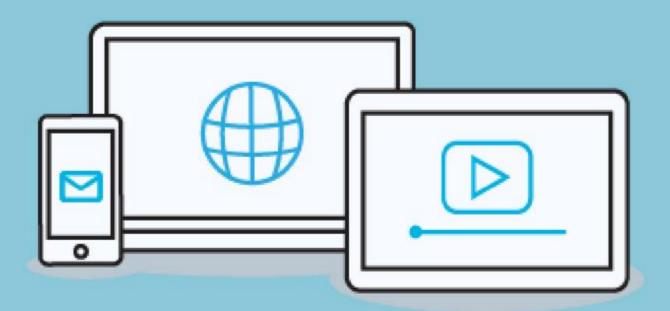# Project 8
Portfolio

1. Customer Journey Based Marketing Plan
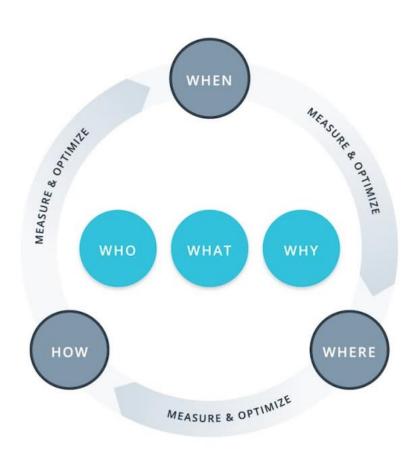
What: your offer

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: Obtain 200 new Leads within the next month

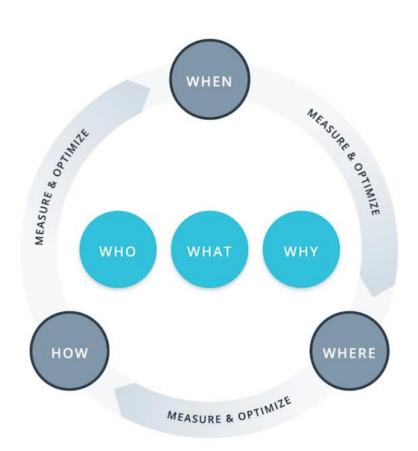# Who Are Our Customers?

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

Background & Demographics

Age is 19 years old

An Engineering student

Allowance is 50$ per month

Lives in Florida

Target Persona name

Student Joe Anderson

Needs

A means to learn without being tied to a time schedule

Career Advice

Managing his time

Hobbies

Playing sports

Reading tech

Using social media

Playing video games

Goals

Get a summer internship

Become a freelancer

Enjoy an organized time schedule

Barriers

Tight time schedule

Not much cash

Has a lot of academic assignments and training sessions
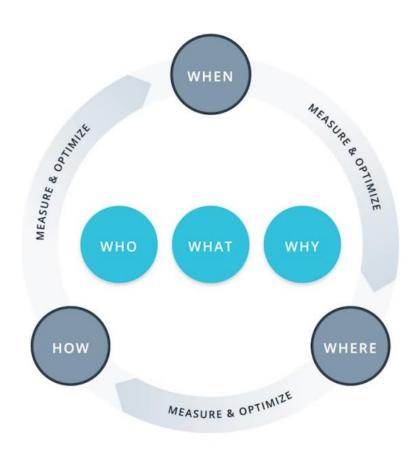
What: your offer

Who: your customers

When: your customer's journey

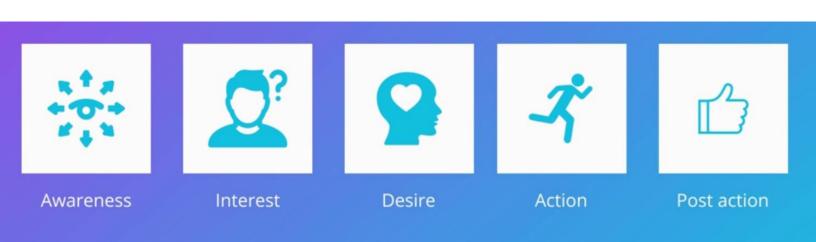Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics

