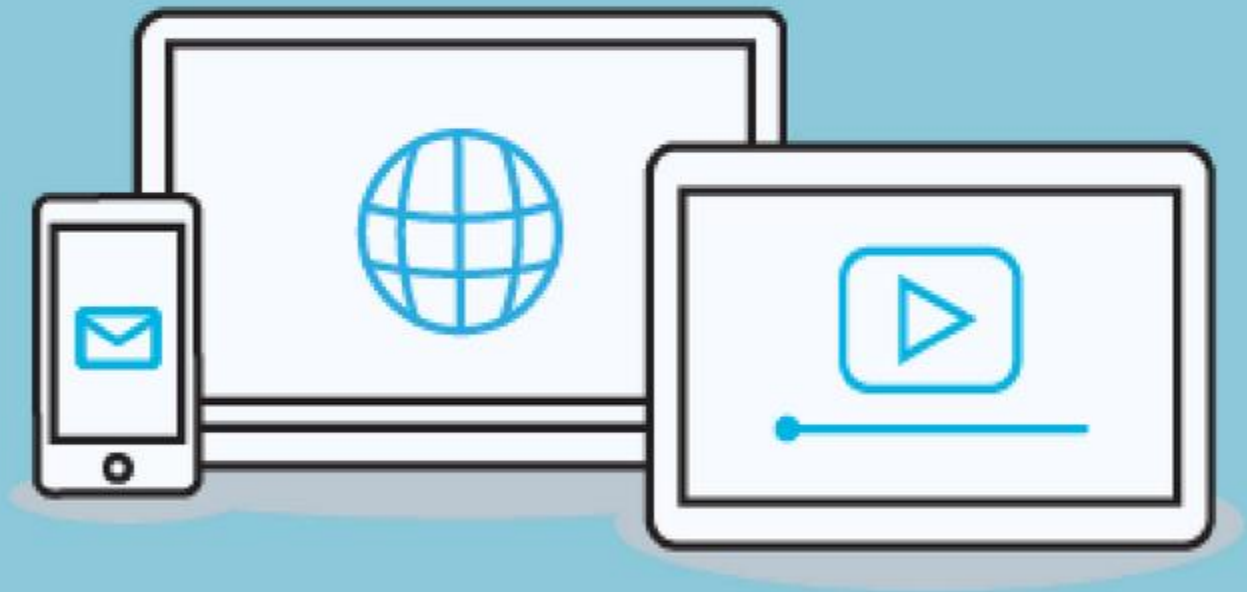# Project 8
Portfolio

1. Customer Journey Based Marketing Plan
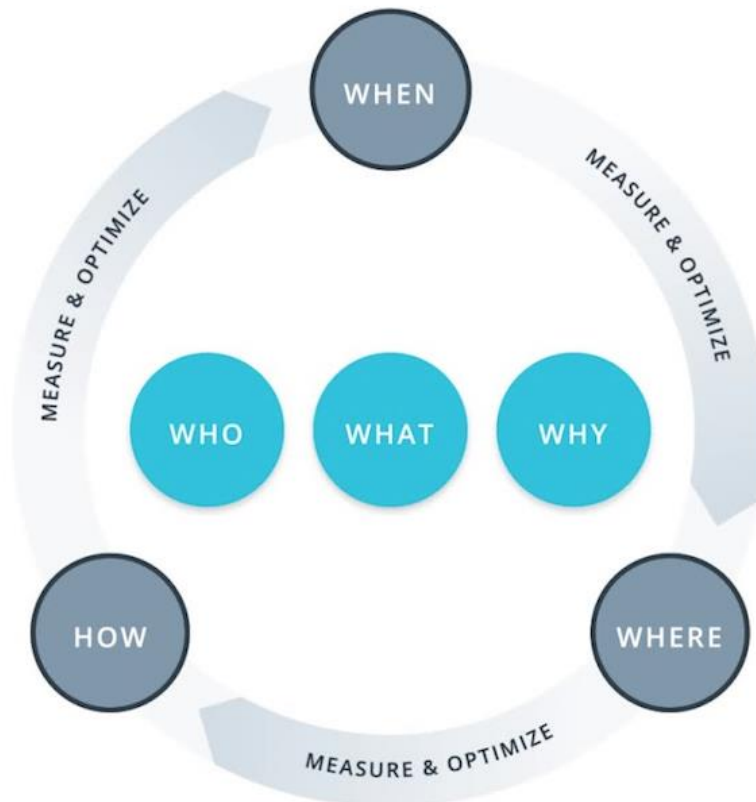
What: your offer

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

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO   WHAT   WHY

HOW   WHERE

MEASURE & OPTIMIZE

DIGITAL MARKETING
NANODEGREE PROGRAM

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:
Your Company's Product/Service

What is the marketing objective for your marketing efforts?

To have 184 new students sign up to the program in Q3(7/1/2020-9/30/2020), with $50,000 budget

explanation :

184 students will result in 10% ROI.ROI=((184*299$)-50,000)/50,000$=10%

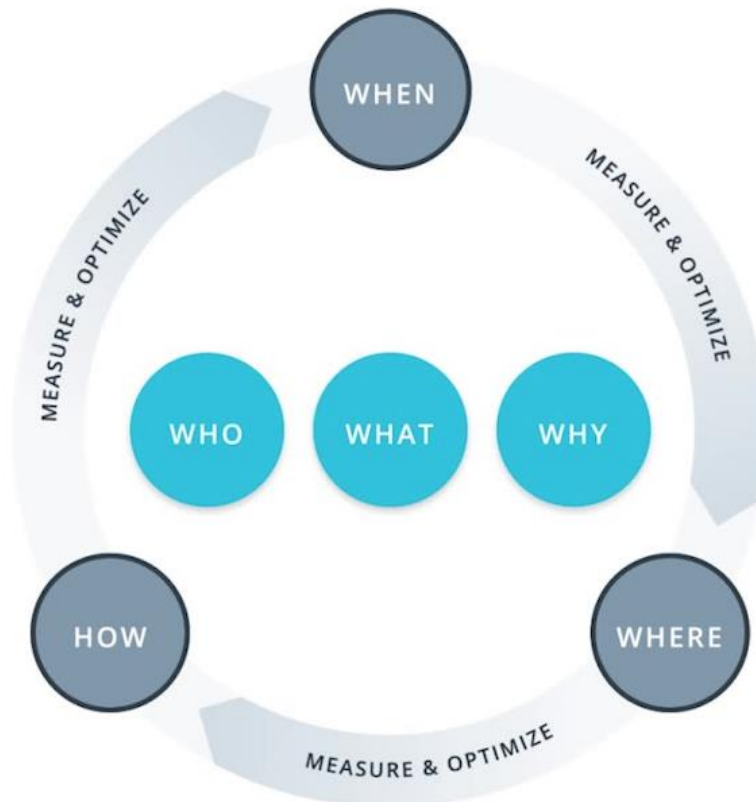# Who Are Our Customers?

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

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO   WHAT   WHY

HOW

WHERE

MEASURE & OPTIMIZE

DIGITAL MARKETING
NANODEGREE PROGRAM

Target Persona
DMND challenge

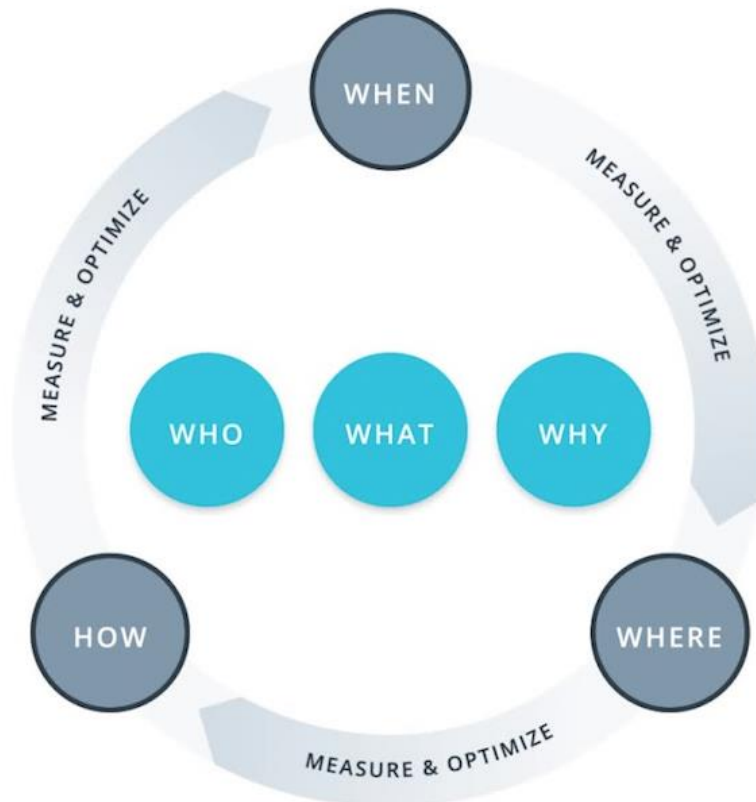| Background and Demographics	Target Persona Name	Needs
• Male or female 22-65 years old • Married with one kid who is 4 years old • bachelor degree in BBA • Lives in Middle east • HH income of SAR 12 a month	Mohamed Or Reem	• Well designed course by known experts • a credible sources for the course • Course will make him apply the skills right away
Hobbies	**Goals**	**Barriers**
• Traveling • Working out • Watching movies	• Career shift to marketing • Increase income	• Limited time to do a course due to work • Too many digital marketing courses • Wasting time and money with out getting the needed goal

