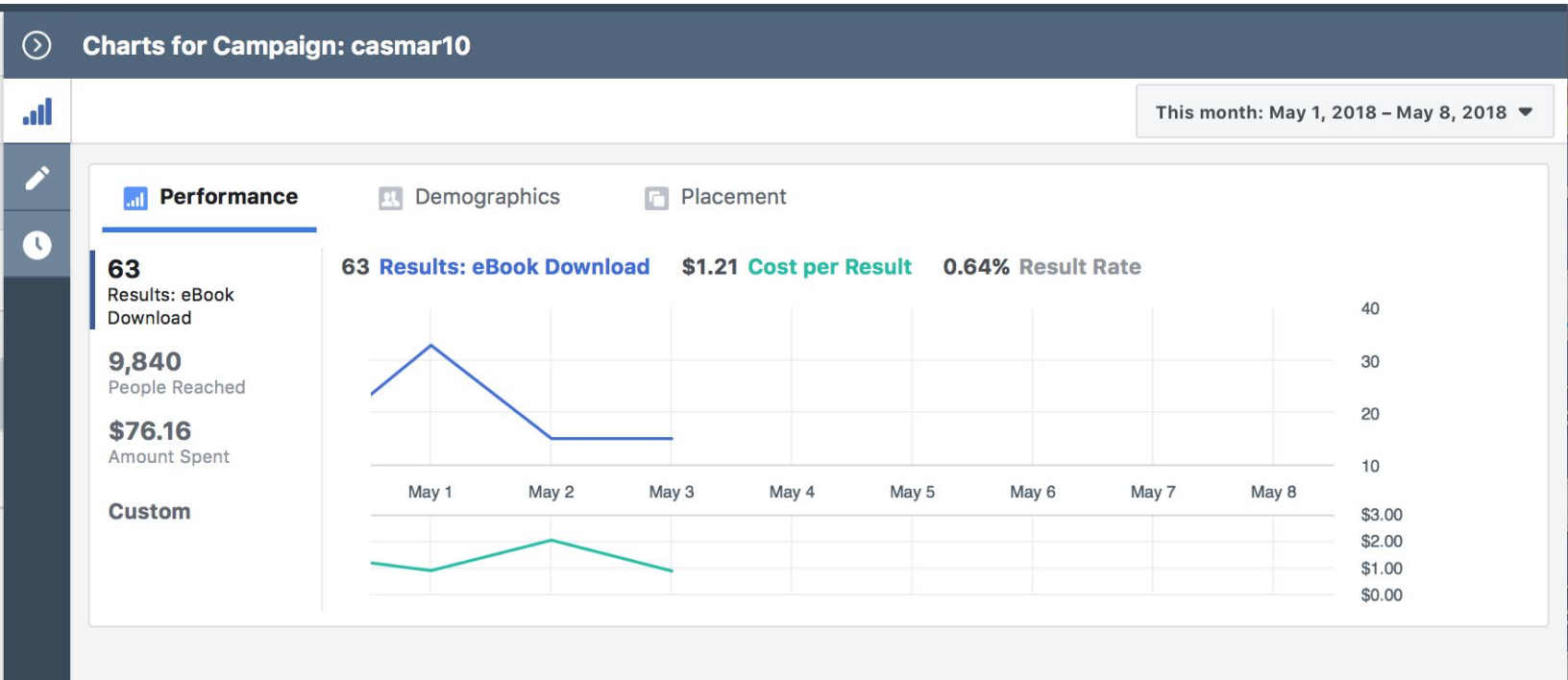
I would recreate the campaign and target it towards only men. And then I would compare the results to see which one has a bigger ROI and move forward with that demographic in the future.