Phases of the Customer Journey

Awareness   Interest   Desire   Action   Post action

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	Describe our online platform, what it offers?	What do we offer and why the customer should consider our offer?	The customer is now interested, he/she needs to know why our offer is better than the competitor	The user intends to purchase our course so we need to make the path to this action as straight forward as possible	Sending the user feedback on his action
Channel	Blogs, display ads, search ads,social media	Search ads,display ads, social media	Email marketing, display ads, social media,display ads	Search engine marketing, visually appealing landing page with suitable keywords	email

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	5000$	$1.25	4000	0.05%	2
AdWords Search	5000$	$1.40	3571	0.05%	2
Display	0	$5.00	400	0.05%	0
Video	0	$3.50	571	0.05%	0
Total Spend	10,000$	Total # Visitors	8942	Number of new Students	4

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	7000$	$0.50	14000	0.1%	14
AdWords Search	3000$	$1.50	2000	0.1%	2
Display	0	$3.00	0	0.1%	0
Video	0	$2.75	0	0.1%	0
Total Spend	10,000$	Total # Visitors	16000	Number of new Students	16

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	20000$	$0.30	66667	0.3%	200
AdWords Search	9000$	$1.50	6000	0.3%	18
Display	500$	$3.00	167	0.3%	1
Video	500$	$2.75	182	0.3%	1
Total Spend	30,000$	Total # Visitors	73016	Number of new Students	220

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$	8942	4	$299	1196$	-8804$
Interest	10,000$	16000	16	$299	4784$	-5216$
Desire	30,000$	73016	220	$299	65780$	+35780$
Total	50,000$	97958	240		71760$	+21760$

DIGITAL MARKETING
NANODEGREE PROGRAM

Additional Channels or Recommendations:

We Could use email for customers in the desire stage, by showing them why we are different than the competitors & we might also invite them to events that will make them more inclined to purchase.
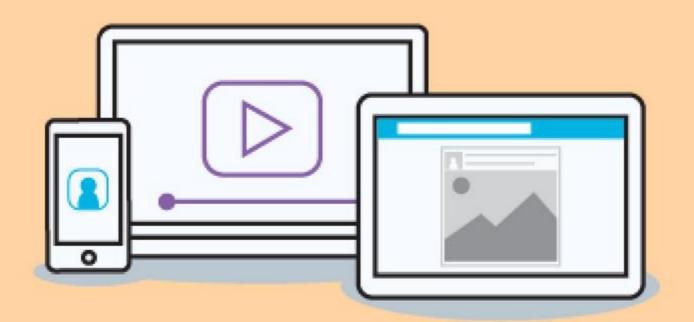
We could use snapchat to hear the customers thoughts and what they think about our offer & we could engage them in activities that would make them more interested.

Linked in will also be useful as we want customers who want to change their career by applying to a certain job so it makes sense to advertise there.
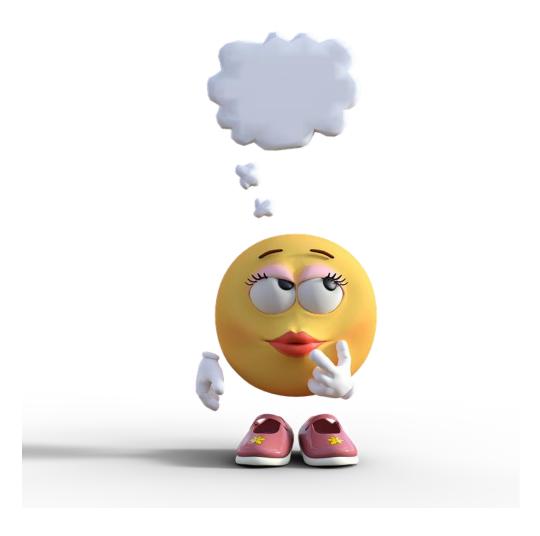
3. Showcase Work

Project 2
Market your Content

Blog Post

Wondering where to start to have a new career? Check this blog post about my journey and share with us your thoughts.... <Link goes here>

Finding a new career in the 21st century

We hear you… We can relate what you are going through. Getting a career and finding you passion is pretty hard in the modern era with all these distractions and noise coming your way. You feel overwhelmed and lost and you feel like you're always busy while actually you're not living up to your own expectations.

Recently I found something that changed the way I looked at these issues and really solved many of my problems. I wanted to share this journey, so that readers could find hope and see that there is still a chance to achieving what you really desire.