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

WHEN

MEASURE & OPTIMIZE

MEASURE & OPTIMIZE

WHO   WHAT   WHY

HOW   WHERE

MEASURE & OPTIMIZE

DIGITAL MARKETING
NANODEGREE PROGRAM

Phases of the Customer Journey

Awareness   Interest   Desire   Action   Post action

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	1-describe what is the product ? 2-Benefit for the target persona ? 3-who is the provider ?	Benefit and feature	1-Why they should buy it?. Promotions and discount 2-Benefit and feature	Thank you email 2-smooth path for purchase	New products information
Channel	1-Content marketing(blog, feature in news paper) 2-Lnading page 3-Social media video and influencer	1-Search 2-Social media video and influence 3-re-targeting display	1-search 2-Social media video and influencer 3-Email	1-Email 2-Organic social media	1-Email 2-Organic reach(social media)

2. Budget Allocation

DMND

Budget Allocation

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$4,000	$1.25	3,200	0.05%	2
AdWords Search	$1,500	$1.40	1,071	0.05%	1
Display	$2,000	$5.00	400	0.05%	0
Video	$2,500	$3.50	714	0.05%	0
Total Spend	$10,000	Total # Visitors	5,385	Number of new Students	3

DIGITAL MARKETING
NANODEGREE PROGRAM

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$5,500	$0.50	11,000	0.1%	11
AdWords Search	$3,500	$1.50	2,333	0.1%	2
Display	$2,000	$3.00	666	0.1%	1
Video	$4,000	$2.75	1,454	0.1%	1
Total Spend	$15,000	Total # Visitors	15,453	Number of new Students	15

DIGITAL MARKETING
NANODEGREE PROGRAM

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	$20,000	$0.30	66,666	0.3%	200
AdWords Search	$3,000	$1.50	2,000	0.3%	6
Display	$1,000	$3.00	333	0.3%	1
Video	$1,000	$2.75	363	0.3%	1
Total Spend	$25,000	Total # Visitors	69,362	Number of new Students	208

DIGITAL MARKETING
NANODEGREE PROGRAM

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	5,385	3	$299	$897	-$9,103
Interest	$15,000	15,453	15	$299	$4,485	-$10,515
Desire	$25,000	69,362	208	$299	$62,192	$37,192
Total	$50,000	90,200	226		$67,574	$17,574

DIGITAL MARKETING
NANODEGREE PROGRAM

Additional Channels or Recommendations:

After analyzing the result, I would spend even more in Facebook due to a low cost per click , where the avg conversion rate are all the same in all channels . In addition, I would explore social media influencer as a new channel and new apps that are emerging such as tiktok

3. Showcase Work

Project 2
Market your Content
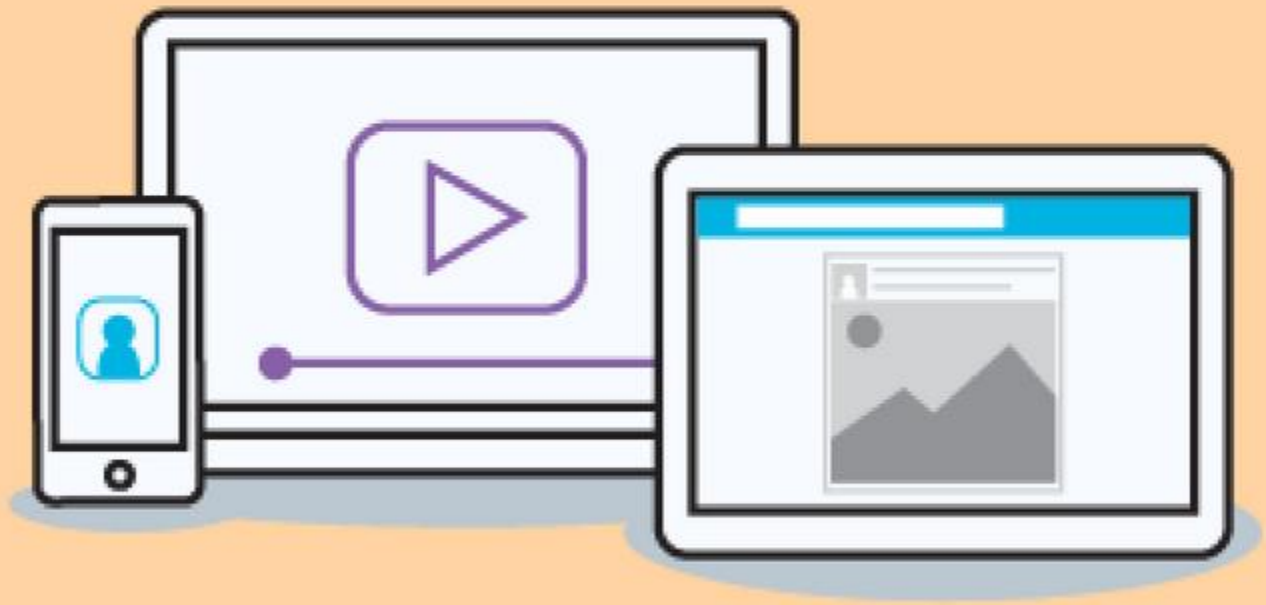
Step 1

Getting Started

Marketing Objective

Provide the marketing objective for your blog post.

Acquire 10 blog followers and have 2 social media shares of the blog post by end of February.

KPI

What is your primary KPI to measure marketing success?

1-Number of followers gained at the end of feburary.
2-number of social media shares of the blog post at the end of February .

Target Persona

Background and Demographics	Target Persona Name	Needs
• Male 32 years old • Married with one kid who is 4 years old • bachelor degree in BBA • Lives in jedddah • HH income of SAR 12 a month	Mohamed	• Well designed course by known experts • a credible sources for the course • Course will make him apply the skills right away
Hobbies	**Goals**	**Barriers**
• Traveling • Working out • Watching movies	• Career shift to marketing • Increase income	• Limited time to do a course due to work • Too many digital marketing courses • Wasting time and money with out getting the needed goal

Step 2

Write a Blog Post

What is the theme and framework of your blog post?

1. **Select a theme for your blog post:**
   - *Why have you decided to take the Digital Marketing Nanodegree Program?*

2. **What is the framework of your blog post?**

   - *SCQA*

Write a blog post, with the theme you've chosen from the options above, in the space provided below.

Engineering, sales and digital marketing

Developing myself professionally has been a real passion to me. I have completed my bachelor's degree in bio-medical engineering from the University of Central Oklahoma. Through my line of work which involves selling state of the art medical devices, I meet customers regularly face to face. After tons of meetings, I have noticed that customers and clients have gone digital now a days. From blog reading, consuming video contents and to even making buying decisions by searching on the products or services you provide online.

Which by this point, if I do not learn or acquire the digital marketing skills, I will be like blackberry, when they ran out of business, due to lack of new skills and innovation that fulfill the dynamic market that we live in.

So, I asked myself, should I pursue an MBA, but it is too expensive, or should I buy tons of books and read about marketing? but then which books? and will they be outdated? . Perhaps, get a course online, but then a lot of courses are lectures based with no real experience.

Fortunately, on November 5th at 8:44 Pm, I received an email from Udacity about their nanodegree digital marketing program. Which covers topics from marketing fundamentals all way to using analytics to measure and optimize your marketing campaign that you will launch in this course! Not only that but also in this course, they have collaborated with leading companies in marketing like google, Facebook, Hootsuite, HubSpot, MailChimp and MOZ to ensure that you learn about what is happening today in the digital marketing world.

It has been two weeks only, and here I am writing my first blog ever. It is all because of Udacity digital marketing program, where sky is not the limit in this course.

Blog Post

Your customers has gone digital so should you!

https://medium.com/@alharbihussam1/engineering-sales-and-digital-marketing-d1adb0c48cf5

DIGITAL MARKETING
NANODEGREE PROGRAM

Step 3

Craft Social Media

Posts

Platform 1 and Post

Linked In

Reason:

 My target persona is an employee so linked in is a good fit .

