



Project 8: DMND Portfolio

Building a Marketing Strategy



1. Customer Journey Based Marketing Plan

What: your offer

Who: your customers

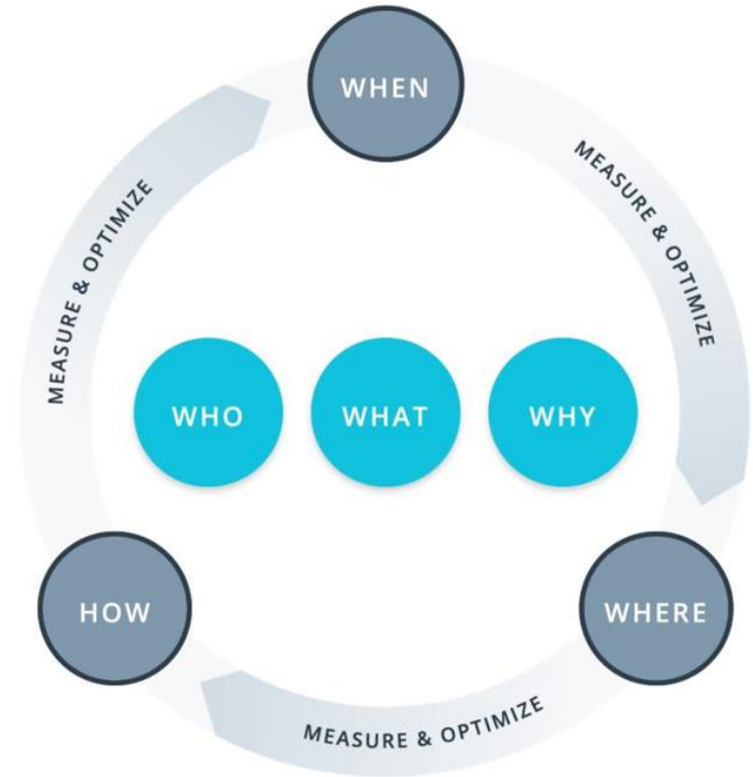
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics





What: your offer

Digital Marketing Nanodegree

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:

What is the marketing objective for your marketing efforts?

Enroll 500 students by the end of the quarter with a total budget of \$50,000.



Who Are Our Customers

What: your offer

Who: your customers

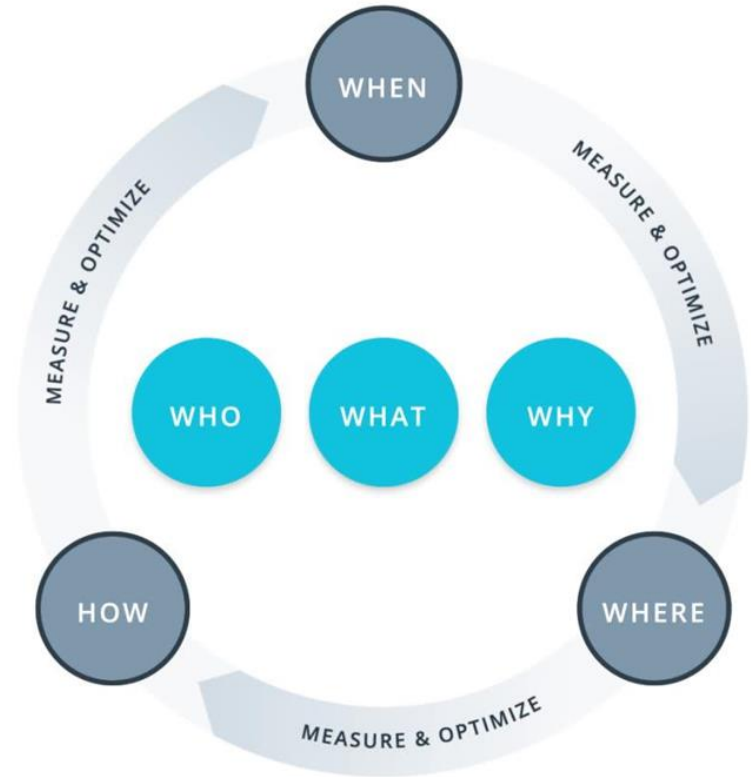
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Target Persona – DMND Challenge

Background & Demographics

1. Female 25 years old
2. Married, pregnant with first child
3. Working as a Sales Manager
4. Lives in Chicago
5. Husband is a web developer
6. HHI income 120k

Hobbies

1. Reading
2. Pilates and yoga
3. Taking free online courses

Kim Smith



Goals

1. Make a career change
2. Work from home to take care of the family
3. Owning a small online business
4. Market herself online as a digital marketer

Needs

1. Hands on experience.
2. Expert guidance
3. Earn an valued credential.
4. master platform-specific skills

Barriers

1. Lack of time due to pregnancy and work
2. Unsure about Hiring options after graduation
3. Variety of digital marketing courses