I was one of those academic students who got A+ in nearly all subjects, Though it was flattering to hear people talking about you, I felt that something was missing.
I wanted to explore more areas and see different industries. I struggled for a while, went here and there in search for courses that taught something new, something liberating from the academic life. After a while I asked my self a question: 'I wanted something new so why not use a whole new approach to learning in general?'.
So I stumbled upon many online learning platforms, but only one of them offered (to me at least) a real chance to find a new career or passion as many like to call it.
That platform is Udacity, I watched a few trailers for their programs, but one really cough my attention: DMND.

Now, I feel totally satisfied and entertained while learning on my own schedule with industry professionals and career coaches.
What about you did you have a similar situation occur with you? Share with us your thoughts below…

Summary

I will use Facebook, twitter as they are multipurpose and a general platform & most of the targeted group are on these two channels , Snapchat to give audience an opportunity to share their thoughts and stories as from the target persona they are teens who want to get recognized. Also, I think making compelling stories that capture sports like mountain climbing would make the story more energetic and will make viewers more interested in me and more curious

Facebook

Tell us your story, Share with us your experiences... Here's one that got our attention < Blog Link>

Twitter

Our thoughts inspire action, and with action comes a change of state take a look at this blog post to get WOWed !!! < Blog Link>
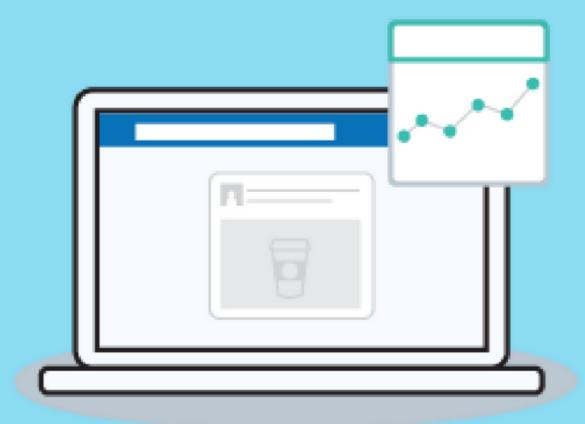
And make sure to sign up for my newsletter for more AMAZING stories ! <Newsletter Link>
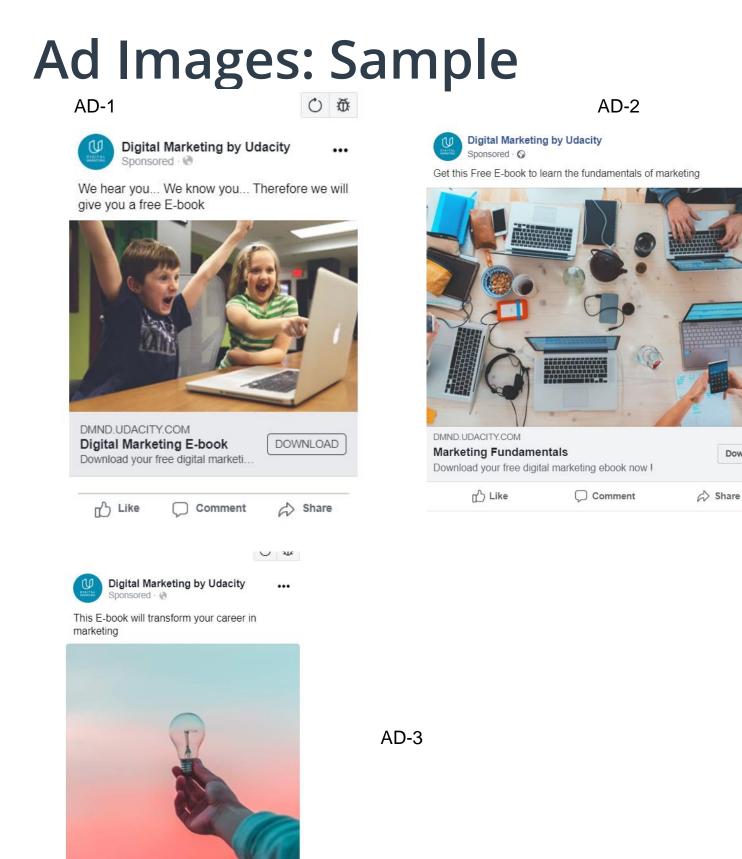
Snapchat

<Share a story of me learning how to code and encouraging others to share their own opinions and stories of them in their work environment>