Post will be as follow :

 In this era, Customers have gone digital, where they make buying decision based on consuming content online . Seller should learn and acquire digital marketing skills in order to keep up . What course should you take ?. Find out more by clicking the link below
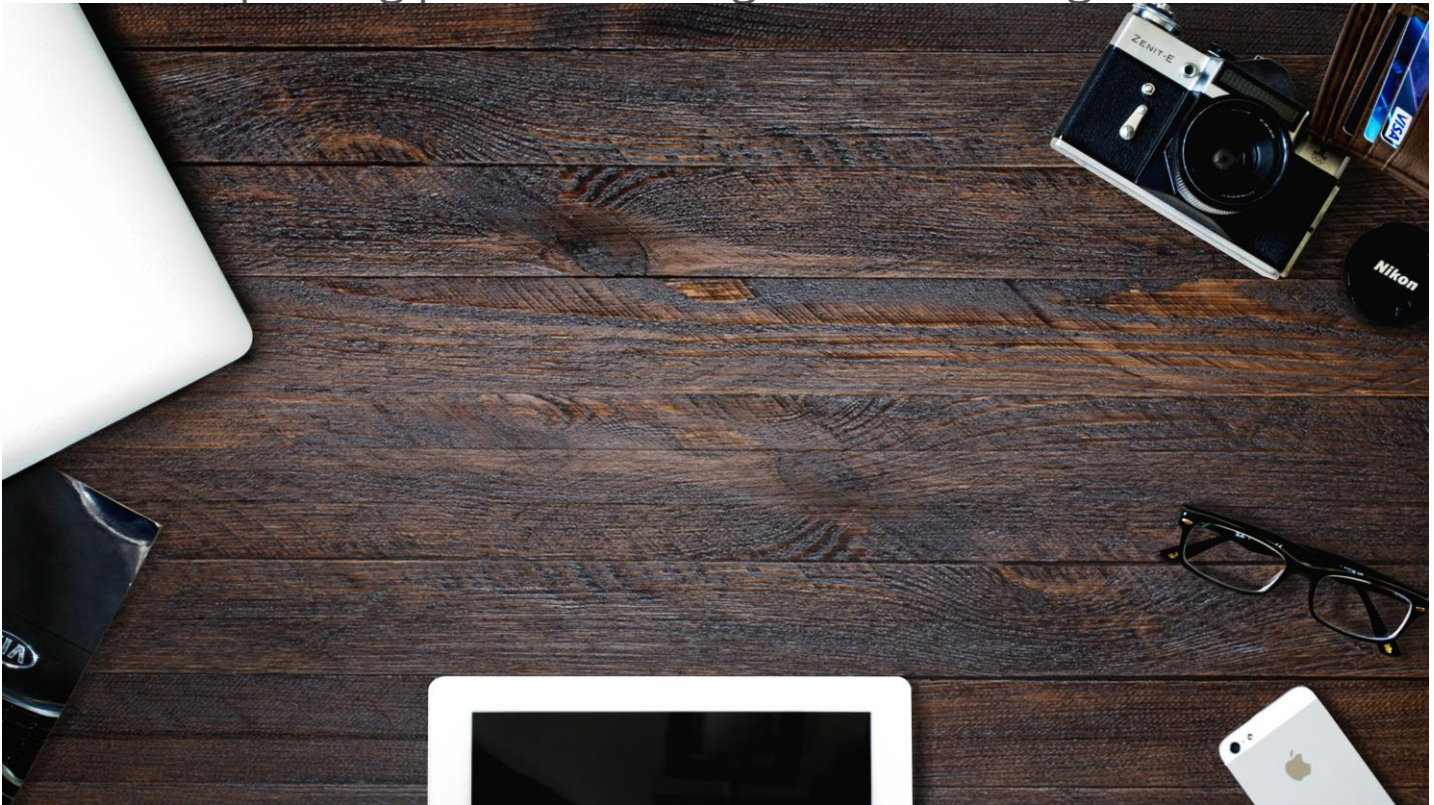
#digitalmarketing #careershifit

. https://medium.com/@alharbihussam1/engineering-sales-and-digital-marketing-d1adb0c48cf5

Platform 2 and Post

Inesgram :

Reason :My target persona is young and loves to travel .when it comes to posting pictures Instagram will be a great choice

Shifting career?. Don't know what digital marketing course to take ?. Click here ➡️ *://medium.com/@alharbihussam1/engineering-sales-and-digital-marketing-d1adb0c48cf5 #digitalmarketing #traveling #shiftingcareer*

DIGITAL MARKETING
NANODEGREE PROGRAM

Platform 3 and Post

Twitter

Reason: target persona uses twitter when looking for what is going on in the world .
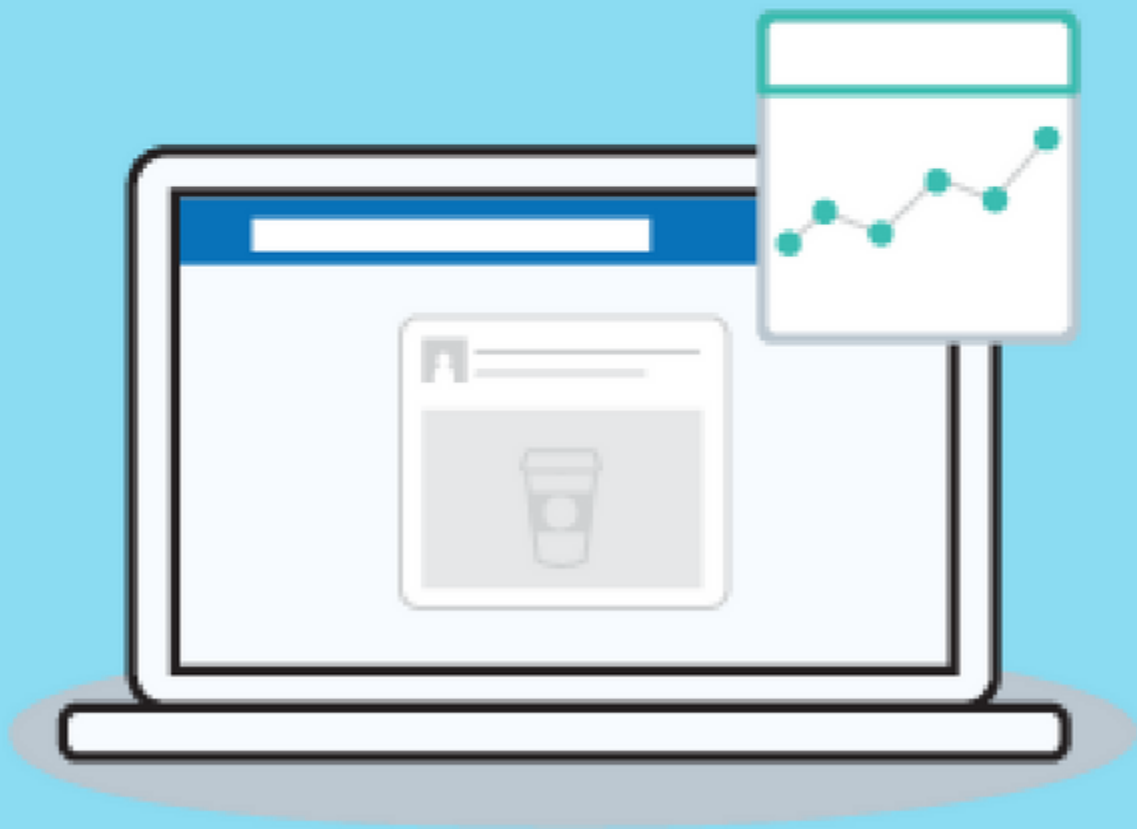
Post will be as follow :

Customers have gone digital.so should you? click below to find out more. #digitalmarketingcource.
://medium.com/@alharbihussam1/engineering-sales-and-digital-marketing-d1adb0c48cf5

Project 3 - Part 2 Run a Facebook Campaign

Campaign Approach

Project DMND

Targeting people from KSA and UAE with an age range between 22-65 who are interested in career development, online marketing ,business advertising and digital marketing strategy .

Campaign is using 3 different ad pictures with a landing page that allow people to download a free E-book.

Target Persona

Background and Demographics	Target Persona Name	Needs
• Male or female 22-65 years old • Married with one kid who is 4 years old • bachelor degree in BBA • Lives in Middle east • HH income of SAR 12 a month	Mohamed Or Reem	• Well designed course by known experts • a credible sources for the course • Course will make him apply the skills right away
Hobbies	**Goals**	**Barriers**
• Traveling • Working out • Watching movies	• Career shift to marketing • Increase income	• Limited time to do a course due to work • Too many digital marketing courses • Wasting time and money with out getting the needed goal

DIGITAL MARKETING
NANODEGREE PROGRAM

Marketing Objective

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

Collecting 20 emails for potential students through the landing page by 1/1/2020.

KPI

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

Number of emails collected by 1/1/2020

Campaign Summary

Campaign Summary

1. Who did you target with your Ad Set and how

Location:KSA and UAE

Demoghgraphic=males and females with age range between 22-60 years

Language =English and Arabic

Interest =career development ,business advertising,online marketing and digital strategy manger

1. What Ad Copy and Ad Creatives did you use?

Ad copy: Claim your free copy now!

Ad creative: single image

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

No changes

Ad Images: Sample

Key Results

Campaign	Results	Reach	Cost	Amount Spent
Ad One	31	4,340	$0.74	$23.00
Ad Two	34	5,290	$0.67	$22.75
Ad Three	72	13,284	$0.75	$54.25
Overall	137	18,529	$0.73	$100.00

Campaign Evaluation

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

   a. Which ad performed best?

   3rd ad

   a. Was your campaign ROI positive? Please use this equation to calculate ROI:

      i. <mark>($15*# of leads)/cost=ROI for DMND</mark>

   Yes it was positive

   ROI=(Revenue-Cost)/cost)*100

   ROI=((($15*$137)-$100))/$100)*100=1,955%

Marketing Challenge Reference

- **DMND**: conversion value (revenue) of $15 per collected email address

DIGITAL MARKETING
NANODEGREE PROGRAM

Campaign Evaluation: Recommendations

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

I would play with the Ad copy, and expemirment when the ad is active, tweaking some things based on the results and analysis to acquire more customer (result).

When it comes to having an additional budget? , Budget should align with your KPI and objective , having a high budget doesn't necessarily mean a successful campaign . It is how you use it, not how much budget you have, kind of approach ?