Appendix

Screenshots for Reference

Campaign Results: Performance

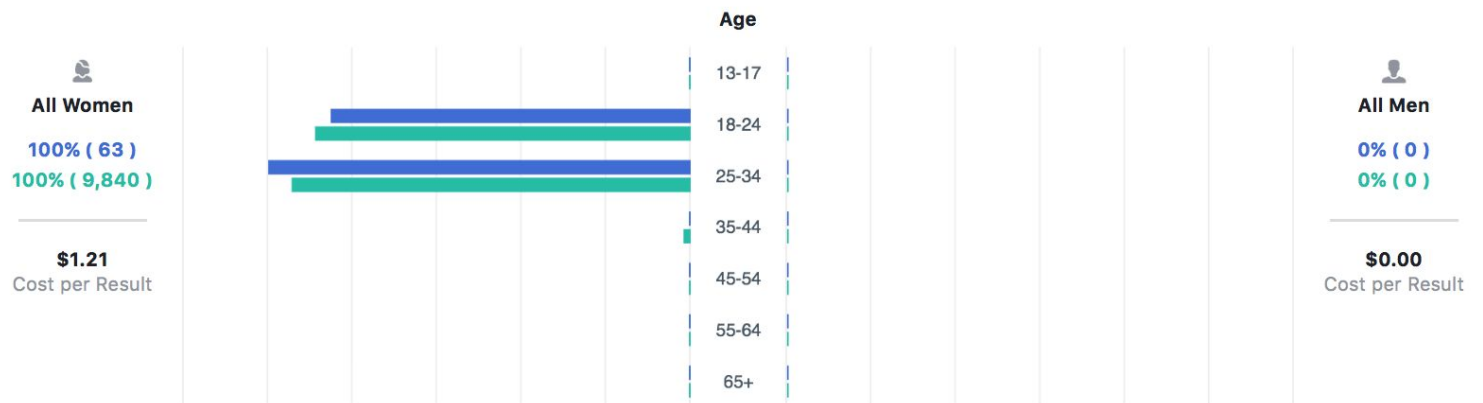


Performance

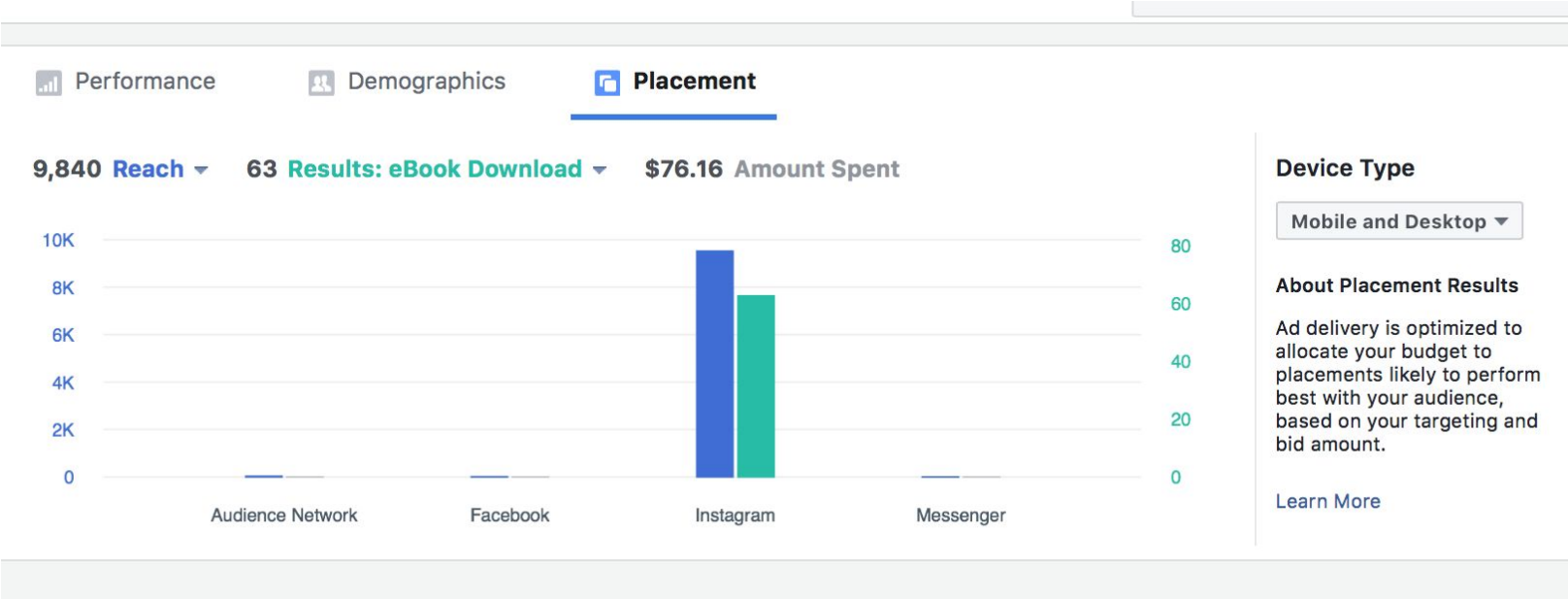
Demographics

Placement

63 Results: eBook Download ▼ 9,840 Reach ▼



Campaign Results: Placement



Ad Set Data: Performance

Q Search Filters Campaign Name: casmar10 Save Filter Clear Last 7 days: May 1, 2018 – May 7, 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	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Relevance Score	Link Clicks	Website Purchases
	ebook - image 2	Not Delivering Ad Set Completed	eBook Download 1	92	92	\$0.85 Per eBook Download	\$0.85	May 3, 2018	—	1	—
	ebook - image 3	Not Delivering Ad Set Completed	eBook Download 62	9,710	9,757	\$1.21 Per eBook Download	\$75.04	May 3, 2018	6	110	—
	ebook - image 1	Not Delivering Ad Set Completed	eBook Download —	24	24	Per eBook Download	\$0.27	May 3, 2018	—	—	—
	Results from 3 ads		eBook Download 63	9,840 People	9,873 Total	\$1.21 Per eBook Download	\$76.16 Total Spent			111 Total	Total

Ad Set Data: Delivery

Search Filters Campaign Name: casmar10 Save Filter Clear Last 7 days: May 1, 2018 – May 7, 2018 Note: Does not include today's data

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads for 1 Ad Set

Create Duplicate Edit Preview Rules Columns: Delivery Breakdown Export

	Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
	ebook - Image 2	Not Delivering Ad Set Completed	92	1.00			\$9.24
	ebook - Image 3	Not Delivering Ad Set Completed	9,710	1.00			\$7.69
	ebook - Image 1	Not Delivering Ad Set Completed	24	1.00	\$11.25	24	\$11.25
Results from 3 ads			9,840 People	1.00 Per Person	\$7.74 Per 1,000 People Reached	9,873 Total	\$7.71 Per 1,000 Impressions

Ad Set Data: Engagement

Q Search Filters Campaign Name: casmar10 Save Filter Clear Last 7 days: May 1, 2018 – May 7, 2018 Note: Does not include today's data									
Account Overview Campaigns 1 selected Ad Sets 1 selected Ads for 1 Ad Set									
+ Create Duplicate Edit Preview Rules 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)
	ebook - Image 2	Not Delivering Ad Set Completed	1	—	—	—	1	—	\$0.85
	ebook - Image 3	Not Delivering Ad Set Completed	109	—	—	—	110	—	\$0.68
	ebook - Image 1	Not Delivering Ad Set Completed	—	—	—	—	—	—	—
Results from 3 ads			110 People	— Total	— Total	— Total	111 Total	— Total	\$0.69 Per Action



Search Engine Optimization (SEO) Audit



Project 4: SEO Audit



On-Site SEO

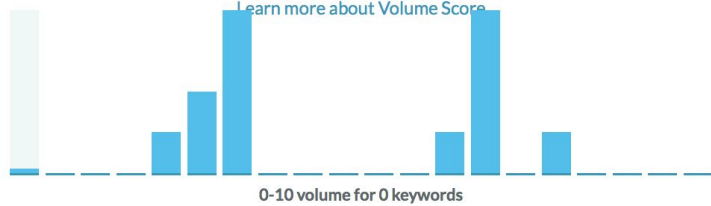
On-Site SEO: Keywords Audit

Keyword <small>↑↓</small>	Rank <small>↑↓</small> + Add URL	Monthly Volume <small>↑↓</small>	Difficulty <small>↑↓</small>	Organic CTR <small>↑↓</small>	My Score <small>↑↓</small>	Priority <small>↑↓</small>	Analyze/Search
social media United States - en-US	no URL	70.8k-118k	68	93%	8	94	Analyzed 5/11/2018
online courses United States - en-US	no URL	11.5k-30.3k	55	83%	10 Most	89	Analyzed 5/11/2018
digital marketing United States - en-US	no URL	30.3k-70.8k	57	53%	10 Most	89	Analyzed 5/11/2018
marketing United States - en-US	no URL	30.3k-70.8k	67	83%	8	88	Analyzed 5/11/2018

Monthly Volume ⁱ

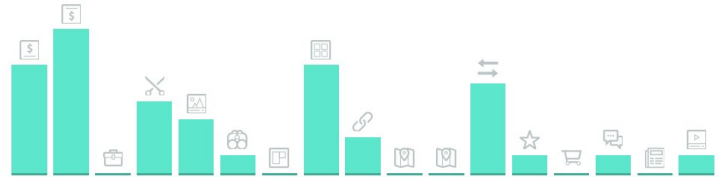
Volume Distribution (Low - High)

[Learn more about Volume Score](#)



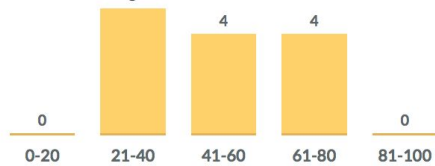
SERP Features ⁱ

[Learn more about SERP features](#)



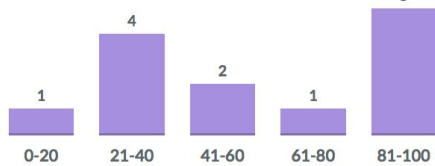
Difficulty ⁱ

[Learn more about Difficulty Score](#)



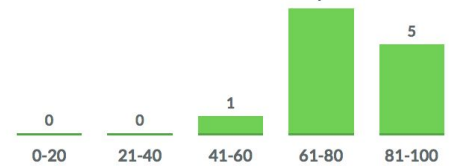
Organic CTR ⁱ

[Learn more about Organic CTR Score](#)



Priority ⁱ

[Learn more about Priority Score](#)



Keywords

	Head Keywords	Tail Keywords
1	Digital Marketing	Digital Strategy
2	Marketing	Marketing Careers
3	Social media	Social Media Jobs
4	Udacity	Udemy vs Udacity
5	Online courses	Udacity Nanodegree Program

Keyword with the Greatest Potential

Social Media had the highest potential for Head Keywords. Digital Marketing and Online Courses came in a close second place.

Social Media Jobs had the highest potential for Tail Keywords. Udemy vs. Udacity came in second place.

Technical Audit: Metadata

DMND URL: <http://dmnd.udacity.com>

	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Udacity- Free Online Classes and Degrees & Digital Marketing Nanodegree
Meta-Description	"" There is no current description	Join Udacity to learn the latest in Social Media and Digital Marketing, Web Development, Machine Learning and more in our Nanodegree program & Free Online Courses
Alt-Tag	There are no current descriptions 1. "" 2. ""	Descriptions of each picture or logo 1. "Young professionals look at online courses" 2. "Udacity Digital Marketing Nanodegree Program"

Suggested Blog Topics

Three Blog Posts:

Keyword: social media Blogpost: I would write a blog post that talked about the 2 sides of social media- as a person or business that receives content and also how they simultaneously put out content of their own. Knowing how social media platforms work not only helps them find what they are looking for as a consumer but also can help them establish a personal brand or brand their business.

Keyword: online courses Blogpost: I would write a blogpost about how while college degrees are essential in the world today they often don't provide students with the practical skills they need to land their "dream job." Online courses, however, can help people fill in that hole in order to put themselves ahead of the competition.

Keyword: digital marketing (and marketing) Blogpost: I would write a blog post comparing marketing and digital marketing strategies in the digital age today.