What: your offer

Who: your customers

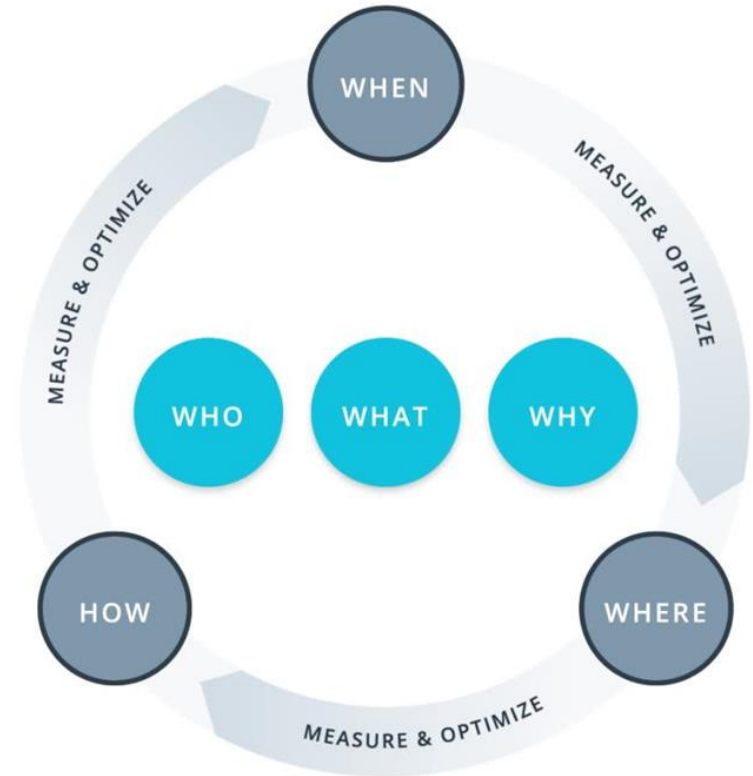
When: your customer's journey

Why: your marketing objective

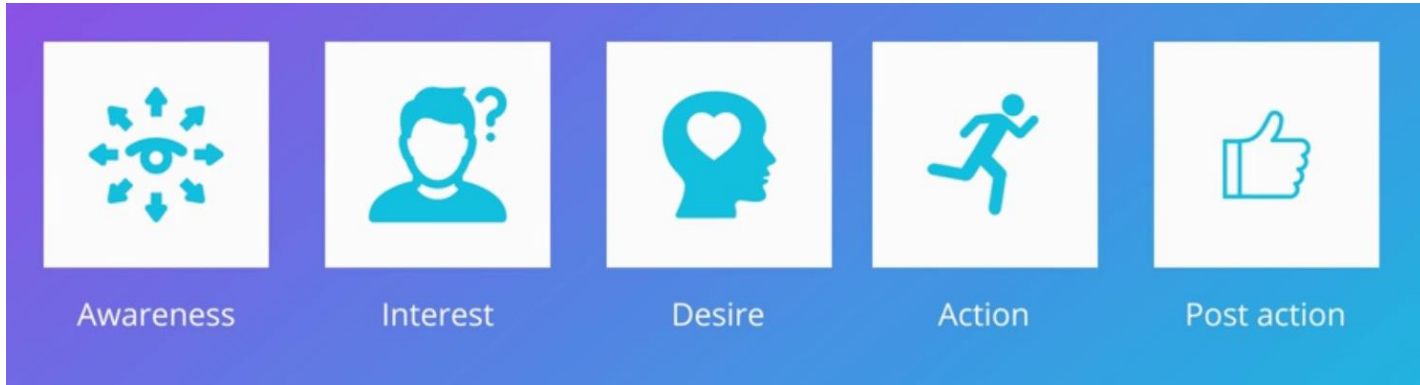
How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of the Customer Journey



When+How+Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	<ul style="list-style-type: none">Describe growth in demand for digital marketersGain new marketing skills at your own pace	<ul style="list-style-type: none">Claim your free eBook nowExplain about the program 360 degree approach with live projects	<ul style="list-style-type: none">Explain program key benefit through online webinar with expertsEnroll now and get to run live campaigns on major marketing platforms	<ul style="list-style-type: none">Reinforcement of program benefitsThank you	<ul style="list-style-type: none">News about digital marketingClassroom updatesCareer support services updates
Channel	<ul style="list-style-type: none">Informative landing pageSocial mediaVideo adsBlog (content marketing)	<ul style="list-style-type: none">FacebookSearchDisplay and videos ads	<ul style="list-style-type: none">Email marketingSearchRe-targeted display and video ads	<ul style="list-style-type: none">EmailSocial media	<ul style="list-style-type: none">EmailSocial media



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	\$7000	\$1.25	5600	0.05%	3
AdWords Search	\$2000	\$1.40	1429	0.05%	1
Display					
Video	\$2000	\$3.50	571	0.05%	0
Total Spend	\$11,000	Total # Visitors	7600	Number of new Students	4

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$6000	\$0.50	12,000	0.1%	12
AdWords Search	\$4000	\$1.50	2,667	0.1%	3
Display					
Video	\$2000	\$2.75	727	0.1%	1
Total Spend	\$12,000	Total # Visitors	15,394	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	\$17,000	\$0.30	56,667	0.3%	170
AdWords Search	\$6000	\$1.50	4000	0.3%	12
Display	\$1000	\$3.00	333	0.3%	1
Video	\$3000	\$2.75	1,091	0.3%	3
Total Spend	\$27,000	Total # Visitors	62,090	Number of new Students	186



ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$11,000	7,600	4	\$299	\$1,196	-\$9,804
Interest	\$12,000	15,394	16	\$299	\$4,784	-\$7,216
Desire	\$27,000	62,090	186	\$299	\$55,614	+\$28,614
Total	\$50,000	85,084	206		\$61,594	+\$11,594

Additional Channels/Recommendations:

1. I would recommend growing organic reach through search and social media using an SEO driven content plan. Which will include blogs written by graduates of the program and expert's advice on career change.
2. Another channel I would include is LinkedIn, I will run the same targeting on both LinkedIn and Facebook to later calculate which of the channels performed better in terms of ROI. The email's i will collect from both channels will be later used for remarketing.

I would use my target persona and add several others like:

- Marketing professionals with little to no knowledge of digital marketing.
 - Small to medium business owners
 - Entrepreneurs
 - Front end web developers
 - Copywriters
3. I will optimize the landing page in terms of SEO to drive traffic and increase brand awareness.



3. Showcase Work



Market your Content

Why did I decide to take Udacity's Digital Marketing Nanodegree Program?



I want to be a Digital Marketer!

A year ago, I've took the decision to be a Digital Marketer.



The journey Begins

I began to dive to the Digital Marketing field and learn on my own. But was a little overwhelmed.



The Evaluation

I was very curios about Udacity's DMND program, But I preffered to wait and research some more.



The decision

I was finally convinced Udacity was the right choice for me. Due to the live projects and industry leaders collaboration on the courses.

Why did I decide to take Udacity's Digital Marketing Nanodegree Program?

Truth be told, I'm no stranger to Udacity. I've been building website's for quite a while now, so taking online courses was kind of my thing. A year ago, I made the decision to become a digital marketer after being an independent Front End Web Developer for 5 years. I landed my first entry-level job as a media manager and started taking free digital marketing courses online.

The journey begins

I learned key skills and had a firm knowledge of how digital marketing works. But I was also overwhelmed by the number of niche's while struggling to connect all the dots. Eventually, I started diluting sources and ending up with what I believe to be the best online sources for learning digital marketing. Here are some of them: [Hubspot](#) – For Inbound marketing [Moz](#) – SEO specific courses [Copyblogger](#) – For in-depth Content marketing [Google Digital Garage](#) – Excellent to start with [Lynda.com](#) – A huge library of courses in the fields of Business, Technology and Creative Skills. [Edx](#) – Professional courses from the world's best universities. You can audit any course for free!

The Evaluation

At that time, Udacity had already announced their new DMND (Digital Marketing Nanodegree) program. Needless to say, I was curious, because I've taken Udacity's courses before and were really impressed by how they convey their programming learning materials in a fun and intriguing way. But as far as digital marketing goes, Udacity was not my first choice of a paid program. So I decided to lay back and wait for a few rounds of graduated to emerge and give their opinions about it on websites like Quora. After waiting and researching, I found reviews to be very positive and some have even pointed struggle keeping up with the program deadlines. Which convinced me that the program is challenging enough for me to get a firm foothold in three months.

The decision stage

As I progressed, I began to feel more comfortable with my newly acquired knowledge. The new job did provide me a good starting point at first. But after a while, I was eager to get some hands-on experience in digital marketing. So I can go on to my ultimate goal - becoming a freelance Digital Marketer. The thing that made me go with this particular program was the fact they focused on making students job ready. Unlike other programs, Udacity offers hands-on experience with live projects. That, and of course the fact that the courses were developed in collaboration with leading brands in the digital landscape (Google, Facebook, Hubspot, Moz).



<https://goo.gl/uBZYc4>

Why did I decide to take Udacity's Digital Marketing Nanodegree Program?

Truth be told, I'm no stranger to Udacity. I've been building website's for quite a while now, so taking online courses was kind of my thing. A year ago, I made the decision to become a digital marketer after being an independent Front End Web Developer for 5 years. I landed my first entry-level job as a media manager and started taking free digital marketing courses online.

The journey begins

I learned key skills and had a firm knowledge of how digital marketing works. But I was also overwhelmed by the number of niche's while struggling to connect all the dots. Eventually, I started diluting sources and ending up with what I believe to be the best online sources for learning digital marketing. Here are some of them: [Hubspot](#) – For Inbound marketing [Moz](#) – SEO specific courses [Coppyplogger](#) – For in-depth Content marketing [Google Digital Garage](#) – Excellent to start with [Lynda.com](#) – A huge library of courses in the fields of Business, Technology and Creative Skills. [Edx](#) – Professional courses from the world's best universities. You can audit any course for free!

The Evaluation

At that time, Udacity had already announced their new DMND (Digital Marketing Nanodegree) program. Needless to say, I was curious, because I've taken Udacity's courses before and were really impressed by how they convey their programming learning materials in a fun and intriguing way. But as far as digital marketing goes, Udacity was not my first choice of a paid program. So I decided to lay back and wait for a few rounds of graduated to emerge and give their opinions about it on websites like Quora. After waiting and researching, I found reviews to be very positive and some have even pointed struggle keeping up with the program deadlines. Which convinced me that the program is challenging enough for me to get a firm foothold in three months.