Appendix

Screenshots for

Reference

Campaign Results: Performance

| 📊 **Performance** | 👥 Demographics | 🔲 Placement | 📈 Delivery |

137
Results: ebook
download

18,525
People Reached

$100.00
Amount Spent

1.60 ⓘ
Frequency

Custom

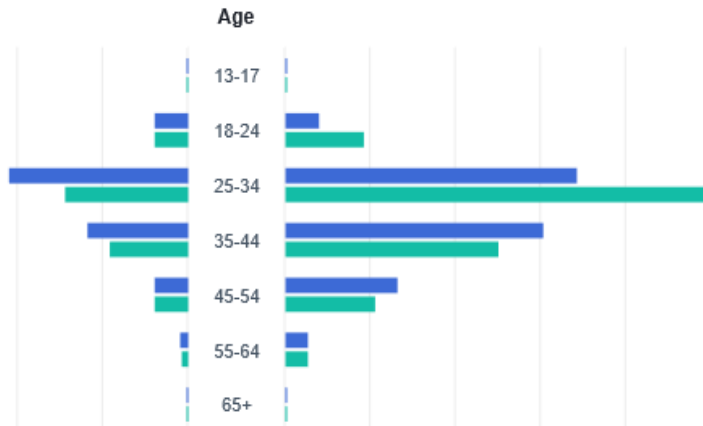137 **Results: ebook download** $0.73 **Cost per Result**   0.46% Result Rate

DIGITAL MARKETING
NANODEGREE PROGRAM

Campaign Results: Demographics

Campaign Results: Placement

Placement dashboard showing Performance, Demographics, Placement, Delivery tabs.

18,525 Reach ▾   **137 Results: ebook download** ▾   **$100.00 Amount Spent**

Bar chart showing reach (blue) and results (green) by placement: Audience Network, Facebook, Instagram, Messenger.
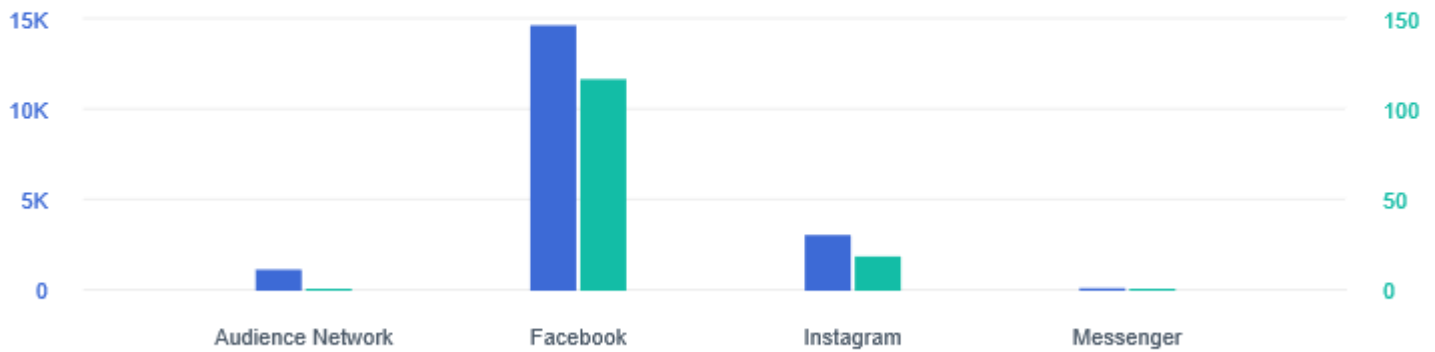
* You may see low delivery of ads to the Facebook Stories placement until it's available to everyone who uses Facebook Stories. A more accurate metric is cost per result.

Ad Set Data: Performance

		Ad Name		Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di…	Engagement Rate Ranking Ad Relevance Di…	Conversion Rate Ranking Ad Relevance Di…	Amount Spen
		Default name - Conversions		31 ebook dow…	4,340	5,430	$0.74 Per ebook …	Average	—	—	$23.0
		Default name - Conversions		34 ebook dow…	5,290	6,995	$0.67 Per ebook …	Average	—	—	$22.7
		Default name - Conversions		72 ebook dow…	13,284	17,281	$0.75 Per ebook …	Below average Bottom 35% of ads	—	—	$54.2
		> Results from 3 ads ⓘ		137 ebook downl…	18,529 People	29,710 Total	$0.73 Per ebook d…				$100.0 Total Spen

Toolbar: + Create Duplicate ▾ Edit ▾ ⟳ 🗑 👥 ↪ Preview Rules ▾   View Setup ◯ Columns: Performance ▾ Breakdown ▾ Reports ▾

Ad Set Data: Engament

Ad Name	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)	Effect Share	
Default name - Conversions	—	—	4	1	58	—	$0.40	—	
Default name - Conversions	—	—	—	—	61	—	$0.37	—	
Default name - Conversions	—	—	3	2	139	—	$0.39	—	
Results from 3 ads ⓘ	— Total	— Total	7 Total	3 Total	258 Total	— Total	$0.39 Per Action	— Total	

Ad Set Data: Delivery

		Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)	
☐	⬤	Default name - Conversions	● Completed	4,340	1.25	$5.30	5,430	$4.24	
☐	⬤	Default name - Conversions	● Completed	5,290	1.32	$4.30	6,995	$3.25	
☐	⬤	Default name - Conversions	● Completed	13,284	1.30	$4.08	17,281	$3.14	
		› Results from 3 ads ⓘ		**18,529** People	**1.60** Per Person	**$5.40** Per 1,000 People R…	**29,710** Total	**$3.37** Per 1,000 Impressions	

Create | Duplicate | Edit | Preview | Rules ▾ | View Setup | Columns: Delivery ▾ | Breakdown ▾ | Reports ▾

Project 4
Conduct an SE0 Audit

Part 1

Plan your Audit
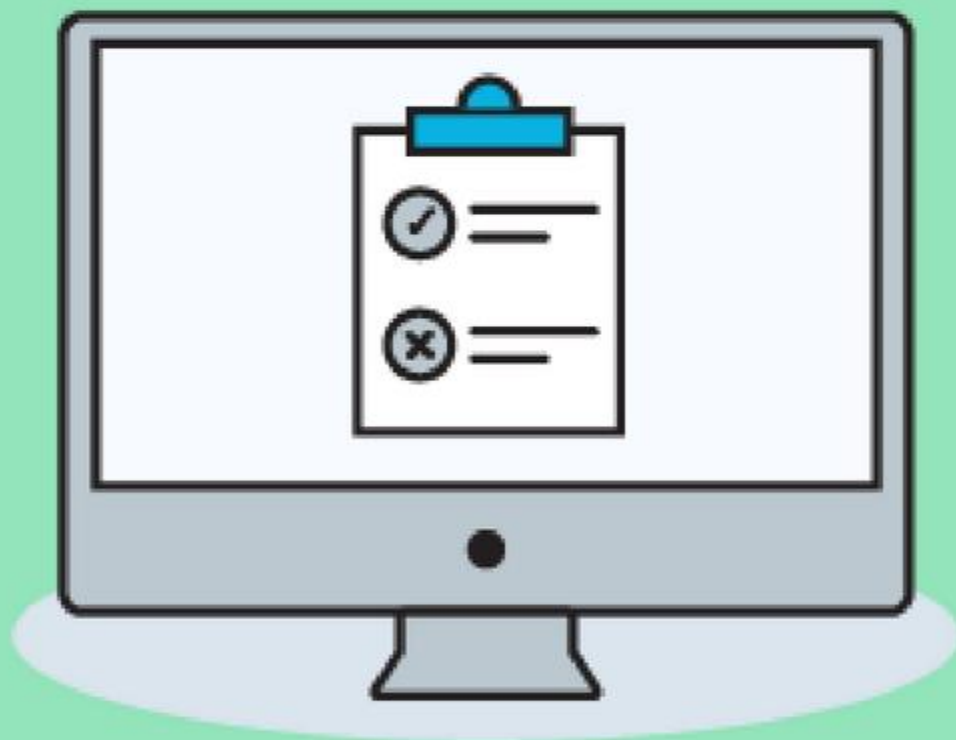
Marketing Objective & KPI

- **Marketing Objective** –increase traffic of dmnd.udacity web site by 10% by 1/31/2020
- **KPI** –measure number of web sites visits by 1/31/2020

Target Persona
DMND challenge

Background and Demographics	Target Persona Name	Needs
• Male or female 22-65 years old • Married with one kid who is 4 years old • bachelor degree in BBA • Lives in Middle east • HH income of SAR 12 a month	Mohamed Or Reem	• Well designed course by known experts • a credible sources for the course • Course will make him apply the skills right away
Hobbies	Goals	Barriers
• Traveling • Working out • Watching movies	• Career shift to marketing • Increase income	• Limited time to do a course due to work • Too many digital marketing courses • Wasting time and money with out getting the needed goal

Part 2

On Site 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	**advertising**	**marketing plan**
2	**Online course**	**be a digital marketer**
3	**social media**	**online digital marketing course from top 10 marketing companies**
4	**Udacity**	**running a digital marketing campaign**
5	**nanodegree**	**nanodegree in digital marketing**

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

social media

Which Tail Keyword has the greatest potential?

Marketing plan

Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

URL:	
Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	blank
Revision	
Title Tag	Udacity Digital Marketing Nanodegree Program
Meta-Description	Obtain real experience in digital marketing with leading platforms in the field.

