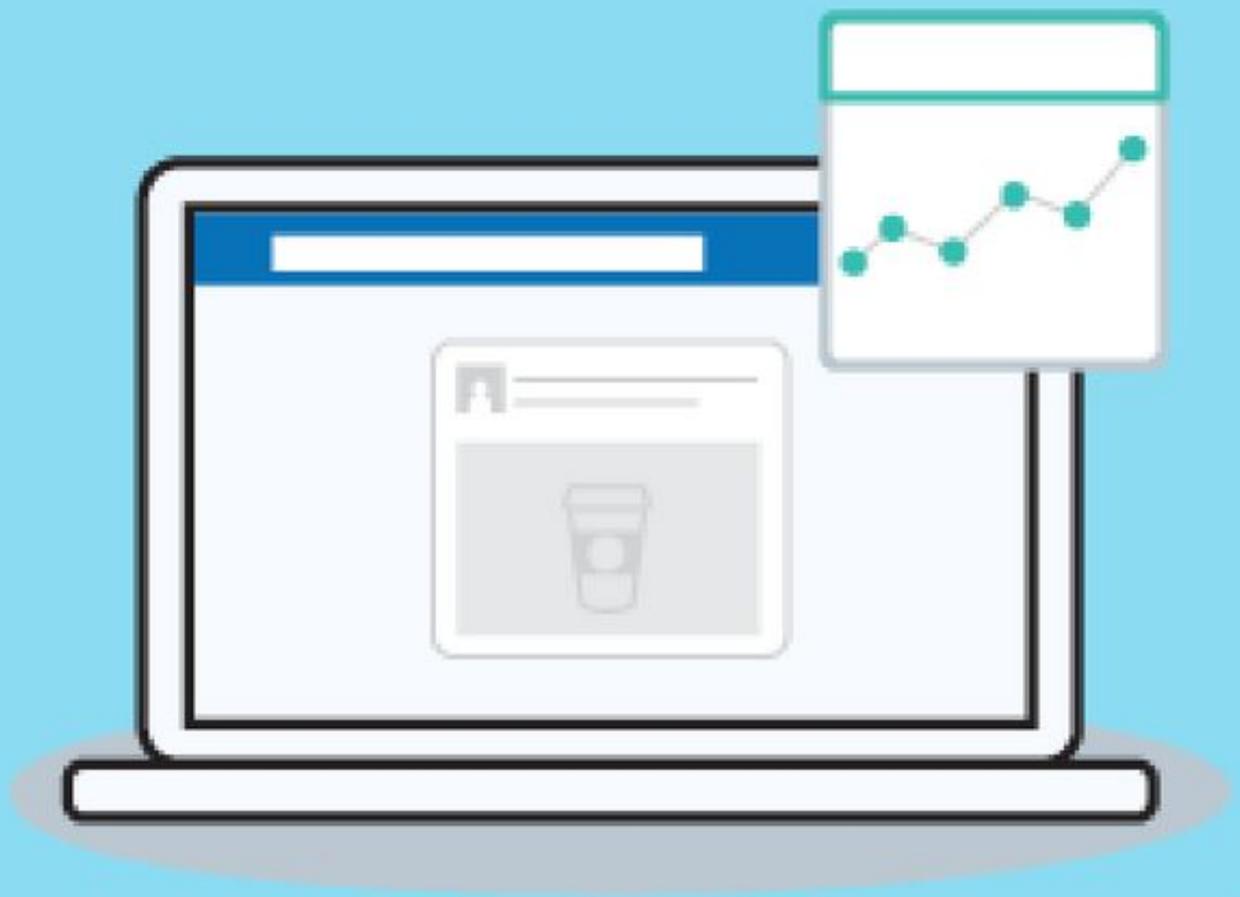


Project 3 - Part 2

Run a Facebook Campaign



Project Summary

by Katerina Bosko, PhD

(www.cross-validated.com)

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

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

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

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:

Primary Text ⓘ

Want to learn in-demand skill? Download our Social Media Advertising Guide for free and get started!