Off-Site SEO

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	https://creativecommons.org/2012/11/01/keeping-moocs-open/	100
2	http://europa.eu/youth/es/article/54/12573_ro?language=en	100
3	https://www.reddit.com/r/AskReddit/comments/tmtd4/what are the	99

Link-Building

	Site Name	Site URL	Organic Search Traffic
1	theverge	https://www.theverge.com	16.8M
2	thenextweb	https://thenextweb.com	1.2M
3	techcrunch	https://techcrunch.com	6.8M



Performance Testing

Page Index

Categories

Link Tools

Keyword Tools

Search Engine Tools

Header/Tag Tools

IP Tools

Miscellaneous Tools

Source Code Tools

SEO Tools »

Google Indexed Pages Checker

Google Indexed Pages Checker

Check how many pages Google has indexed for one website.

How do I use this tool? [+]

Enter Your URL


Continue >>


Google Indexed Pages Checker

URL	Google Indexed Pages
dmnd.udacity.com	n/a

Page Speed

<http://dmnd.udacity.com/>

 Mobile

 Desktop

Speed
Unavailable

Optimization
Good
80 / 100

Data about the real-world performance of this page was [unavailable](#). PageSpeed Insights was still able to analyze this page to find potential optimizations. Applying these optimizations may improve the speed of this page. Please investigate the recommendations below. [Learn more](#).

Page Stats

PSI estimates this page requires 5 render-blocking round trips and ~123 resources (3.1MB) to load. The median page requires 4 render-blocking round trips and ~75 resources (1MB) to load. Fewer round trips and bytes results in faster pages.

Optimization Suggestions

Eliminate render-blocking JavaScript and CSS in above-the-fold content
[Show how to fix](#)

Enable compression
[Show how to fix](#)

Leverage browser caching
[Show how to fix](#)

Optimize images
[Show how to fix](#)

Optimizations Already Present

[Show details](#)

Download optimized [image](#), [JavaScript](#), and [CSS resources](#) for this page.

The speed data is updated weekly, and the optimization results are cached for 30s. To see updated optimization analysis, please wait for 30s before re-running the test.


DIGITAL MARKETING
NANODEGREE PROGRAM



Mobile



Desktop

Speed

Average

1.1s FCP 1.6s DCL

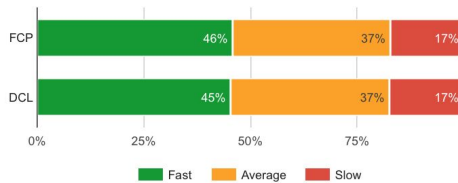
Optimization

Medium

72 / 100

Data from the Chrome User Experience report indicates this page's median **FCP** (1.1s) and **DCL** (1.6s) ranks it in the middle third of all pages. This page has a medium level of optimization because some of its resources are render-blocking. [Learn more.](#)

Page Load Distributions



The distribution of this page's FCP and DCL events, categorized as Fast (fastest third), Average (middle third), and Slow (bottom third).

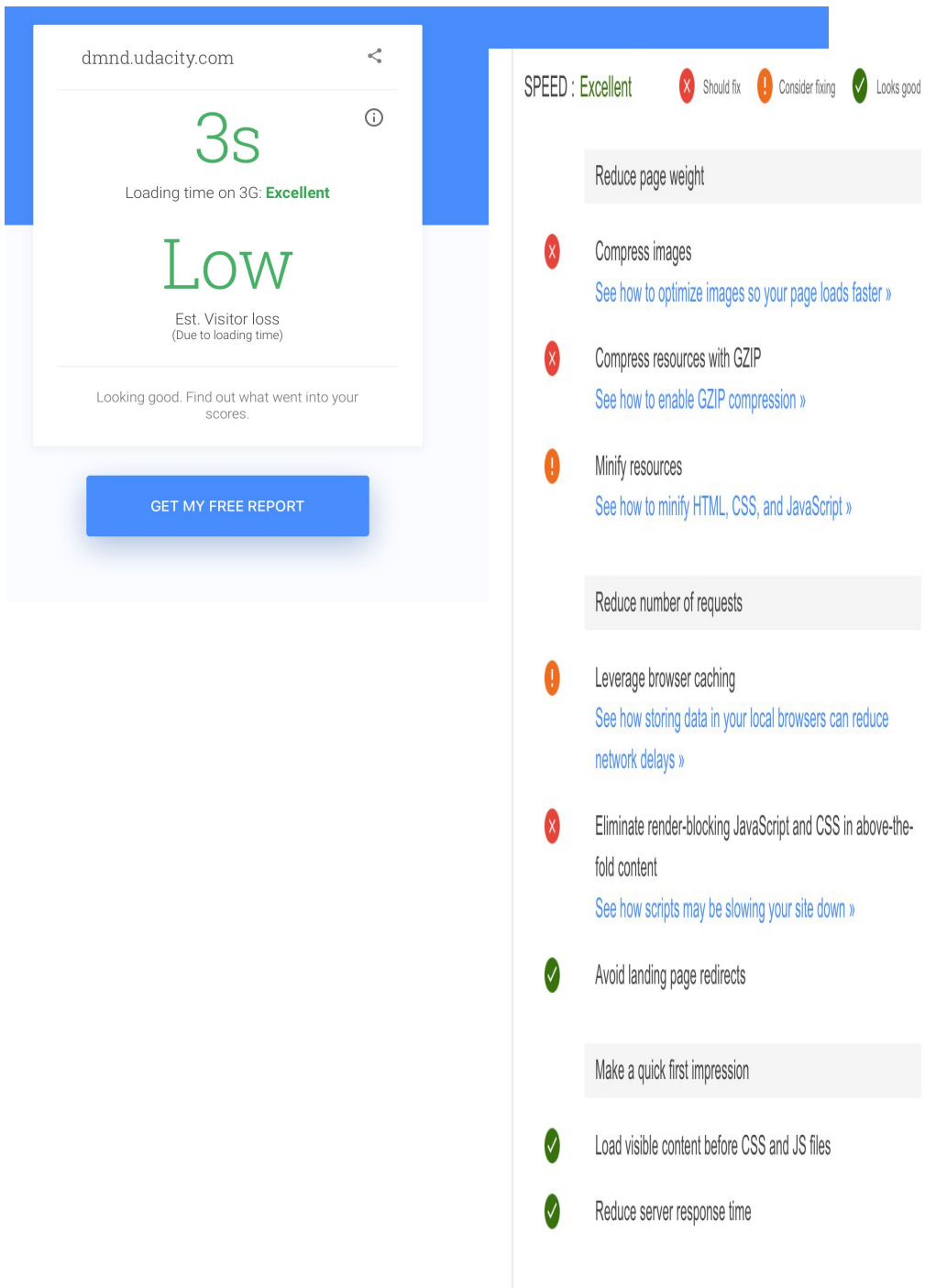
Page Stats

PSI estimates this page requires 3 render-blocking round trips and ~120 resources (3MB) to load. The median page requires 4 render-blocking round trips and ~89 resources (1.3MB) to load. Fewer round trips and bytes results in faster pages.



Mobile-Friendly Evaluation

In the past people had to use computers or laptops to engage with social media and the internet. However today, people are using their phones, tablets, etc. to access these websites while they are on the go. If your site is not mobile-friendly (especially when it comes to the time it takes to load) people will leave the page and pick a different site instead.





Recommendations

Recommendations

The most important thing I believe DMND needs to improve is the number of broken pages on the website. Currently there are 50. Secondly, there are 33 unlinked mentions in the last 10 days alone. I would reach out to those sites/companies and see if they will include a link to the Udacity website. I also think it would be beneficial to add relevant blog posts to the Udacity website that linked to successful professionals in the digital marketing field as well as the teachers for the class. That way more professionals and advisors will be aware of Udacity so the likelihood of them mentioning the class increases.

Although the speed of the site is rated excellent, there are still some adjustments that could be made to improve the viewing experience for potential customers, especially on the mobile version. First, the images should be compressed to further increase speed. Google Test My Site also recommends that resources with GZIP are compressed as well. They advise that DMND eliminate render-blocking Javascript and CSS in above-the-fold content. Finally they suggest that DMND minify resources like HTML, CSS, and Javascript and leverage browser caching by storing data in local browsers to reduce network delays. Especially for mobile devices, optimizing images is extremely important for speed..