URL:	https://dmnd.udacity.com/
Current-ALT tag	
Background	Blank
company collaboration	Blank
Playing lesson on a laptop	Blank
Revision	
Background	Two people discussing about Udacity program
company collaboration	Platform Logo of collaborative companies
Playing lesson on a laptop	Digital marketing lesson playing on a laptop

URL: https://dmnd.udacity.com/	
Current-ALT tag	
360-degree approach	Blank
SOB white	Blank
Real world project	Blank
Revision-ALT tag	
360-degree approach	screen shot of digital marketing video lesson on play
SOB white	White background
Real world project	Laptop shows a project lesson explanation for digital marketing course

Suggested Blog Topics

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary (150 - 300 words max) as to why you chose those Keyword topics and what you might write about.

Topic 1 – want to be a **digital marketer**? . Join now!

Topic 2 – earn a **nanodegree in digital marketing** from top in class education platform

Topic 3 –learn through real world marketing projects **in social media**

I chose those keywords because they speak to the customer inner voice , by letting them know that they can **earn** , **learn** and **be.** I think those keywords would work, because when you are direct in your approach and speak with the same language and tone that your prospect speaks, it will have a huge impact on their decisions making. Additionally, think about it, prospects always seeking a better job, better pay, new certificate, career shifting, and leering experience that will make them a better version of them self.

Suggested Blog Topics

As per my SEO analyses, social media and Marketing plan have greatest keywords potential, which confirms the need and desire to have social marketing skills and to learn how effectively make a marketing plan. To sum up, my keywords were chosen to speak the same language and tone of prospects.

Part 3

Off-Site SEO

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.
Note: If you are doing the DMND challenge, dmnd.udacity.com is a new site, **perform this exercise on Udacity.com.** List **three** of the top backlink URLs you discovered for the website. These backlinks should add value to the website and not be spam

	Backlink	Domain Authority (DA)
1	https://docs.microsoft.com/en-us/archive/msdn-magazine/2013/january/don-t-get-me-started-lowering-higher-education-again	100
2	https://en.wikipedia.org/wiki/Uncertainty	98
3	https://github.com/astorfi/Deep-Learning-Roadmap	97

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	New York times
Site URL	www.nytimes.com
Organic Search Traffic	90 M
Site Name	medium
Site URL	http://www.medium.com
Organic Search Traffic	12.5m
Site Name	washingtonpost
Site URL	http://www.washingtonpost.com
Organic Search Traffic	38.1 m

Part 4
Performance
Testing

Page Index

Explain why the number of pages indexed is important.

Firs of all for the search engine to drive traffic to your site, pages of the site must be indexed . Secondly, knowing the number of pages that are indexed, gives an idea of how many pages are eligible for the search engine to drive traffic .

Page Speed

PageSpeed Insights   HOME   DOCS

https://dmnd.udacity.com/   ANALYZE

MOBILE   DESKTOP

51

https://dmnd.udacity.com/

0-49   50-89   90-100

Field Data — The Chrome User Experience Report does not have sufficient real-world speed data for this page.

Origin Summary — The Chrome User Experience Report does not have sufficient real-world speed data for this origin.
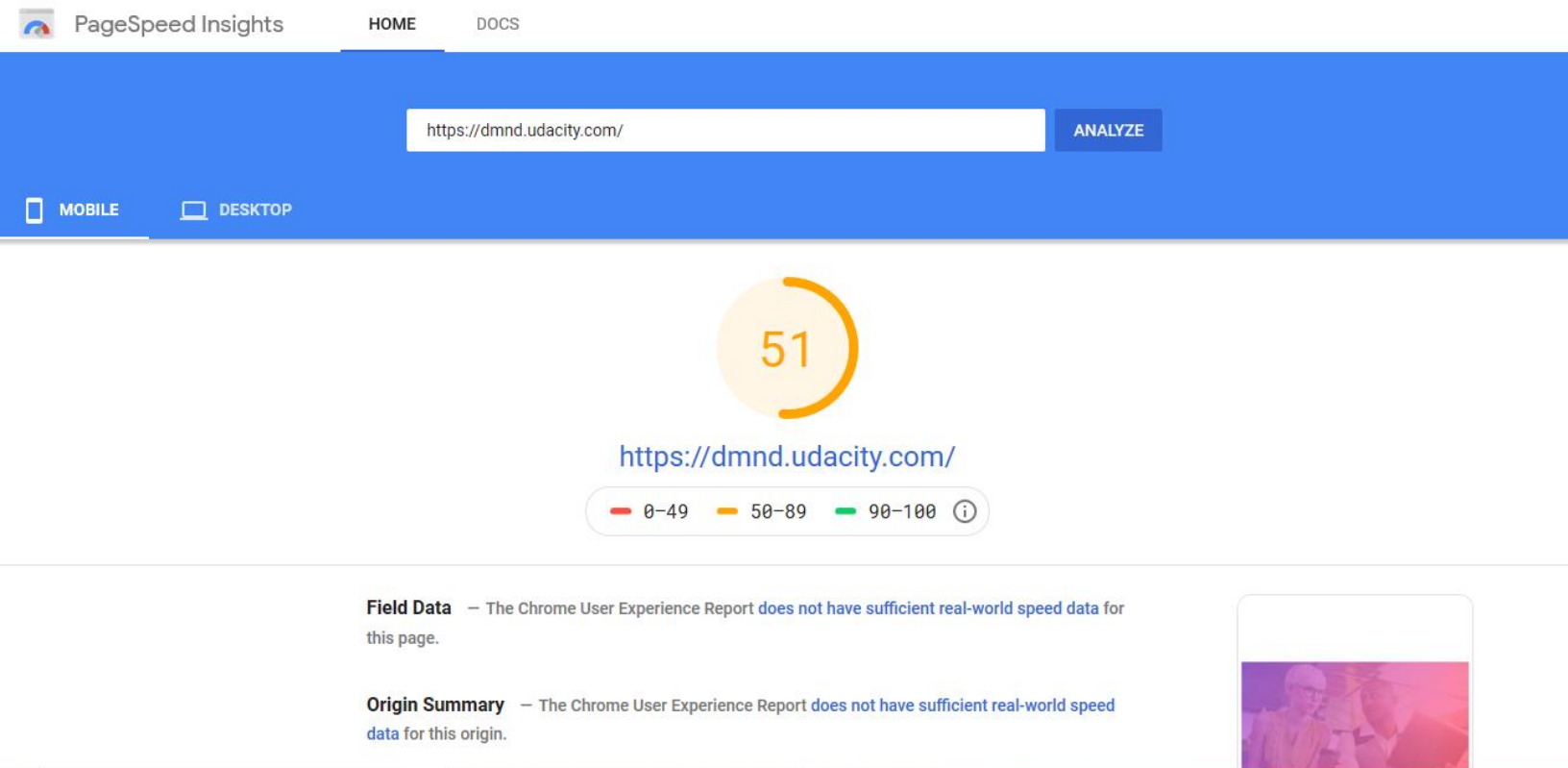
Explain why evaluating the Page Speed is important.

page speed can de define as the amount of time it takes to load a page . Evaluating page speed is essential for you to know the ranking potential in search engine as well as to know the user experience.

Mobile-Friendly Evaluation

Explain why having a mobile-optimized is important.

People now adays search on mobile more than desktops , so in 2015 google has included mobile friendliness as a factor in determining ranking . So it is very important to make sure that you have a mobile friendly site to rank high in search engine

Part 5

Recommendations

Recommendations

1-Add more content and modify the design

- I would add more informative content, for example what exactly you will be learning. Add testimonial of real people that took the course and applied it at work or what was the benefit of getting the course, as people tend to trust people, who are going through the same situation. In meet our student in Instagram section, the hashtag was written in a small font, while the blueish background was taking up so much space. I would recommend putting the testimonial there and add Instagram in follow us in social media section

2-Metadata

- Although the needed suggestions were writing in the metadata section but having a good compelling title tag and meta tag is very important for the site to be ranking high or even to have a high click through rate.

3-prefromance testing

- Page index results were N/A, and for the search engine to drive traffic into the website, a high number of pages to be indexed is needed.
- Page speed, although the results showed a speed number of 51 but in order to rank high in search engine that number needs to be increased between 80 to 100. You should start checking if there is a dense code or the browser and plugins were unoptimized

Recommendations

- Mobile friendless; Our result showed a slow loading page for mobiles and this shall be changed to be at a higher speed. Why? People now adays use mobile in searching for anything more than a desktop so having more mobile friendly site will not only increase your ranking but also your conversion rate.

Project 5 - Part 2 Run an AdWords Campaign

Campaign Approach

Description, Marketing
Objective, and KPI

1. Approach Description

- This marketing campaign is aim to reach people in south Africa, by using search engine marketing. In this case, search engine will be google. We will target people in south Africa who are interested in learning Object-Oriented JavaScript, building apps and becoming a front-end developer. The technical approach is finding those people by developing keywords that are commonly used in the targeted area. Developing country tends to have a high demand on learning things like coding and building apps. Thus, in my key words I wrote something like a generic word "coding "and words that commonly used" coding class". In this campaign, two ad groups were created each ad group has twenty unique key words. within each ad groups there are two ads. Creating two ads for each group will enable us to know which ad group is really working and which one is not Pricing strategy is to spend 7$ daily for 5 days with a 3$ max cost per click.
- **Cource :**Object-Oriented JavaScript
- **URL:**https://www.udacity.com/course/object-oriented-javascript--ud015
- **Target** country:South Africa
- **Total Budget** :35$
- **Daily Budget** :7$

2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?

To creat 110 new leads in south Africa in 5 days with a daily budget of 7$.

1. What primary KPI are you going to track in your campaign?

Numbers of new leads by the end of the 5 days campaign in south Africa.