[+ Add Another Option](#)

Headline (optional) ⓘ

Get Your Free Ebook Now

[+ Add Another Option](#)

Description (optional) ⓘ

Learn how to advertise on Social Media

[+ Add Another Option](#)

Destination

Website

Facebook Event

Website URL ⓘ **Preview URL**

https://dmnd.udacity.com/ebook

[Build a URL Parameter](#)

Display Link (optional) ⓘ

Enter the link you want to show on your ad

Call to Action ⓘ

Download ▼

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

Edit



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Ad 2 - Student - Man

Edit



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11

1 Share



Like



Comment



Share

Ad 3 - Online Marketing Image

Edit



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Ad 4 - Student - Lady



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Download



Like



Comment



Share



Like



Comment



Share

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:

$$\$15 * 1056 / \$76.29 = 207.62$$

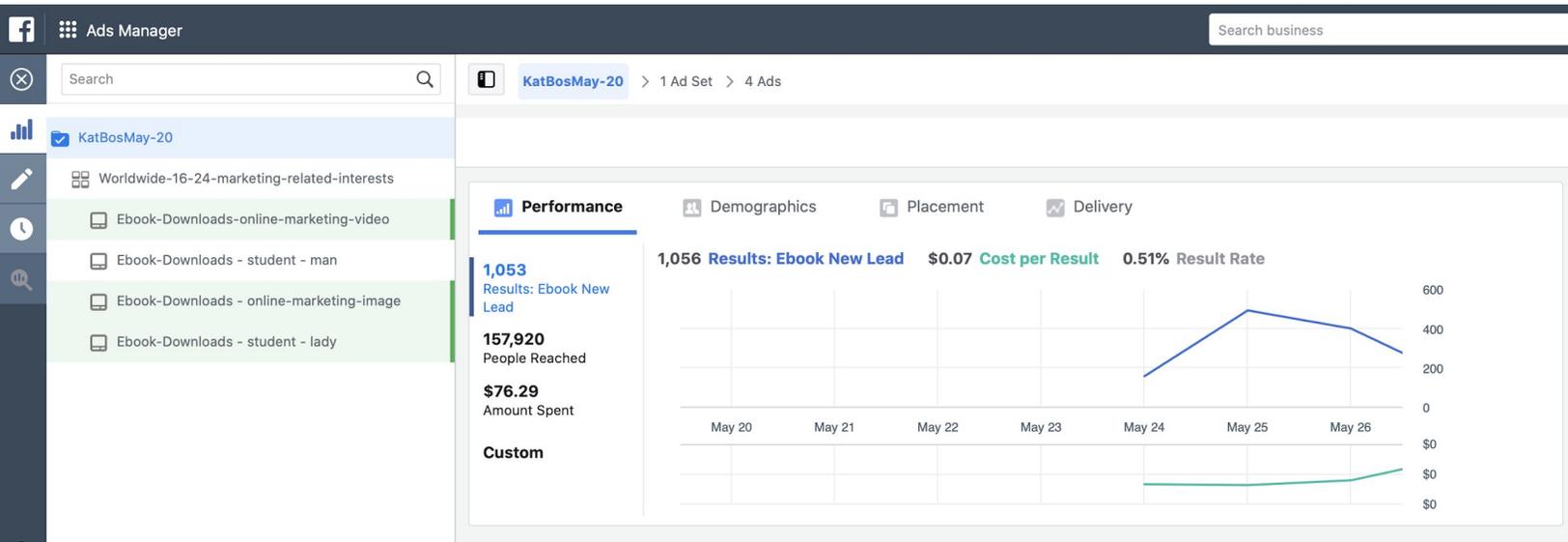
Conclusion: the campaign was highly successful with positive ROI (207.62) and 1056 email addresses of prospective DMND students. It also by far exceeded the marketing objective of collecting 100 new leads with less budget than assigned (total spend \$76.26 vs \$100 assigned)..