Lastly, I would work on the link-building campaign with websites that are either technology-related, viewed by people that are similar to my target persona, and that are well-known and considered reliable sources. For my target audience this would be sites that allow for a lot of audience interaction and commenting to show transparency- something people in their 20's and 30's have come to value. Websites like The Verge, The Next Web, and Tech Crunch are great examples.



Run an Adwords Campaign



Campaign Approach

Description, Marketing Objective &
KPI

1. Approach Description

Campaign: Promote the technical-interview, free, online course from Udacity to people in India: Data Structures & Algorithms in Python in India

Campaign Approach: Since the course is an intermediate course and is based on the assumption that a person already has the technical skills but lacks the interview skills to land a position in IT, I structured my Ad Groups to focus on two particular phases of the customer journey: Awareness and Interest.

For the first Ad group, Awareness, the goal is brand awareness in India. The second is for Engagement- getting users to click on and learn more about what Udacity has to offer. I focused on these groups in particular because of the broad range of courses Udacity offers. Even if a user is not quite ready to apply for a job or land a technical interview yet- the fact that they are looking for IT courses suggests that they eventually could benefit from this Udacity interview course. (Awareness)

Furthermore, after catching a person's attention, the wide range of Udacity classes offered has the potential to turn people in the Awareness phase into people in the Interest and even Engagement phase. Interacting with the website and all the other classes offered can lead people to enroll in technical classes first, and then enrolling in the technical interview course afterwards as they apply to jobs. Any interaction with Udacity courses would be beneficial for increased enrollment in this course. Not only will these other courses prepare them for the time that they do need this interview training course, but it is also a great way to gain their confidence that Udacity is a top online degree program and return to Udacity for other online courses in the future. Thus I used more broad terms for Ad group 1.

For Ad Group 2- I focused on those that already possessed the technical skills necessary for an IT job but who were having difficulties with landing a job. My keywords for this Ad Group are much more specific.

2. Marketing Objective & KPI

Marketing Objective: *Get 25 people to click to view the Udacity website for technical interview courses over the next 5 days.*

KPI: *The number of clicks on the Ad link.*



Ad Groups

Ads and Keywords

Ad Group 1: Awareness

Udacity Free Online Courses | Master Technical Interviews

 udacity.com/Python_course/technical_prep

Review technical interview questions, learn Python, & structure your responses.

Udacity Free Online Courses
Technical Interview Coaching

udacity.com/online_course/technical_prep

Review Technical Interview Questions/ Learn Python Data Structures & Algorithms

Keyword List: coding interview, coding interview coaching, coding interview course, computer science, css, data science, data structures, free online course, html, java javascript, learn algorithms for interviews, PHP, python, technical interview, technical interview coaching, technical interview preparation, technical interview udacity, udacity

Ad Group 2: Interest

Technical Interview Prep
Udacity Free Online Course
udacity.com/Technical_Prep/Python_Course
Review technical interview questions, learn Python, & structure your responses.

IT Interview Help
Udacity Free Online Course
udacity.com/Technical_Prep/Python_Course
Review technical interview questions, data structures, & algorithms in Python

Keyword List: ace the programming interview, advanced data structures and algorithms in c++, coding hire questions, coding interview preparation, data science interview prep, data science preparation, data structures and algorithms in c++ course, data structures and algorithms using python and c++, interview classes, IT job interview training courses, online coding interview, online interview training, practice coding questions, prepare for IT interview, Python and data, software engineer interview prep, techcode, technical based questions, technical job interview, technical questions asked in interview, technical skills questions, technical test job interview, training code



Appendix

Screenshots for Reference

Review of campaign

Overview

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

Drafts & experiments

Paused

Type: Search

Budget: \$10.00/day

More details

ADS

EXTENSIONS

AUTOMATED EXTENSIONS

Last 7 days

Jun 12 - 18, 2018

Clicks

None

Jun 12, 2018

Jun 18, 2018

Find ads

Ad status: All but removed

	Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost
	<div>Udacity Free Online Courses</div> <div>Master Technical Interviews</div> <div>udacity.com/Python_course/technical_prep</div> <div>Review technical interview questions, learn Python, & structure your responses.</div>	Ad group 1 Technical Interview Course	Campaign paused	Expanded text ad	0	0	—	—	\$0.00
	<div>Technical Interview Prep</div> <div>Udacity Free Online Course</div> <div>udacity.com/Technical_Prep/Python_Course</div> <div>Review technical interview questions, learn Python, & structure your responses.</div>	Ad group 2 technical Interview course	Campaign paused	Expanded text ad	0	0	—	—	\$0.00
	<div>Udacity Free Online Courses</div> <div>Technical Interview Coaching</div> <div>udacity.com/online_course/technical_prep</div> <div>Review Technical Interview Questions/ Learn Python Data Structures & Algorithms</div>	Ad group 1 Technical Interview Course	Campaign paused	Expanded text ad	0	0	—	—	\$0.00
	<div>IT Interview Help</div> <div>Udacity Free Online Course</div> <div>udacity.com/Technical_Prep/Python_Course</div> <div>Review technical interview questions, data structures, & algorithms in Python</div>	Ad group 2 technical Interview course	Campaign paused	Expanded text ad	0	0	—	—	\$0.00
Total: All but removed ads					0	0	—	—	\$0.00
Total: Experiments					0	0	—	—	\$0.00
Total: Campaign					0	0	—	—	\$0.00

Campaign Summary

PausedType: SearchBudget: \$10.00/dayMore details

ADS

EXTENSIONS

AUTOMATED EXTENSIONS

Last 7 days
Jun 12 - 18, 2018

ClicksNone

2

1

0

Jun 12, 2018

Jun 18, 2018

+

Find ads

Ad status: All but removed

	Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<div>Udacity Free Online Courses Master Technical Interviews udacity.com/Python_course/technical_prep Review technical interview questions, learn Python, & structure your responses.</div>	Ad group 1 Technical Interview Course	Campaign paused	Expanded text ad	0	0	—	—	\$0.00
<input type="checkbox"/>	<div>Technical Interview Prep Udacity Free Online Course udacity.com/Technical_Prep/Python_Course Review technical interview questions, learn Python, & structure your responses.</div>	Ad group 2 technical Interview course	Campaign paused	Expanded text ad	0	0	—	—	\$0.00
<input type="checkbox"/>	<div>Udacity Free Online Courses Technical Interview Coaching udacity.com/online_course/technical_prep Review Technical Interview Questions/ Learn Python Data Structures & Algorithms</div>	Ad group 1 Technical Interview Course	Campaign paused	Expanded text ad	0	0	—	—	\$0.00
<input type="checkbox"/>	<div>IT Interview Help Udacity Free Online Course udacity.com/Technical_Prep/Python_Course Review technical interview questions, data structures, & algorithms in Python</div>	Ad group 2 technical Interview course	Campaign paused	Expanded text ad	0	0	—	—	\$0.00
Total: All but removed ads					0	0	—	—	\$0.00
Total: Experiments					0	0	—	—	\$0.00
Total: Campaign					0	0	—	—	\$0.00

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. Learn more





Project 5: Run an AdWords Campaign (Part 2)

Campaign Evaluation



Campaign Approach

Description, Marketing Objective &
KPI

1. Approach Description

Campaign: Promote the technical-interview, free, online course from Udacity to people in India: Data Structures & Algorithms in Python in India

Campaign Approach: Since the course is an intermediate course and is based on the assumption that a person already has the technical skills but lacks the interview skills to land a position in IT, I structured my Ad Groups to focus on two particular phases of the customer journey: Awareness and Interest.

For the first Ad group, Awareness, the goal is brand awareness in India. The second is for Engagement- getting users to click on and learn more about what Udacity has to offer. I focused on these groups in particular because of the broad range of courses Udacity offers. Even if a user is not quite ready to apply for a job or land a technical interview yet- the fact that they are looking for IT courses suggests that they eventually could benefit from this Udacity interview course. (Awareness)

Furthermore, after catching a person's attention, the wide range of Udacity classes offered has the potential to turn people in the Awareness phase into people in the Interest and even Engagement phase. Interacting with the website and all the other classes offered can lead people to enroll in technical classes first, and then enrolling in the technical interview course afterwards as they apply to jobs. Any interaction with Udacity courses would be beneficial for increased enrollment in this course. Not only will these other courses prepare them for the time that they do need this interview training course, but it is also a great way to gain their confidence that Udacity is a top online degree program and return to Udacity for other online courses in the future. Thus I used more broad terms for Ad group 1.