Ad Groups

Ads and Keywords

Ad Group #1 Javascript1

Mobile

Free Course | Javascript
[Ad] udacity.com/Object_Oriented/Java

Learn how to code and build Apps with leading experts from U.S.A

Mobile

Become a front End Developer | Free online course
[Ad] www.udacity.com/front_End/Developer

This course will equip you with the best in class tool to become a front end developer
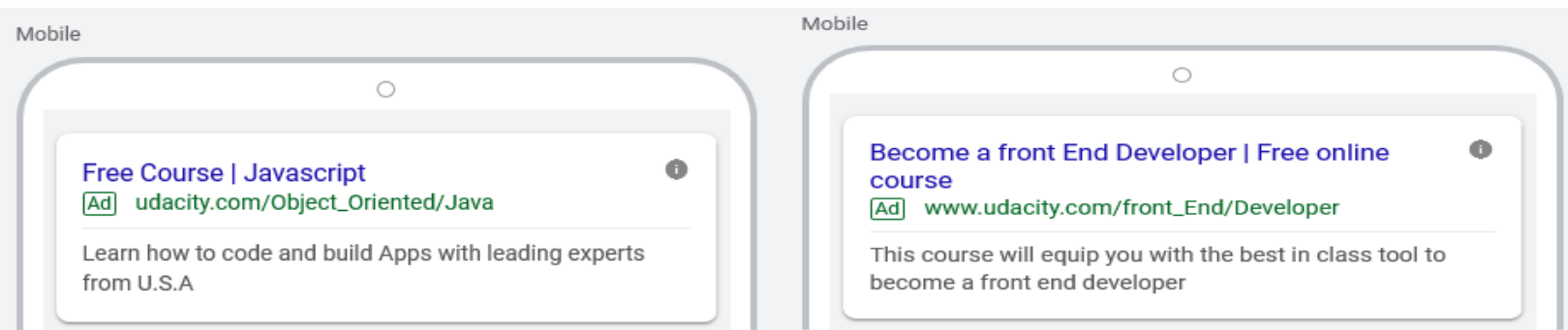
1. the new js
2. udacity
3. learn oop java
4. python oo
5. how to build an app
6. Java course
7. Build Apps
8. coding tutorial
9. c++programming course
10. coding
11. object oriented programming lessons
12. front end
13. how to code
14. free online coding course
15. best javascript training
16. C+course
17. java learning course
18. c+syntax and structure
19. udacity c++course
20. javascript in object

Ad Group #2 Javascript2

Mobile

Build Apps | JavaScript
Ad www.udacity.com/free_course/Java

This free online course will make you a leading expert in Object Oriented JavaScript

Mobile

Udacity free course | Object-Oriented JavaScript
Ad udacity.com/Java/Object-Oriented

Build classes to construct objects that encapsulate both data and functionality.
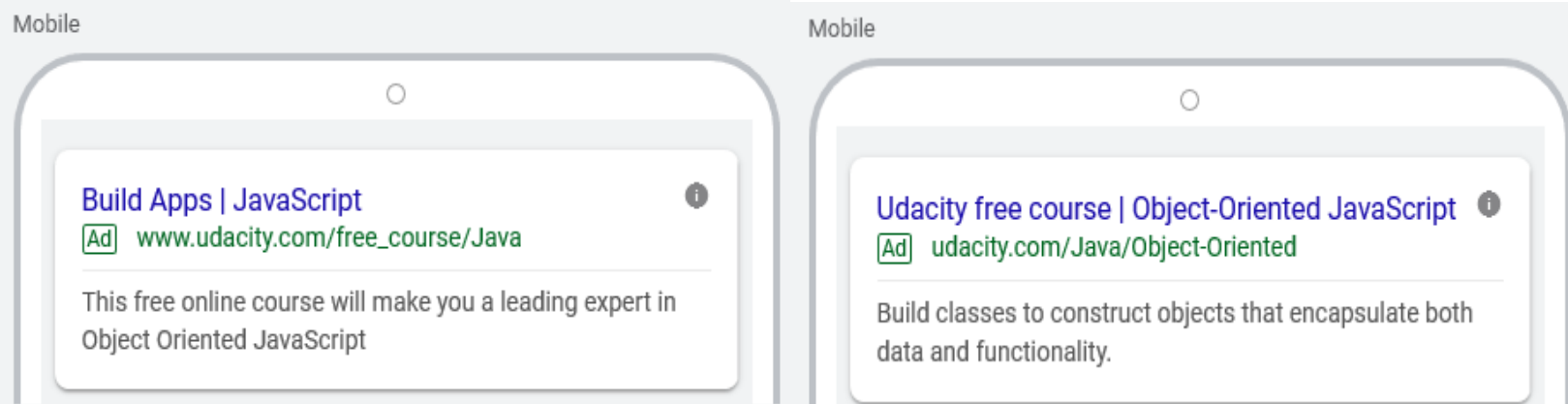
1. object oriented programming concepts in java
2. object oriented javascript
3. object oriented classes
4. free online javascript course
5. Write conditions and loops
6. udacity object oriented javascript
7. object oriented programming using python
8. php oop course
9. Python
10. encapsulation in javascript
11. javascript training
12. online programming websites
13. polymorphism in javascript
14. free online C+course
15. class and object program in java
16. javascript programming
17. object oriented programming tutorial
18. python coding classes
19. learn oop c++
20. class program c#

Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results
(Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Javascript1	$3	657	20	3.04%	$2	0	0	0	$39.96
Javascript2	$3	224	4	1.79%	$2.19	0	0	0	$8.75
Total		**881**	**24**	**%2.72**	**$2.03**	**0**	**0**	**0**	**$48.71**

Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	13	%2.93	$2.01	0	0	0
Ad Group 1, Ad 2	7	%3.29	$1.98	0	0	0
Ad Group 2, Ad 1	3	%2.00	$1.92	0	0	0
Ad Group 2, Ad 2	**1**	**%1.35**	**$3.00**	**0**	**0**	**0**

Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
coding	5	1.78%	$1.89	0	0	0
Java course	4	30.77%	$2.08	0	0	0
coding tutorial	3	3.19%	$2.53	0	0	0

Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- Feel free to use "bullet points" for your analysis and add as many slides as you need.
- The following questions can help structure your answer (also review Lesson 6 in the SEM course for some additional guidance):
  - Did your campaign result in a positive ROI?
  - **No. ROI=(Profit-marketing investment)/marketing investment**

  Where profit=(number of conversion*$60-COGS)
  marketing investment=$48.71
  ROI=((0*60-0)-$48.71)/$48.71= -1
  - Was the conversion rate higher or lower than expected?
  - **Lower**
  - How much did you have to spend per click? How close did you get to your max. CPC bid?
  - **I had to spend a max CPC of $3 . I had an average of $2 CPC, so It was close enough**
  - Which ad group, ads and keywords led to the highest click through and conversion rates and why might that have been the case?
  - **First adgroup(Javascript1). Keywords :**
    1-Coding
    2-Java course
    3-Coding tutorial

  This happened due to strong choice of Keyword as well as a vey attractive and well thought ad

Campaign Evaluation

- Looking at the cost per click and the average position of your ad groups, can you infer which kind of keywords are subject to higher competition in AdWords?
- **Head keywords are subject for higher competition . In my case, it was the word "coding".**
- Which keywords performed best for you and why might that have been the case?
  1-Coding
  2-Java course
  3-Coding tutorial
- **For the first keyword, it was a head keyword , so people who are interested in "coding" will search for it**
- **For the second key word, it was a tail keyword, so this for people who are interested in taking a course in Java**
- **For the third key word, it was a tail keyword , so this for people who are interested in learning coding in general**

Recommendations for future campaigns

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

- Feel free to use "bullet points" for your analysis and add as many slides as you need.
- The following prompts can help you structure your answer:
  - Would you focus on certain Ad Groups, ads or keywords?
  - **Yes I would , for my case, it will be the first ad group , then will focus on the first add, after that will focus on the second key word "java coding" due to high CTR**
  - Would you change any of your existing ads or keywords or add any new ones?
  - **No , but I will enable the ones that did not preform; however, I will do it as soon as I see they were not preforming , and not to wait till my campaign is finished**
  - Would you set up an A/B test, and if so, how would you go about it?
    Yes, I would have the same Ads , but change either the description1 OR change the location .
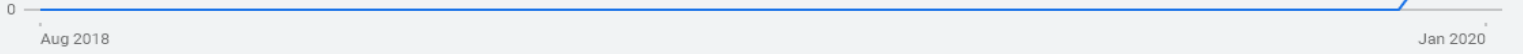   Would you make changes to the landing page, and if so, what kind of changes and why?
    Yes , I will put a section of testmonial for people with the same demographic as my target location,so more potential customer will register and become a real customer

DIGITAL MARKETING
NANODEGREE PROGRAM

Appendix

Screenshots for

Reference

Ad Groups

Ad groups

```
0
Aug 2018                                                                    Jan 2020
```

Ad group status: **All but removed**   ADD FILTER

SEARCH   SEGMENT   COLUMNS   REPORTS   DOWNLOAD   EXPAND   MORE

		Ad group	Status	Default max. CPC	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●	Javascript1	Campaign paused	$3.00 ✉	Standard	20	657	3.04%	$2.00	$39.96	0.00	$0.00	0.00%
☐	●	Javascript 2	Campaign paused	$3.00 ✉	Standard	4	224	1.79%	$2.19	$8.75	0.00	$0.00	0.00%
		Total:... ⑦				24	881	2.72%	$2.03	$48.71	0.00	$0.00	0.00%
	∨	Total:... ⑦				24	881	2.72%	$2.03	$48.71	0.00	$0.00	0.00%