Campaign Evaluation: Recommendations

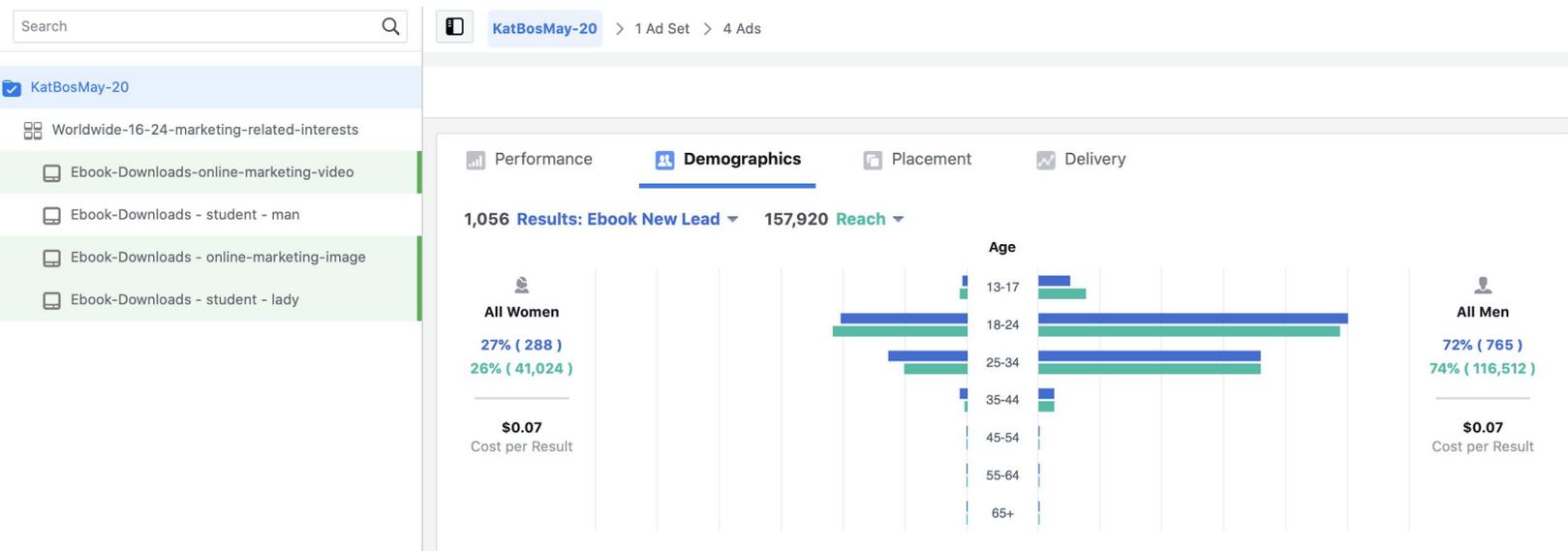
There are several ways to improve campaign conversion rates in the next iteration:

- 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

Campaign Results: Performance



Campaign Results: Demographics

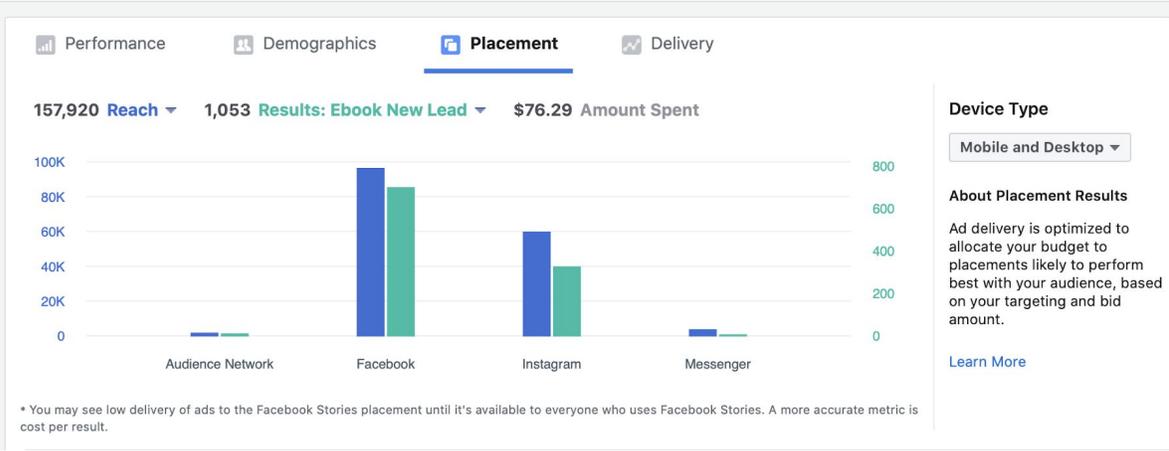


Campaign Results: Placement

Search

KatBosMay-20 > 1 Ad Set > 4 Ads

- KatBosMay-20
 - Worldwide-16-24-marketing-related-interests
 - Ebook-Downloads-online-marketing-video
 - Ebook-Downloads - student - man
 - Ebook-Downloads - online-marketing-image
 - Ebook-Downloads - student - lady



Ad Set Data: Performance

Q Search Filters + Add filters to narrow the data you are seeing. Last 7 days: May 20, 2020 - M
Note: Does not include today's c

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

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Performance Breakdown Reports

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
Worldwide-16-24-marketing-related-interests	Completed	Lowest cost Conversions	Using camp...	May 24, 2020, 10:00... 3 days ago	1,053 Ebook New ...	157,920	205,150	\$0.07 Per Ebook N...	\$76.29	May 27, 2020	May 24, 2020 3 days
> Results from 1 ad set					1,056 Ebook New Le...	157,920 People	205,150 Total	\$0.07 Per Ebook Ne...	\$76.29 Total Spent		

Q Search Filters + Add filters to narrow the data you are seeing. Last 7 days: May 20, 2020 - M
Note: Does not include today's c

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

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Performance Breakdown Reports

Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent	Ends	Link Clicks
Ebook-Downloads-online-marketing-video	339 Ebook New ...	72,368	76,918	\$0.07 Per Ebook N...	Average	Below average Bottom 35% of ...	Above average	\$23.45	May 27, 2020	680
Ebook-Downloads - student - man	65 Ebook New ...	13,532	15,785	\$0.07 Per Ebook N...	Average	Below average Bottom 20% of ...	Above average	\$4.83	May 27, 2020	123
Ebook-Downloads - online-marketing-image	598 Ebook New ...	86,112	103,408	\$0.07 Per Ebook N...	Average	Below average Bottom 35% of ...	Above average	\$44.77	May 27, 2020	1,123
Ebook-Downloads - student - lady	51 Ebook New ...	7,922	9,039	\$0.06 Per Ebook N...	Average	Below average Bottom 20% of ...	Above average	\$3.24	May 27, 2020	96
> Results from 4 ads					1,056 Ebook New Le...	157,920 People	205,150 Total	\$0.07 Per Ebook Ne...	\$76.29 Total Spent	2,022 Total

Ad Set Data: Delivery

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

View Setup | Columns: Delivery | Breakdown | Reports

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

Account Overview | Campaigns (1 selected) | Ad Sets (1 selected) | Ads for 1 Ad Set

View Setup | Columns: Delivery | Breakdown | Reports

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

Search Filters + Add filters to narrow the data you are seeing. Last 7 days: May 20, 2020 - M
Note: Does not include today's c

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

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Engagement Breakdown Reports

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

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

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Engagement Breakdown Reports

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