For Ad Group 2- I focused on those that already possessed the technical skills necessary for an IT job but who were having difficulties with landing a job. My keywords for this Ad Group are much more specific.

2. Marketing Objective & KPI

Marketing Objective: *Get 25 people to click to view the Udacity website for technical interview courses over the next 5 days.*

KPI: *The number of clicks on the Ad link.*



Ad Groups

Ads and Keywords

Ad Group #1: Ads & Keyword Lists

Udacity Free Online Courses | Master Technical Interviews

Ad udacity.com/Python_course/technical_prep

Review technical interview questions, learn Python, & structure your responses.

Udacity Free Online Courses
Technical Interview Coaching

udacity.com/online_course/technical_prep

Review Technical Interview Questions/ Learn Python Data Structures & Algorithms

Keyword List: coding interview, coding interview coaching, coding interview course, computer science, css, data science, data structures, free online course, html, java javascript, learn algorithms for interviews, PHP, python, technical interview, technical interview coaching, technical interview preparation, technical interview udacity, udacity

Ad Group #2: Ads & Keyword List

Technical Interview Prep
Udacity Free Online Course
udacity.com/Technical_Prep/Python_Course
Review technical interview questions, learn Python, & structure your responses.

IT Interview Help
Udacity Free Online Course
udacity.com/Technical_Prep/Python_Course
Review technical interview questions, data structures, & algorithms in Python

Keyword List: ace the programming interview, advanced data structures and algorithms in c++, coding hire questions, coding interview preparation, data science interview prep, data science preparation, data structures and algorithms in c++ course, data structures and algorithms using python and c++, interview classes, IT job interview training courses, online coding interview, online interview training, practice coding questions, prepare for IT interview, Python and data, software engineer interview prep, techcode, technical based questions, technical job interview, technical questions asked in interview, technical skills questions, technical test job interview, training code



Campaign Evaluation

Results, Analysis and
Recommendations

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Ad Group 1 Technical Interview Course	\$3.00	1354	72	5.32%	\$0.48	0	-	-	\$34.78
Ad Group 2 Technical Interview Course	\$3.00	282	15	5.32%	\$0.53	0	-	-	\$7.94
Total		1636	87	5.32%	\$0.49	0	-	-	\$42.72

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv .	CR	Cost per Conv.
<i>Udacity Free Online Courses Master Technical Interviews</i>	44	5.32%	\$0.47	-	-	-
<i>Udacity Free Online Courses Technical Interview Coaching</i>	28	5.31%	\$0.51	-	-	-
<i>Technical Interview Prep Udacity Free Online Course</i>	12	4.56%	\$0.61	-	-	-
<i>IT Interview Help Udacity Free Online Course</i>	3	15.79%	\$0.19	-	-	-

Key Campaign Results (Keywords)

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>python</i>	11	8.09%	\$0.54	0	-	-
<i>java</i>	28	5.29%	\$0.50	0	-	-
<i>Free online course</i>	7	7.69%	\$0.35	0	-	-

Campaign Evaluation

Unfortunately, an error on my part at the start of my campaign prevented me from gathering enough information to evaluate the conversion rate effectively. While I had “unpaused” and enabled all of my ads, I did not realize I had paused each ad as well. Thus when I enabled the ad groups, the ads were still paused and not shown for the first 3 days of my campaign. With only the results from what was essentially a 2-day campaign, I had no conversions and can’t evaluate my results the way I could have if my ads were shown all 5 days. That being said, my marketing objective was to get 25 clicks to the Udacity technical interview landing page over 5 days, which I still managed to do.

Because of the small amount of data I was able to collect from my campaign I could not calculate a true ROI since it would be -100% since no clicks turned into conversions. However if we assume that 0.002 of the 87 clicks will lead to a \$60 conversion (using the numbers Udacity assumed in the lesson) then the ROI would be -75%. The ROI was negative.

- My CPC was far below the \$3.00 max bid with one ad group averaging \$0.49 and the other \$0.53.
- Python, java, and free online course were the most successful keywords because of their larger number of “clicks” while still having a fairly low cost
- Free Online Course however definitely has a higher bid amount because more it is a much broader keyword and could apply to a number of different online classes from a number of schools and programs worldwide

Recommendations for future campaigns

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

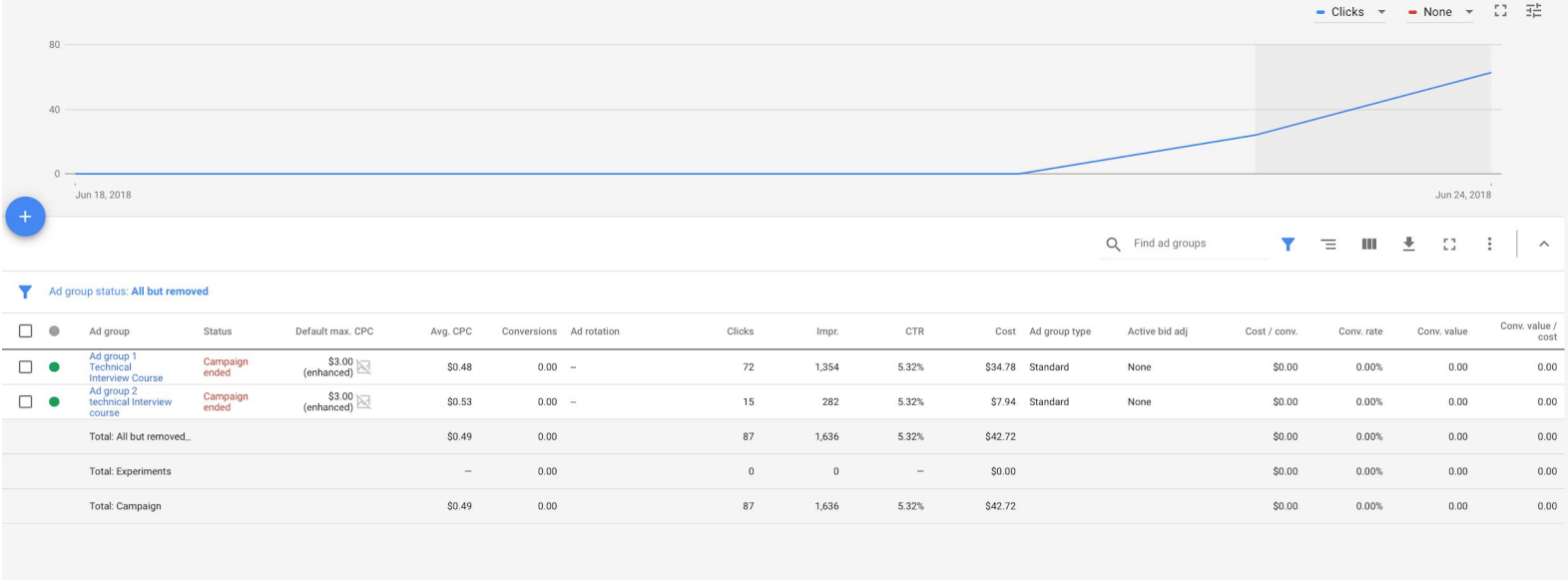
- The MOST important change I would make to my campaign would be to monitor the campaign daily! I unfortunately did not realize my ads were not being shown early on, and assumed they were doing poorly. For the purpose of the course I did not change them and hoped in the next few days they would perform better. On the third day I realized it wasn't that the ads were poor, it was that they were not being shown at all because I had paused both the ad groups and each ad individually. My biggest recommendation would be to track the success of your ads and ask more questions when mistakes like mine hinder your campaign success.
 - I would add more "tech" language specific to the course. For example, Python and java did very well in comparison to broader terms.
 - I would set up an A/B test by first testing the landing page. Do people respond more when the people and background of the ad are more similar/familiar to them? Do people associate a certain "type" of person with IT and therefore are more likely to respond to an add showing a specific type of person/type of clothing/etc. (See response below for more detail)
 - Yes I would change the landing page! I think with the emphasis this course has put on recognizing the audience, it would have been beneficial to create a landing page that resonated more with the audience. For example, the landing page shows two Caucasian people. By showing two people of different races, the campaign could have better succeeded at showing the importance of this course worldwide.