DIGITAL MARKETING
NANODEGREE PROGRAM

Ads

		Ad	Ad group	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●												
☐	●	Become a front End Developer	Free online course www.udacity.com/front_End/Developer This course will equip you with the best in class tool to become a front end developer	Javascript1	Campaign paused	Expanded text ad	13	444	2.93%	$2.01	$26.12	0.00	$0.00	0.00%
☐	●	Free Course	Javascript udacity.com/Object_Oriented/Java Learn how to code and build Apps with leading experts from U.S.A	Javascript1	Campaign paused	Expanded text ad	7	213	3.29%	$1.98	$13.84	0.00	$0.00	0.00%
☐	●	Udacity free course	Object-Oriented JavaScript udacity.com/Java/Object-Oriented Build classes to construct objects that encapsulate both data and functionality.	Javascript 2	Campaign paused	Expanded text ad	3	150	2.00%	$1.92	$5.75	0.00	$0.00	0.00%
☐	●	Build Apps	JavaScript www.udacity.com/free_course/Java This free online course will make you a leading expert in Object Oriented JavaScript	Javascript 2	Campaign paused	Expanded text ad	1	74	1.35%	$3.00	$3.00	0.00	$0.00	0.00%
		Total: All but removed ads ⑦				24	881	2.72%	$2.03	$48.71	0.00	$0.00	0.00%
	⌃	Total: Campaign ⑦				24	881	2.72%	$2.03	$48.71	0.00	$0.00	0.00%

Keywords

		Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●							24	881	2.72%	$2.03	$48.71	0.00	$0.00	0.00%
		Total: All but removed keywor... ⑦													
☐	●	coding	Javascript1	Campaign paused	$3.00 ⊠	Eligible	–	5	281	1.78%	$1.89	$9.47	0.00	$0.00	0.00%
☐	●	Java course	Javascript1	Campaign paused	$3.00 ⊠	Eligible	–	4	13	30.77%	$2.08	$8.33	0.00	$0.00	0.00%
☐	●	coding tutorial	Javascript1	Campaign paused	$3.00 ⊠	Eligible	–	3	94	3.19%	$2.53	$7.59	0.00	$0.00	0.00%

Project 6
Evaluate a Display Campaign

Assumptions

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

Cost: The cost of the degree is $999

Profit: For the purpose of this assignment, 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. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page *0.002 = # of Student Sign Ups

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA

Note: Please round to the nearest cent

ROI: [(299 Profit) - CPA] * # of Student Sign Ups = ROI

DIGITAL MARKETING
NANODEGREE PROGRAM

Part 1

Evaluate a Display

Image Campaign

Display Image Campaign:
Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC
Campaign ended	$3.00 (enhanced)	--	1,243	200,957	0.62%	$0.36

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
Campaign Results	1,243	200,957	0.62%	0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
$448.95	**0.2%**	**1,243*0.002=2 student**	**$448.95/ 2=$224**	**ROI=($299 -$224)*2= +150**

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, changes to targeting)

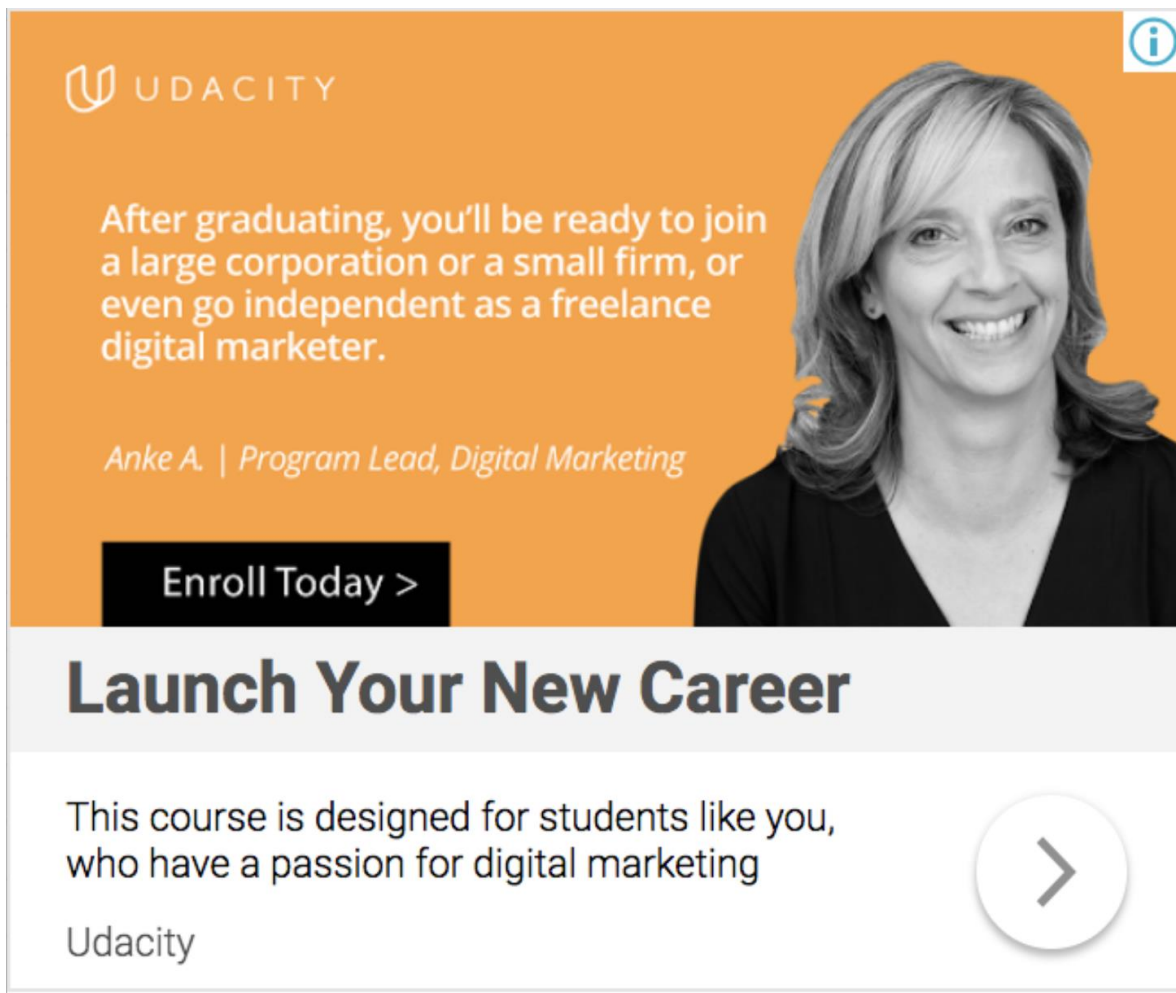**Suggestion 1: Putting a clear Call to action something like join today or enroll now.**

Suggestion 2: doing an A/B testing where you only change the picture, since they are business professionals , for example, a picture that shows graphs in a business setting.

Suggestion 3: change the creative instead of saying "this course is designed for student like you who have a passion for digital marketing" to "this course is designed for student like you who have a passion for business growth"

Part 2

Evaluate a Display

Image Campaign

Display Image Campaign:
Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
mpaign ed	$5.00 (enhanced)	--	407	67,833	.6%	$0.57	$231.99	Display

Results: Calculate the ROI

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

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	0.6%	$0.57

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$231.99	**0.2%**	**407*.002=1**	**231.99/1 =$231.99**	**=299-231.99*1= +67.01**

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, changes to targeting etc...)

Suggestion 1: changing the call to action location to be below "launch your new career " and take out the description "this course is designed ...."