The decision stage

As I progressed, I began to feel more comfortable with my newly acquired knowledge. The new job did provide me a good starting point at first. But after a while, I was eager to get some hands-on experience in digital marketing. So I can go on to my ultimate goal - becoming a freelance Digital Marketer. The thing that made me go with this particular program was the fact they focused on making students job ready. Unlike other programs, Udacity offers hands-on experience with live projects. That, and of course the fact that the courses were developed in collaboration with leading brands in the digital landscape (Google, Facebook, Hubspot, Moz).



<https://goo.gl/uBZYc4>

Facebook

#IminDMND Here's how my journey to become digital marketer brought me to the Digital Marketing Nanodegree (DMND) program by [Udacity](#). To learn more visit my personal blog post-
<https://goo.gl/uBZYc4>



Idan Rubin

2 mins · 🌐

Here's how my journey to become digital marketer brought me to the Digital Marketing Nanodegree (DMND) program by Udacity. To learn more visit my personal blog post-<https://goo.gl/uBZYc4>



Why did I decide to take Udacity's Digital Marketing Nanodegree Program? | Idan Rubin

Truth be told, I'm no stranger to Udacity. I've been building website's for quite a while now, so taking online courses was kind of my thing. A year ago, I made...

IDANRUBIN.DIGITAL

Boost Unavailable



Hootlet



Share

Hootlet



Twitter



Idan Rubin @IdanRubin1 · 5s

@DMND Check out my blog post-goo.gl/uBZYc4 where I tell the story of how I decided to enroll in Udacity's program to become a digital marketer.

@DMND Check out my blog post-
<https://goo.gl/uBZYc4>
where I tell the story of how I decided to enroll in Udacity's program to become a digital marketer.



LinkedIn

#IminDMND Thinking about a new career in digital marketing? Here's how I decided to enroll @Udacity DMND (Digital Marketing Nanodegree) program. To learn more visit my blog post-
<https://goo.gl/uBZYc4>



Idan Rubin
Web & Digital Marketing Specialist

Thinking about a new career in digital marketing? Here's how I decided to enroll @Udacity DMND (Digital Marketing Nanodegree) program. To learn more visit my blog post-<https://goo.gl/uBZYc4>



ⓘ Only the first 280 characters will be shown on Twitter.

214

Now when you post to **Public**, it's visible to anyone on or off LinkedIn. [Learn more.](#)

Post Settings ⌵

Post



Run a Facebook Campaign

Campaign Approach

I will be promoting the DMND program landing page for future possible candidates. I've set the location for the ad to be in the US. Because customers who research on Udacity will probably have more chance to enroll if they know about the jobs offered after graduation within the US. I've also set the ad to men and women ages 24-36 which covers Y generations (youngest ones to adults) that don't tend follow formal education and are more open minded about online courses.

In the interests section I've selected first Social Media Advertising/Digital Marketing and then narrowed the audience By adding a must also include interests in online courses and also must include career change or entry level jobs. As for the ads themselves I chose three images – The first of a computer screen with the text “Digital Marketing” and some flat designs. The second of a men and women sitting in front of a screen discussing something (looks like learning) and the third showing a men’s hands holding a smartphone and a women hands writing something down while looking at the screen, again like they are learning something. I kept the description short and to the point - “Claim your free copy of the eBook now! and get started with Social Media Advertising” with the headline – “Claim your free eBook now”



Digital Marketing by Udacity Sponsored · 🌐

Learn Best Practises in Social Media Advertising.



Free Social Media Advertising eBook
dmnd.udacity.com

Learn More

Like Comment Share



Digital Marketing by Udacity Sponsored · 🌐

Learn Best Practises in Social Media Advertising.



Free Social Media Advertising eBook
dmnd.udacity.com

Learn More

Like Comment Share



Digital Marketing by Udacity Sponsored · 🌐

Learn Best Practises in Social Media Advertising.



Free Social Media Advertising eBook
dmnd.udacity.com

Learn More

Like Comment Share

Ad Images:

 **Digital Marketing by Udacity**  
Sponsored · 

Learn Best Practises in Social Media Advertising.



Free Social Media Advertising eBook [Learn More](#)
dmnd.udacity.com

 Like  Comment  Share

 **Digital Marketing by Udacity**  
Sponsored · 

Learn Best Practises in Social Media Advertising.



Free Social Media Advertising eBook [Learn More](#)
dmnd.udacity.com

 Like  Comment  Share

 **Digital Marketing by Udacity**  
Sponsored · 

Learn Best Practises in Social Media Advertising.