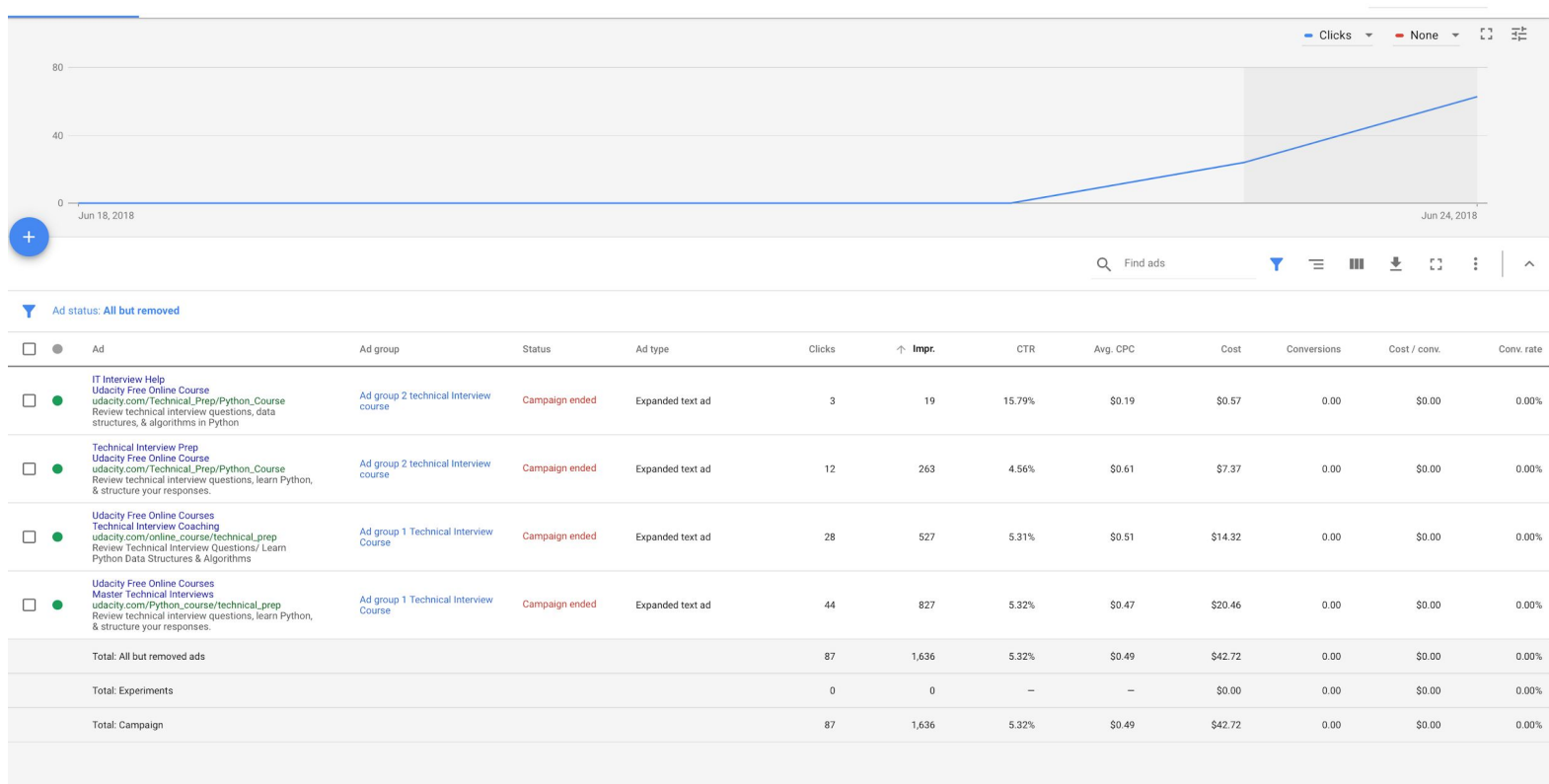
Appendix

Screenshots for Reference

Ad Groups



Ads



Keywords

<input type="checkbox"/>		Keyword	Ad group	Status	Max. CPC	Avg. CPC	Conversions	Policy details	Final URL	↓ Clicks	Impr.
Total: All but removed keywords						\$0.49	0.00			87	1,636
<input type="checkbox"/>		java	Ad group 1 Technical Interview Course	Campaign ended	\$3.00 (enhance)	\$0.50	0.00	Approved	—	28	529
<input type="checkbox"/>		python	Ad group 1 Technical Interview Course	Campaign ended	\$3.00 (enhance)	\$0.54	0.00	Approved	—	11	136
<input type="checkbox"/>		html	Ad group 1 Technical Interview Course	Campaign ended	\$3.00 (enhance)	\$0.42	0.00	Approved	—	8	142
<input type="checkbox"/>		computer science	Ad group 1 Technical Interview Course	Campaign ended	\$3.00 (enhance)	\$0.76	0.00	Approved	—	8	143
<input type="checkbox"/>		free online course	Ad group 1 Technical Interview Course	Campaign ended	\$3.00 (enhance)	\$0.35	0.00	Approved	—	7	91











Evaluate a Display Advertising Campaign



Part 1: Evaluate a Display Image Campaign

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign

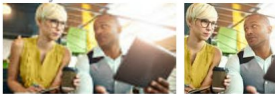

<input type="checkbox"/>	 ↑	Ad group	Status 	Default Max. CPC 	Clicks 	Impr. 	CTR 	Avg. CPC 	Cost 	Avg. CPM 
<input type="checkbox"/>		Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
		Total - all but removed ad groups			1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
Total - all ad groups					1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
Show rows: 50 ▾ 1 - 1 of 1										

Results: Overall the campaign had a positive ROI and had 4 new students sign up.

Creative	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1,973	282,066	0.70%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$872.51	0.2%	4	\$218.13	+323.48

Display Image Campaign: Ad Results

Review the Ad results below of Creative A and B for Display Image Campaign

<input type="checkbox"/>	<input type="radio"/>	Ad	Status [?]	Campaign type [?]	Campaign subtype	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]
<input type="checkbox"/>	<input type="radio"/>	<div>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</div> <div></div> <div>Preview ad</div>	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	\$0.45	\$686.27
<input type="checkbox"/>	<input type="radio"/>	<div>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</div> <div></div> <div>Preview ad</div>	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	\$0.42	\$186.24

A

B

Which Ad Group Performed Better?

Creative A outperformed Creative B. A had over 3 times the number of impressions than B which led to a higher number of clicks. Because our conversion assumption was 0.2% of the number of clicks to the landing page, the number of clicks was key to gaining more students.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1531	216,199	0.71%	\$0.45	\$686.27	.2%	3	\$228.76	210.72
Creative - B	442	65,867	0.67%	\$0.42	\$186.24	.2%	1	\$186.24	112.76

Display Image Campaign: Keywords

Keyword	Excluded	Campaign	Ad group	Status	Clicks	Impressions	CTR	Avg. CPC	Cost
marketing careers	FALSE	DMND Display US	Keyword Targeted	campaign paused	14	2998	0.47%	1.68	23.5
adwords course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	8	0.00%	0	0
digital media online course	FALSE	DMND Display US	Keyword Targeted	campaign paused	1	25	4.00%	1.64	1.64
facebook marketing course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	4	0.00%	0	0
digital marketing training	FALSE	DMND Display US	Keyword Targeted	campaign paused	57	8224	0.69%	0.54	30.75
online marketing course	FALSE	DMND Display US	Keyword Targeted	campaign paused	226	38259	0.59%	0.28	63
search marketing online course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	0	0.00%	0	0
marketing online	FALSE	DMND Display US	Keyword Targeted	campaign paused	236	20750	1.14%	0.5	118.64
marketing courses	FALSE	DMND Display US	Keyword Targeted	campaign paused	19	1999	0.95%	0.27	5.14
digital analytics course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	0	0.00%	0	0
marketing program	FALSE	DMND Display US	Keyword Targeted	campaign paused	5	1166	0.43%	1.6	8.01
social media marketing online course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	14	0.00%	0	0
digital analytics training	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	0	0.00%	0	0
--	--	--	--	--	0	0	0.00%	0	0