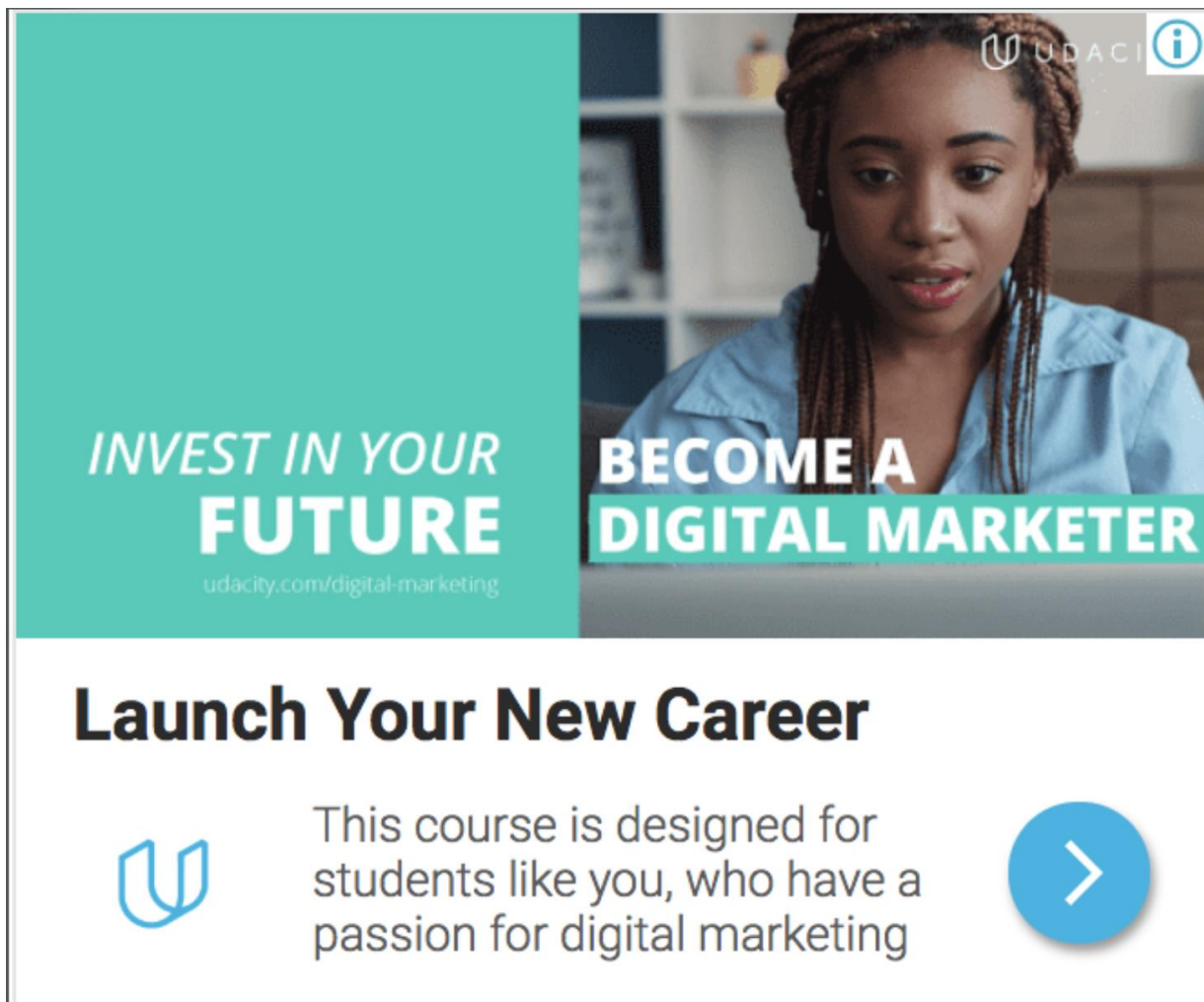**Suggestion 2: I believe targeting digital marketing partner is a general targeting , I truly believe we will drive more clicks , if we only target digital marketing partners who focuses in writing content in digital marketing strategy , tips and tricks and the know how etc.**

Suggestion 3: I would do an A/B test where I only change the background color .

Part 3

Evaluate a Display

Image Campaign

Display Image Campaign:
Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

		Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
☐	�	Remarketing	Campaign ended	$3.00 (enhanced)	--	670	109,994	.61%	$0.35	$234.50	Display

Results: Calculate the ROI

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

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	$0.35

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$234.50	**0.02%**	**670*0.002= 1.34=1**	**=234.50/ 1=234.5= 235**	**=(299- 235)*1=$+ 64**

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 changes to targeting, etc...)

Suggestion 1: first thing is to change the creative "this course is designed for students like you.....who Have passion". To this courses is designed for students like you..... who want to unlock their potential and become a digital marketer "

Suggestion 2: A/B test where I only change the he girl picture , to a women and a man in one picture where they discuss digital marketing, then change it to only a man. It will be nice to know the results^_^

How would you optimize this campaign?

Suggestion 3: changing the ad as follow :

1-by not splitting the first half of the ad
2-replacing the "lunch your new career now" to invest in your future now by enrolling today" so this will act as call to action

Part 4

Results, Analysis, and

Recommendations

Which campaign performed the best? Why?

Considering the 3 campaigns below, state which one had the best performance and why.

1-first campaigns
Why ? Becaues , it has reaches a lot more people , and got more clicks . I do belive the reason for this is the targeting audience as it was more genetic but specific at the same time (Affinity Audience) .

Recommendations for future campaigns

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

- You may use "bullet points" for your analysis and may add as many slides as needed
- The following prompts can help you structure your answer:
  - Would you focus on certain Ad Groups, Ads or Targeting?
  - Yes, on people who have visited the landing page, and Affinity Audience
  - Would you change any of your existing Ads or Targeting or add any new ones?
  - Yes I will be more specific in the site targeting ad.
  - Would you set up an A/B test, and if so, how would you go about it?
  - Yes , I would change one thing at one time. Then test it for few hours , then stop the one that is not preforming .

Recommendations for future campaigns

- Would you make changes to the landing page, and if so, what kind of changes and why?
- Yes, I would put testimonial for the same demographic that my target audience are from, for example, If am targeting the middle east , I would put testimonial from middle eastern people etc.

Project 7
Market with Email

Part 1

Plan Your Email

Content

Marketing Objective & KPI

- **Marketing Objective**
- To have 20 student enrolled from 3/3/2020 to 3/7/2020

KPI –

- Measuring number of student enrolled from 3/3/2020 to 3/7/2020

Target Persona
DMND challenge

Background and Demographics	Target Persona Name	Needs
• Male or female 22-65 years old • Married with one kid who is 4 years old • bachelor degree in BBA • Lives in Middle east • HH income of SAR 12 a month	Mohamed Or Reem	• Well designed course by known experts • a credible sources for the course • Course will make him apply the skills right away
Hobbies	**Goals**	**Barriers**
• Traveling • Working out • Watching movies	• Career shift to marketing • Increase income	• Limited time to do a course due to work • Too many digital marketing courses • Wasting time and money with out getting the needed goal

Part 2

Create an Email

Campaign

Email Series DMND project

Email 1:changing a career? Digital marketing nanodegree is the answer.
Email 2: 3 reasons why you should consider digital marketing nanodegree

Email 3: Customer have gone digital, so should you?

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences	
General	*-This email is intended to speak to the inner voice of the prospect if they are thinking of changing career, this will be the hook* *-seeing that UDACITY collaborated with leading and pioneer company like google etc. will add credibility to this email*
Subject Line 1	*Change your career with digital marketing nanodegree*
Subject Line 2	*Switching career? Join Udacity DMND*
Preview Text	Welcome to Udacity DMND, where thousands of students just like you switched their career for a more fulfilling one
Body	*Udacity digital marketing nanodegree where put together in collaboration with Facebook , google ,Moz and MailChimp. To not only ensure that you get a solid education, but to make you have the power and the option to change your career*
Outro CTA	*Enroll now!*

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences	
General	*.Reasons to enroll in digital marketing* *.Learn how to analyze customer behavior through Facebook metrics*
Subject Line 1	3 reasons why Udacity DMND
Subject Line 2	Drive more traffic by analyzing customer behavior
Preview Text	*In Udacity nanodegree digital marketing, we take marketing seriously and we are honored to share the why with you*
Body	*Tracking customer behavioral to know what they like and what they want is no longer a mystery, here is why it is important* *1-targeting the right customer* *2-create awareness fast* *3-drive more sales*
Outro CTA	*Join now*

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences	
General	*. We live in a digital world ,so learn how to market in it* *. Customer and supplier went digital , so should you ? Learn how to master digital marketing?*
Subject Line 1	*Your customer has gone digital ? Are you there?*
Subject Line 2	*Digital marketing become a necessity in our digital world*
Preview Text	**This Udacity digital marketing nanodegree was designed with companies that understand digital like Facebook and google**
Body	*We live in a digital word where both buyer and customer have gone digital, and digital marketing became a key element in the success of your business, in this nanodegree you will master the digital marketing world*
Outro CTA	*Go digital now!*

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	1 3 march	1 4 march	1 5 march	2 6-7 march
Email 2	2 10 march	2 11 march	2 12 march	2 13-14 march
Email 3	3 17 marc	3 18 marc	3 19 mar	3 20-21

	Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase

Part 3

Build & Send

Draft Email

Welcome to Udacity DMND, where thousands of students just like you switch their

careers to a more fulfilling one.

Udacity digital marketing nanodegree where put together in collaboration with Facebook, Google, Moz, and MailChimp. To not only ensure that you get a solid education but to make you have the power and the option to change your career

Enroll now!

Final Email

Welcome to Udacity DMND, where thousands of students just like you switch their

careers to a more fulfilling one.

Udacity digital marketing nanodegree where put together in collaboration with Facebook, Google, Moz, and MailChimp. To not only ensure that you get a solid education but to make you have the power and the option to change your career

Enroll now!

Digital Marketing
Nanodegree Program

Learn job-ready skills with real-world projects
and expert mentors

Udacity will give you the power
and the challenge to switch
your career! are you up for it?

Part 4

Sending & 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

Results can be monitored within the first 24 hours of an email send, after a couple days or even after a week.

1. Calculate the CTR and the Conversion Rate

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

Dealing with Unsub could be as follow:

1-First analyze how many un-sub from your all of your campaigns , see what is the percentage , then ask your self , was the frequency too much or too little , was I being aggressive and annoying, or I am not adding value?.

2- do an exit survey or also have a one clicks unsubscribe.

3-It is important for you to know maybe your breaking the law, or the last thing you want is to have a high rate of un-sub people as it will hurt your business

Final Recommendations

Based on the work you did throughout this project, what would you do for Emails #2 & 3.

-Make the title more attractive to increese the open rate from %22 to%30

-There was 30 people who unsubscribed, I will analyze why they did so, was my email too aggressive ? Were they are getting the same email over and over ?

-Make the email more engaging by offering a discount etc, thus the CTR will increase .