Free Social Media Advertising eBook [Learn More](#)
dmnd.udacity.com

 Like  Comment  Share

Ad Set Data: Performance

Ad Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Relevance Score	Link Clicks	Website Purchases	Button Clicks
 eBook - Conversions - Ad 1	● Not Delivering Ad Set Completed	13 eBook Download	4,070	5,251	\$5.40 Per eBook Download	\$70.23	6	31	—	15
 eBook - Conversions - Ad 2	● Not Delivering Ad Set Completed	3 eBook Download	2,335	2,978	\$12.29 Per eBook Download	\$36.88	6	10	—	4
 eBook - Conversions - Ad 3	● Not Delivering Ad Set Completed	2 eBook Download	1,552	2,059	\$8.95 Per eBook Download	\$17.89	6	9	—	2
▶ Results from 3 ads ⓘ		18 eBook Download	6,964 People	10,288 Total	\$6.94 Per eBook Downl...	\$125.00 Total Spent		50 Total	— Total	21

Ad Set Data: Delivery

Ad Name	Delivery ▲	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
 eBook - Conversions - Ad 1	● Not Delivering Ad Set Completed	4,070	1.29	\$17.26	5,251	\$13.37
 eBook - Conversions - Ad 2	● Not Delivering Ad Set Completed	2,335	1.28	\$15.79	2,978	\$12.38
 eBook - Conversions - Ad 3	● Not Delivering Ad Set Completed	1,552	1.33	\$11.53	2,059	\$8.69
▶ Results from 3 ads ?		6,964 People	1.48 Per Person	\$17.95 Per 1,000 People Reached	10,288 Total	\$12.15 Per 1,000 Impressions

Ad Set Data: Engagement

Ad Name	Delivery	People Taking Action	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes
 eBook - Conversions - Ad 1	● Not Delivering Ad Set Completed	70	29	—	4	31	12
 eBook - Conversions - Ad 2	● Not Delivering Ad Set Completed	21	11	—	3	10	1
 eBook - Conversions - Ad 3	● Not Delivering Ad Set Completed	13	7	—	—	9	—
▶ Results from 3 ads ⓘ		97 People	47 Total	— Total	7 Total	50 Total	13 Total



Search Engine Optimization (SEO) Audit

Keywords

1. Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to this page. Be sure to use a mix of branded and non-branded Keywords.

	Head Keywords	Tail Keywords
1	Digital marketing	Udacity Digital marketing nanodegree
2	Udacity	How to get digital marketing experience
3	Udacity marketing	Getting started with digital marketing
4	Nanodegree	Digital marketing certification program
5	Online courses	How to become a freelance digital marketer

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

1. Udacity marketing – Difficulty: 57, Organic CTR: 94%
2. Online marketing course - Difficulty: 65, Organic CTR: 83%

Which Tail Keyword has the greatest potential?

1. Getting started with digital marketing - Difficulty: 26, Organic CTR: 86%,
2. How to get digital marketing experience - Difficulty: 27, Organic CTR: 90%

Technical Audit: Metadata

DMND URL: http://dmnd.udacity.com/		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Become a digital marketer with Udacity digital marketing Nanodegree
Meta-Description	N/A	Start a career in digital marketing with real-world experience, in a course built with industry leaders to become a digital marketer
Alt-Tag	N/A	Udacity DMND program students Digital Marketing Nanodegree program Udacity partners Udacity course instructor Laptop with udacity course on screen \$70B spent on digital marketing in the U.S

Suggested Blog Topics

How to get digital marketing experience Without a job - The headline will be "How to get digital marketing experience Without a job". Because it's more likely to be searched by customers in the awareness stage who already decided to become digital marketers (or still considering it).

Finally, I'll answer the question asked in the headline itself and emphasize on the fact that Udacity has real-world projects and live campaigns. Which will make their digital marketing Nanodegree graduates job ready.

How to become a freelance digital marketer - I would write a short guide that explains the steps to becoming a freelance digital marketer. I'll emphasize on the fact that in order to work from home you need a strong discipline and learning ability, and what better way to learn and test yourself if not with the Udacity digital marketing Nanodegree program.

How to choose an online marketing course - I'll write on how industry leaders companies in the digital marketing landscape like Google, Facebook, Hubspot, and Moz are working in collaboration with Udacity to create this Nanodegree.

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	http://www.nvidia.com/object/cuda_home_new.html	92
2	http://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html	100
3	http://blog.ted.com/100_websites_yo/	95

Link-Building

Using the [SEMRush](#) tool and research, strategize a link-building campaign.

Identify **three** websites that you think would be relevant, high traffic sites that you would like to gain backlinks from to help drive traffic to [dmnd.udacity.com](#).

	Site Name	Site URL	Organic Search Traffic
1	Harvard University	https://www.harvard.edu/	364K
2	Huffington post	https://www.huffingtonpost.com/	3.6M
3	Code Cademy	https://www.codecademy.com/	763K

Page Index - Pingler

The screenshot shows the 'Google Indexed Pages Checker' tool interface. On the left is a navigation menu with categories: Link Tools, Keyword Tools, Search Engine Tools, Header/Tag Tools, IP Tools, Miscellaneous Tools, and Source Code Tools. The main content area has a header 'SEO Tools > Google Indexed Pages Checker'. Below the header, it says 'Check how many pages Google has indexed for one website.' and 'How do I use this tool? [+]'.

Under 'Enter Your URL', there is a text input field containing 'http://dmind.udacity.com/' and a 'Continue >>' button.