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	<i>Marketing careers</i>	14	2998	0.47%	\$1.68	\$23.50
2	<i>Adwords Course</i>	0	8	0%	\$0.00	\$0.00
3	<i>Digital media online course</i>	1	25	4.0%	\$1.64	\$1.64
4	<i>Facebook marketing course</i>	0	4	0%	\$0.00	\$0.00
5	<i>Digital marketing training</i>	57	8224	0.69%	\$0.54	\$30.75

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
6	<i>Online marketing course</i>	226	38,259	0.59%	\$0.28	\$063
7	<i>Search marketing online course</i>	0	0	0%	\$0.00	\$0.00
8	<i>Marketing online</i>	236	20750	1.14%	\$0.50	\$118.64
9	<i>Marketing courses</i>	19	1999	0.95%	\$0.27	\$5.14
10	<i>Digital analytics course</i>	0	0	0%	\$0.00	\$0.00

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
11	<i>Marketing program</i>	5	1166	0.43%	\$1.6	\$8.01
12	<i>Social media marketing online course</i>	0	14	0%	\$0.00	\$0.00
13	<i>Digital Analytics training</i>	0	0	0%	\$0.00	\$0.00

How would you optimize this campaign?

Provide at least **three** suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or removing keywords, etc...)

Suggestion 1: To improve this campaign I would have first recognized that often campaigns with people in them perform better and would have adjusted the ad creative for B to show a person/people instead of just a stock technology image.

Suggestion 2: I would then have A/B tested the two creatives. First, testing whether 1 person or multiple people in the ad performs better- Second, testing whether smiling happy faces or serious studios faces performed better- Thirs whether other factors like gender had an impact as well.

Suggestion 3: I would adjust my keywords early on with VERY specific keywords and VERY broad terms to see which keywords were working for the campaign. Although I would have assumed specific keywords would lead to more student sign-ups, there is a possibility that simply by getting more people to click on the landing page from a broader key term could mean a higher number of student sign-ups.

Part 2: Evaluate a Display Video Campaign

Display Video Campaign: Overall Results

Review below the overall results of the Display Video Campaign

<input type="checkbox"/>	<div><div></div><div></div><div></div></div>	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													



Results:

Overall the campaign had a positive ROI. Four new students signed up for the course and the video campaign had overall 1,892 clicks to the landing page.

Creative	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1,892	157,517	1.20%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$825.61	0.2%	4	\$206.40	+370.4

Display Video Campaign: Ad Results

Review below the Ad Results of the Display Video Campaign

<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

A

B

Campaign A - Short Keyword List

Campaign B - Large Keyword List

Which Ad Group Performed Better?

Although the cost of Campaign B was higher overall, the ROI was significantly higher than that of Campaign A. Campaign B had a significantly higher number of impressions and clicks leading to 3 new student sign ups compared to A which only led to 1.

Creative	Clicks	Impre ssions	CTR	Avg CPC	Cost	Conve rsion Rate	# New Stude nt	CPA	ROI +/-
Campaig n A	453	54,312	0.83%	\$0.64	\$290.21	.2%	1	\$290.21	+8.79
Campaig n B	1,439	103,205	1.39%	\$0.37	\$535.40	.2%	3	\$178.47	+361.59

Display Video Campaign: Keywords

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
1	Match type	Keyword state	Keyword	Max. CPV	Campaign	Ad group	Impressions	Views	View rate	Avg. CPV	Cost	Clicks	Avg. CPC	CTR	
2	Broad	enabled	online marketing video	0.1	DMND Trailer campaign	short trailer DM large keyword list	42440	8168	19.25%	0.03	\$253.23	495	\$0.51	1.17%	
3	Broad	enabled	ad advertisement	0.1	DMND Trailer campaign	short trailer DM large keyword list	24172	3654	15.12%	0.02	\$85.58	510	\$0.17	2.11%	
4	Broad	enabled	business training course	0.1	DMND Trailer campaign	short trailer DM education keywords	17437	3491	20.02%	0.03	\$103.43	163	\$0.63	0.93%	
5	Broad	enabled	digital learning courses	0.1	DMND Trailer campaign	short trailer DM large keyword list	14198	2665	18.77%	0.02	\$64.99	207	\$0.31	1.46%	
6	Broad	enabled	Digital Marketing	0.1	DMND Trailer campaign	short trailer DM education keywords	13634	2633	19.31%	0.02	\$63.42	63	\$1.01	0.46%	
7	Broad	enabled	seo	0.1	DMND Trailer campaign	short trailer DM large keyword list	9197	1946	21.16%	0.03	\$48.81	102	\$0.48	1.11%	
8	Broad	enabled	course digital marketing	0.1	DMND Trailer campaign	short trailer DM education keywords	8726	1765	20.23%	0.03	\$45.50	106	\$0.43	1.21%	
9	Broad	enabled	social media marketing	0.1	DMND Trailer campaign	short trailer DM education keywords	5579	850	15.24%	0.03	\$24.00	30	\$0.00	0.54%	
10	Broad	enabled	digital business course	0.1	DMND Trailer campaign	short trailer DM large keyword list	3586	677	18.88%	0.03	\$19.33	42	\$0.46	1.17%	
11	Broad	enabled	Learn facebook advertising	0.1	DMND Trailer campaign	short trailer DM education keywords	2078	332	15.98%	0.03	\$8.58	30	\$0.29	1.44%	
12	Broad	enabled	search engine marketing	0.1	DMND Trailer campaign	short trailer DM education keywords	1965	486	24.73%	0.02	\$11.01	9	\$1.22	0.46%	
13	Broad	enabled	social media training	0.1	DMND Trailer campaign	short trailer DM education keywords	1653	368	22.26%	0.03	\$11.55	6	\$1.93	0.36%	
14	Broad	enabled	Adwords course	0.1	DMND Trailer campaign	short trailer DM education keywords	1434	333	23.22%	0.03	\$11.54	23	\$0.50	1.60%	
15	Broad	enabled	google seo	0.1	DMND Trailer campaign	short trailer DM large keyword list	1064	250	23.50%	0.03	\$7.21	6	\$1.20	0.56%	
16	Broad	enabled	internet marketing	0.1	DMND Trailer campaign	short trailer DM large keyword list	946	223	23.57%	0.03	\$5.82	5	\$1.16	0.53%	

Key Campaign Results (Keywords)

1. Present the **five** keywords you consider most successful based on the results of the campaign?
 - marketing online
 - online marketing video
 - online marketing course
 - digital marketing training
 - business training course
2. Highlight the best performing keyword from the results. *Why* was this the best performing keyword? Online Marketing Course was the best performing keyword. Although it did receive less clicks than Marketing Online it cost significantly less (almost half of what Marketing cost per click). Especially if we round to the nearest whole number for the number of students enrolled, marketing online and online marketing course still enrolled 3 students despite the difference in clicks overall. This makes Online Marketing a more cost-effective keyword that performs well overall.

Keyword	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	CPA	# New Students	ROI +/-
Online Marketing Video	495	42440	1.17%	\$0.51	\$253.23	.2%	253.23	1	+45.77
Ad Advertisement	510	24172	2.11%	\$0.17	\$85.58	.2%	85.58	1	+85.58
Business Training Course	163	17437	0.93%	\$0.63	\$103.43	.2%	0	0	-
Digital Learning Courses	207	14198	1.46%	\$0.31	\$64.99	.2%	0	0	-
Digital Marketing	63	13634	0.46%	\$1.01	\$63.42	.2%	0	0	-

How would you optimize this campaign?

Provide at least **three** suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or removing keywords, etc...)

Suggestion 1: Unlike the Display Image Campaign- the more specific keywords seemed to have performed better than broad keywords for this Video Campaign. If someone is willing to take the time to watch a video, it seems like they are more likely to be further along on their customer journey- thus more specific keywords would interest them. I would first start by an A/B test of equal length keywords that differed only by whether they were specific or broad.