Below the input field, the title 'Google Indexed Pages Checker' is repeated. At the bottom, there is a table with two columns: 'URL' and 'Google Indexed Pages'. The table contains one row with the URL 'http://dmind.udacity.com/' and the value '0/2'.

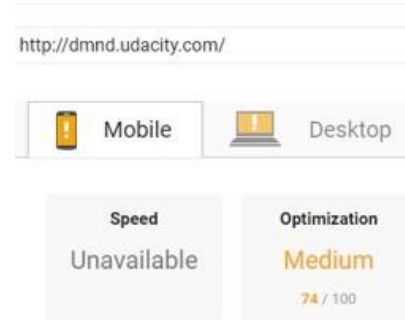
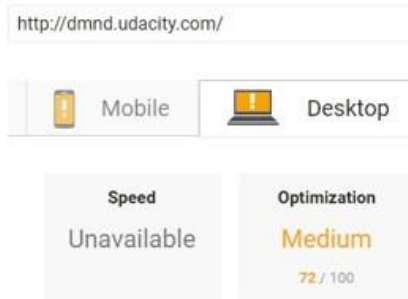
URL	Google Indexed Pages
http://dmind.udacity.com/	0/2

The result shows there are no pages indexed. In order to properly monitor SEO performance, it is important to know the number of web pages of your site is indexed by the search engine. Just because your site is crawled doesn't mean it's been indexed and if it indexed it doesn't necessarily mean that it is ranked.

In other words, if you want your site to gain traffic from search engines it must be indexed.

With more of your pages indexed, search engines are able to determine websites rankings and which websites will be given higher search rankings.

Page speed – Google speed tool



The google speed test showed that the DMND website got a 74 optimization score on mobile and a 72 score for desktop (speed score is unavailable for some reason). Page speed is one of the most critical scores for rankings, slower websites are at risk of Google spiders not reaching all of the site's pages resulting in lower rankings.

The test score is calculated by the time it takes to display all the content of a specific page. It also affects the user experience, slower websites have a higher bounce rate which reduces the time spent by people on the page.

Mobile-Friendly Evaluation



Using the Think with Google tool, the results show that the loading time is 4 seconds which is considered good. On the other hand, the tool indicates a 10% estimated visitor loss due to speed issues and elaborates further by offering recommendations that could improve the site speed by 3 seconds.

Having a site optimized for mobile is crucial in this day and age. The majority of traffic online today is through mobile devices, so having an optimized site will improve the user experience, reduce bounce rate, which will all lead to better ranking

Recommendations

Results of on-site and offsite research of the website <http://dmnd.udacity.com/> indicate that the following problems must be dealt with to achieve maximum SEO performance:

- No ALT tags and meta description tags

The proper tags must be filled with relevant content in order to help search engines crawl the website correctly.

- Confusing URL structure

It is highly recommended to restructure the URL to <https://udacity.com/digitalmarketingn> so that potential costumers will understand that the DMND program is a part of Udacity.

- No indexed pages

It is recommended to add more pages with relevant content to the website in order to increase google indexation.

- Mobile speed can be reduced by 3 seconds

Recommendations

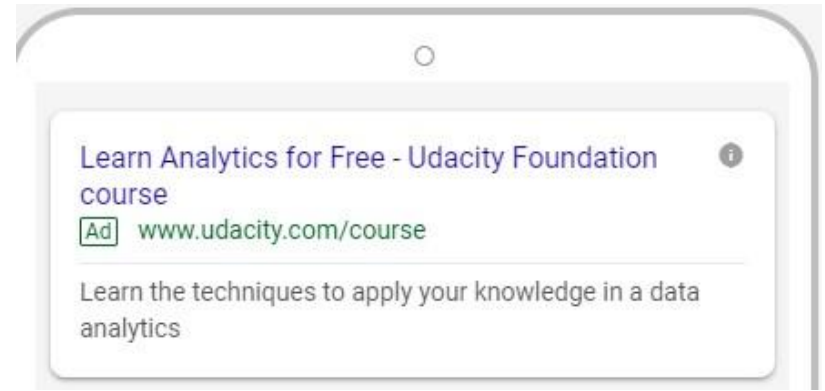
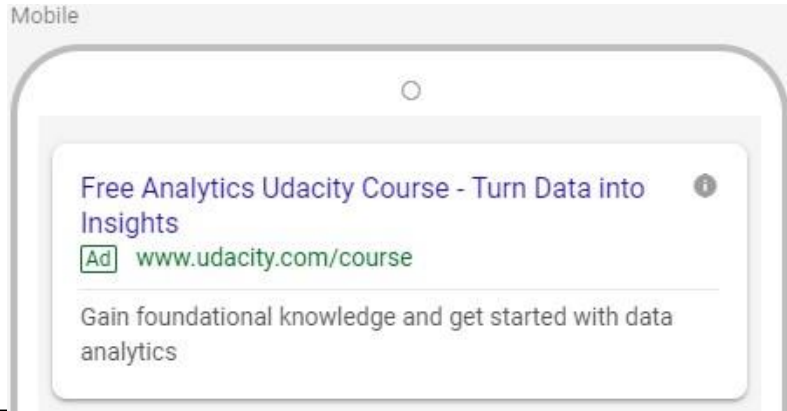
To overcome poor page speed score repair the following issues:

- Compress images
- Compress resources with GZIP
- Minify resources/Reduce number of requests
- Leverage browser caching
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Avoid landing page redirects
- Load visible content before CSS and JS files
- Reduce server response time



Run an Adwords Campaign

Group 1 - Awareness



Keyword List: online computer education, it classes online, what courses can i take online, free online it course, free online courses mit, online courses to take, remote course, top online certification courses, course online course, free online course harvard and mit, certificate free online courses, all online schools, best online college courses, free online courses harvard university, Online courses, distance learning classes, college lectures online, find online classes, online basic college courses, what courses can i take online

Example

Udacity Free foundation course - Problem Solving Analytics ⓘ

Ad www.udacity.com/course

Learn to apply a useful framework to solve a business problem

Free Problem solving course - Advanced Analytics by Alteryx ⓘ

Ad www.udacity.com/course

Learn to use data analytics to create business insights

Keyword List: data science training courses, study statistics online, critical thinking training courses, hadoop online course, problem solving training courses, online analytics training, online analytics degree, online predictive analytics, predictive analytics online course, study data science online, online business analytics, predictive analytics training courses, analytics certification online, learn analytics online, best data analytics courses online, statistical analysis training courses, data analytics for business course, best online business analytics courses, alteryx student, math skills for data science

Campaign Evaluation

- **ROI**

My campaign generated 0 leads (marketing objective) and ended up with a negative ROI.

- **conversion rate**

There was no conversion rate due to 0 leads (conversions)

The CPC (\$1.45) was lower than my maximum bid (\$3.00)

- **Ad Groups**

Neither of the Ad Groups led to conversions. The Interest ad group had a CTR (2.86%) which is higher than the Awareness Ad Group (1.62%). But that data does not reflect the overall performance because the Interest Ad Group resulted in (1 click) only thus it was deprioritized by AdWords. As opposed to the Awareness Ad Group (61 clicks) and 3,759 impressions.

The top-performing keywords (*Course online course, Free course, College courses from home*) was prioritized by Adwords.

- **Cost per click and high competition keywords**

Broad keywords like (*Course online course, Free course, College courses from home*) are subject to higher competition in AdWords. Generally, if the keyword has the high competition then advertiser has to bid higher and higher to win the high ad position. And hence the keyword CPC will be higher.

- **Best performing keywords**

The best performing keywords are (*Course online course, Free course, College courses from home*), because people searching for these type of keywords are not sure yet what they want to learn. So it will be a great opportunity to create awareness to the Business Analyst Nanodegree with offering a free foundation course.

Recommendations for future campaigns

- **Would you focus on certain Ad Groups, ads or keywords?**
- Yes, I would focus on the Awareness Ad Group because it performed much better in terms of clicks and impressions.
- **Would you change any of your existing ads or keywords or add any new ones?**
- Yes, I will create two Awareness Ad Groups and I'll target a more broad keywords selection.
- **Would you set up an A/B test, and if so, how would you go about it?**
- In order to improve my KPI (conversions), I'll test different headlines, descriptions and landing page elements. Whichever performs better in terms of conversions.
- **Would you make changes to the landing page, and if so, what kind of changes and why?**
- I would make an AB test on the landing page including the images, headlines, and call to action buttons colors or positions.

Evaluate a Display Advertising Campaign

Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight Key Results
3. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1973	282,066	0.70%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$872.51	0.2	4	218.127	323.49

Which Ad Group Performed Better?

1. Results of the campaign are shown below.
2. Creative A outperformed Creative B because the ROI (return on investment) of creative A is higher than creative B.

Furthermore, the overall visibility of creative A was much higher in terms of impressions and number of students when compared with creative B.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1531	218199	0.71	\$0.45	\$686.27	.2%	3	228.756	210.73
Creative - B	442	65867	0.67	\$0.42	\$186.24	.2%	1	186.24	112.76

Display Image Campaign: Keywords

Review the Keyword results for the Display Image Campaign

<input type="checkbox"/>	<input type="checkbox"/>	Keyword	Ad group	Status [?]	Max. CPC	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?] ↑	Cost [?]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	facebook marketing course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) <small>ⓧ</small>	0	4	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	digital analytics training	Keyword Targeted	Campaign paused	\$3.00 (enhanced) <small>ⓧ</small>	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	digital analytics course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) <small>ⓧ</small>	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	social media marketing online course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) <small>ⓧ</small>	0	14	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	adwords course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) <small>ⓧ</small>	0	8	0.00%	\$0.00	\$0.00

Full keyword list in separate file [here](#)

Key Campaign Results (Keywords)

1. Best performing keywords are:
 1. Ad advertisement
 2. Digital learning course
 3. Online marketing video
 4. Course digital marketing
 5. seo

1. **Ad advertisement** - *Why* was this the best performing keyword?

Based on the campaign objective, keywords which drives the highest number of potential students to sign up for our DMND are considered best performing. Moreover, they must yield a positive ROI.