Suggestion 2: Next I would also test the length of the keyword list. One adgroup would have an ad with a very long and specific keyword list and the other a list with only the best performing specific keywords. The other adgroup would have an ad with a very long and broad keyword list and the other ad a list with only the best performing broad keywords.

Suggestion 3: Finally I would test out different images displayed before the user clicks to see the video to test what images they are most likely to click on to view the video.



Part 3: Results, Analysis and Recommendations

Recommendations for future campaigns

- First, I would look into the cost of creating an alternate video that I could test with the current version.
- A/B test the video campaign images that are displayed before the video ad is shown
- Test whether the video ads do better in between or on the side of other text on a page and whether they should play automatically or allow users to skip it after a few seconds
- I would focus on very specific keywords for the video campaign and very broad terms for the image display ad.
- I would make sure the video immediately began to play on the landing page so users brought to the page from an image display as would have the chance to view it.
- I would also create an A/B test to analyze the length of the keyword list.
- I would A/B test which images people are more likely to click on for image display ads
 - Do people click on images of people or objects?
 - Do people click on happy smiling faces or serious studious faces?



Market with Email




Project 7: Email Marketing



Email Part 1

Plan Your Email
Content

Target Persona for the Udacity Digital Marketing Nanodegree Program

Background and Demographics	Target Persona Name	Needs
Background & Demographics <ol style="list-style-type: none">26 years oldFemaleBachelor's DegreeNo childrenUnmarried	 <p>Rachel Harris</p>	Needs <ol style="list-style-type: none">Affordable programTime-flexibilityOnline availability
Hobbies	Goals	Barriers
Hobbies <ol style="list-style-type: none">Exercise/fitnessVolunteer WorkFriends & Family time	Goals <ol style="list-style-type: none">Become a digital marketerIncrease knowledge of marketing strategiesLearn to ace interviewsStart a new career	Barriers <ol style="list-style-type: none">Time constraintsBudget constraintsInexperience and lack of knowledge about digital marketing

Email Content Plan

	Email Topic	Marketing Objective	KPI
Email #1	<i>It's time to refresh, reload, & recharge your brain with Udacity online nanodegree programs</i>	Engagement	Number of opens
Email #2	<i>Considering a Career in Digital Marketing? Get Started Today with a FREE ebook from Udacity!</i>	Engagement	Number of people to sign up for the ebook with their email address
Email #3	<i>It's time to turn your dream digital marketing career into a reality.</i>	Conversion	Number of people to sign up for Udacity's digital marketing nanodegree program

Email #1

Email Content Plan

Subject Line	Body Summary	Visual	CTA	Link
<p>We RELOAD, REFRESH, & RECHARGE our devices. Do the same for your brain.</p>	<p><i>You RELOAD, REFRESH, & RECHARGE your devices- so why not do the same for your brain?</i></p> <p><i>From AI to digital marketing, Udacity offers a number of programs that will “update” you with the latest information about a diverse range of topics.</i></p> <p><i>Give yourself the attention you give your smart devices. Take the time and become an expert in your field.</i></p> <p><i>Get Started Today!</i></p> <p><i>Considering a Career in Digital Marketing? AI? See a full list of our online programs below.</i></p>	<p><i>A picture of a brain with the text around it.</i></p>	<p><i>Click here for a complete list of our online classes.</i></p>	<p><i>Udacity.com (Home page)</i></p>

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	<i>Considering a Career in Digital Marketing? FREE ebook from Udacity!</i>	<i>Get your FREE ebook!</i>

Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	<i>It's time to turn your dream digital marketing career into a reality (<u>insert name of person here</u>).</i>	<i>Take the next step towards a better career!</i>



Email 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

Email Copy: Email #1

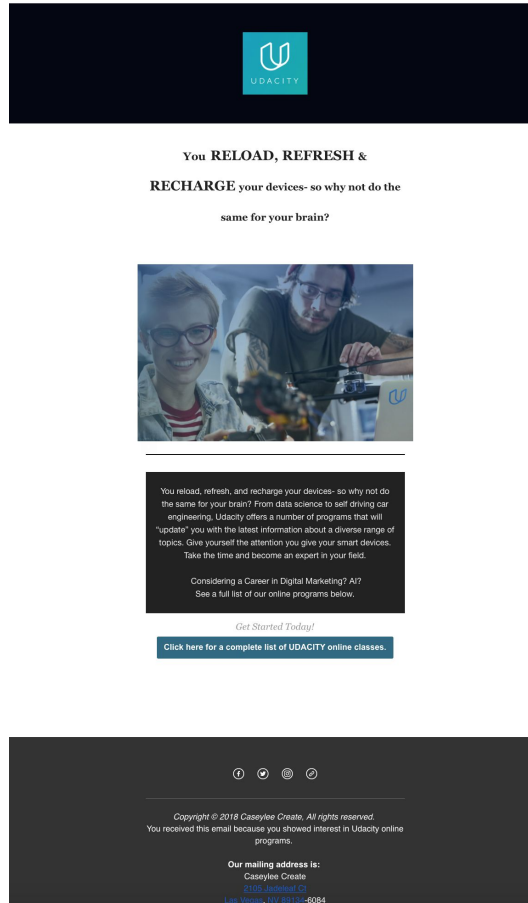
Subject Line: We **RELOAD, REFRESH, & RECHARGE** our devices. Do the same for your brain (customer name).

Body: You refresh, reload, and recharge your devices- so why not do the same for your brain? From data science to self driving car engineering, Udacity offers a number of programs that will “update” you with the latest information about a diverse range of topics. Give yourself the attention you give your smart devices. Take the time and become an expert in your field. Get Started Today! Considering a Career in Digital Marketing? AI? See a full list of our online programs below.

CTA: Click here for a complete list of our online classes.

Link for CTA: [Udacity.com](https://udacity.com) (Home page)

Email Screenshot:



CaseyLee via mail123.see41.rgsw.net
to me x

3:33 PM (0 minutes ago)



You **RELOAD**, **REFRESH** &
RECHARGE your devices- so why not do the
same for your brain?



You reload, refresh, and recharge your devices- so why not do the same for your brain? From data science to self driving car engineering, Udacity offers a number of programs that will "update" you with the latest information about a diverse range of topics. Give yourself the attention you give your smart devices. Take the time and become an expert in your field.

Considering a Career in Digital Marketing? AI?

See a full list of our online programs below.

Get Started Today!

[Click here for a complete list of UDACITY online classes.](#)



Copyright © 2016 CaseyLee Create. All rights reserved.
You received this email because you showed interest in Udacity online programs.

Our mailing address is:
CaseyLee Create

12345 Main Street
Los Angeles, CA 90001-1234



A/B Testing Email

A/B Testing Email

A/B testing is important because as a marketer you want to make sure that one small element of an ad or campaign isn't damaging the overall success of an ad or campaign. For example, some subject lines perform much better than others, despite what the marketers expectations might be. Therefore, A/B testing allows you to see which elements your audience responds to best. In my example below, I kept my target persona in mind- a female 4-6 years out of college, so I used that nostalgia to remind "Rachel Harris" about how much she enjoyed learning while also inviting her to advance her career. For the CTA I tested using a shorter phrase to see if that was more inviting to users.

A/B Testing		
	Subject Line	CTA
Email #1	<i>Miss the college days? Become a student again with Udacity online and advance your career!</i>	<i>View all courses.</i>



Sending and Analyzing Results

Results Email #1

After you have hit send on the first email of your campaign, you can spend some time analyzing the results.

1. Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

Results Continued Email #1

The 30 people that unsubscribed from the email list need to be taken off immediately because: 1) Internet Service Providers can terminate your internet service 2) The website hosting company can shut down your website 3) Customers find SPAM annoying 4) Marketers can not send emails without consent so should always include an opt-out button

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsubscribed
180	8%	75	3.33%	30

Final Recommendations

For emails number 2 and 3 I would continue to test how the content of the images and the image size affects the open rate. I would assume pictures people could relate to would increase the open rate so maybe testing if certain images work for certain group would be beneficial. I also would analyze whether my target persona was actually the group opening the email. If not I need to fix how I am targeting or fix who I perceive to be my target audience.