Keyword	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	CPA	# New Students	ROI +/-
<i>Ad advertisement</i>	510	24172	2.11%	\$0.17	\$85.58	.2%	\$85.58	1	213.42
<i>Online marketing video</i>	495	42440	1.17%	\$0.51	\$253.23	.2%	\$253.23	1	45.77
<i>Digital learning courses</i>	207	14198	1.46%	\$0.31	\$64.99	.2%	N/A	0	0
<i>Course digital marketing</i>	106	8726	1.21%	\$0.43	\$45.50	.2%	N/A	0	0
<i>seo</i>	102	9197	1.11%	\$0.48	\$48.81	.2%	N/A	0	0

How would you optimize this campaign?

Suggestion 1: In order to prevent the over consumption of our budget, I will pause the keywords with high CPC value.

Suggestion 2: I would create a new ad group with different targeting location so i can compare it with other ad groups to improve my results.

Suggestion 3: I would perform an A/B testing on head and long tail keywords by creating two new ad groups with the same targeting.



Market with Email

Email Content:

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	<i>Free Webinar invitation</i>	Engagement	<i>Number of opens</i>
Email #2	Thank you for signing up to our newsletter	Engagement	Number of clicks on CTA "Free Ebook download"
Email #3	Discount Coupon	Conversion	Number of clicks to 'Enroll now' button

Email #1

Email Content Plan

Subject Line	Body Summary	Visual	CTA	Link
<p><i>It's not too late. Three days left!</i></p>	<ul style="list-style-type: none">• <i>Headline</i>• <i>Udacity logo</i>• <i>Personal invitation</i>• <i>Profile photo of the speaker with quote text</i>• <i>CTA</i>• <i>About the speaker</i>• <i>Additional information</i>	<ul style="list-style-type: none">• <i>Profile photo of the speaker</i>• <i>CTA – Request an invitation</i>	<p><i>Request an invitation button</i></p>	<p><i>Udacity DMND landing page with a confirmation popup message</i></p>

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	Thank you for signing up to our newsletter!	<i>Download Ebook</i>

Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	<i>Claim your coupon: Save up to 50% on the DMND program</i>	<i>Enroll now</i>

A/B Testing Email

Testing is an important component of any part of digital marketing. By A/B Testing various components of your email you can optimize open rates, and conversion rates on your call to action.

1. A/B Test the Subject Line and Call to Action in Email #1 by writing an alternative for each.
2. Explain why A/B testing is important and how you might A/B test each of these two components of your email in an email campaign.

A/B Testing		
	Subject Line	CTA
Email #1	<i>Join Our Free Webinar with SEO expert Rand Fishkin on March 28</i>	<i>Claim your spot</i>

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	Planning	Planning	Tests	Send	Analyze										
Email #2					Planning	Planning	Send	Analyze							
Email #3							Planning	Planning	Tests	Tests	Send		Analyze	Analyze	

KEY PHASES



It's not too late. Three days left!

Inbox x



Udacity team via mail254.atl221.rsgsv.net
to me ▾

8:35 PM (2 minutes ago) ☆



Join our Free webinar



Dear Daniel, We invite you to Join our free webinar with SEO expert and MOZ CEO Rand Fishkin to learn more about the future of Digital Marketing.



"If you'd like to reach out to your target audience, convert potential clients into long-term customers, and bolster your bottom line through modernized marketing strategies, you'll have to get with the DMND program."

Rand Fishkin



Dear Daniel, We invite you to Join our free webinar with SEO expert and MOZ CEO Rand Fishkin to learn more about the future of Digital Marketing.



"If you'd like to reach out to your target audience, convert potential clients into long-term customers, and bolster your bottom line through modernized marketing strategies, you'll have to get with the DMND program."

Rand Fishkin

[Request an invitation](#)

[About the speaker](#)

About the speaker

Rand Fishkin is the CEO & Co-Founder of SEOmoz, a leader in the field of search engine optimization tools, resources & community. In 2009, he was named among the 30 Best Young Tech Entrepreneurs Under 30 by BusinessWeek.

The Webinar is scheduled on Wednesday, March 28 at 7:00 PM. Join us for an open interview.



Copyright © 2018 Udacity. All rights reserved.
Thanks for signing up to hear about our program.

Our mailing address is:

Udacity

[2465 Latham street](#)

[Mountain View, CA 94040](#)

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Final Recommendations

In the first email the goal was to introduce the DMND program with a well known expert who will discuss the program and the future of digital marketing. After the webinar, the audience will be more likely to signup to our newsletter (through our 2nd email). Because we already gave them some value. I will reward those who will signup with a free E-book containing materials from on one of the courses. Finally, I will send the discount coupon email which will be delivered last to seal the deal.

Although MailChimp and other Email marketing platforms includes unsubscribe links and removes unsubscribers automatically. As a marketer it's important to make sure these emails will not get any further notifications from your account. Furthermore, Legally you have to provide a way for someone to unsubscribe, which ultimately is a much better option than being reported as a spammer.

I will also perform an A/B test on the second and third email to maximize the performance of my campaign. The elements I will test are:

- **Subject line**
- **CTA**
- **Body text**
- **Other visuals if available**