Project 3 - Part 2 Run a Facebook Campaign

Ad Images: Sample

AD-1

AD-2

AD-3

Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost	Amount Spent
Ad One	25	7,850	$0.50	$12.45
Ad Two	204	53,392	$0.42	$86.05
Ad Three	2	975	$0.75	$1.50
Overall	231	**58,240**	**$0.43**	**$100.00**

Campaign Evaluation: Recommendations

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

I would remove ad 1 and 3 and Try to make A/B testing with ad 2 to make it reach it's highest potential

Project 4
Conduct an SE0 Audit

Keywords

	Head Keywords	Tail Keywords
1	**digital marketing**	**digital marketing certificate**
2	**online courses**	best online course
3	**udacity**	**how to do digital marketing**
4	course	Online learning website
5	udemy	**best online course**

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Digital marketing Potential : 71

Which Tail Keyword has the greatest potential?

Online learning courses Potential:40

Blogs

- Udacity, World's leading online courses platform. Digital marketing has become a crucial skill to have nowadays, So this online learning website offer you a course teaching you the fundamentals of digital marketing online on their learning website. The online learning website also includes free online courses that might be of interest to some. The online learning platform has one of the best collection of free online courses that you could find online that will help you improve your career on the long run.

- Unlike udemy courses, Udacity incorporates real-life projects and scenarios to give you the best online courses experience. Digital marketing course is one of the best online courses out there on marketing. Make sure to check it out their learning website.

- udacity careers offers the greatest online learning experience online as it helps you achieve your goals by making online courses that much more challenging and fun as the online courses are taught by real-life professionals in their respective fields of study. Also the online learning website offers career services to help you get your dream job in the company of your desire. The online platform also includes coaches that help you build your CV to land your dream job. What do you think about this new learning website that offers a wide variety of courses and much more ?

Summary

The keywords used include a mix of non-branded keywords and branded keywords. Most of the tail keywords used have moderate difficulty and a search volume in the hundreds. Which are relevant to the website we are auditing.
The blogs written incorporate the keywords with highest potential (having a low difficulty and a high volume) that represents our website accurately.
Also we tried to use as mush keywords as possible in the blogs without spamming them in order to better our rank on the search page results.
The Blog topics are relatively related as they are aimed to market udacity learning platform.
Topic 1 – what is udacity?
Topic 2- why are they different?
Topic 3- What do they offer?
We chose these blog topics as they talk about learning online and courses in general so they will contain as much of the suitable keywords as possible, Also the blogs are written in such a way that emphasizes the benefits the user will get by taking courses from our platform

Technical Audit: Metadata

URL:	
Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	**"none"**
Alt-Tag	**"none"**
Revision	
Title Tag	Udacity | Digital marketing online course
Meta-Description	Our online learning website offers an online course in digital marketing that will help you achieve your goals
Alt-Tag	"See next Page"

Alt Tags

- Revision:
- <img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg" style="margin-top: 0px;" alt="Digital Marketing Nanodegree udacity">
- <img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606181-35155776-97x120-SOB-White.png" style="margin-top: 0px;" alt="online courses for business">
- <img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606168-13720038-892x44-logospartners.png" style="margin-top: 0px;" alt="facebook,Google,hootsuite,moz,mailchimp,hubspot collabortion">
- <img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606169-13814963-862x403-image-digital-market.png" style="margin-top: 0px;" alt="digital marketing on laptop online">
- <img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606173-13815588-415x345-features1.png" style="margin-top: 0px;" alt="learing with professionals on udacity">
- <img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606178-13834748-383x305-features-02.png" style="margin-top: 0px;" alt="real world projects with udacity">
- <img class="u-block" src="https://pbs.twimg.com/card_img/1243570362429911042/dlQ0adKN?format=png&name=600x314" alt="udacity in twitter">

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	Youtube
Site URL	www.youtube.com
Organic Search Traffic	1B
Site Name	Microsoft
Site URL	Microsoft.com
Organic Search Traffic	39.8M
Site Name	Linkedin
Site URL	Linkedin.com
Organic Search Traffic	70.3 M

Page Index

Number of indexed pages by google is 10.
The number of indexed pages is important as it will better our chances at appearing in the search pages also it makes us check whether our internal links point to the pages correctly or there is a page not linked properly so it won't be indexed.
<The tool used is different than pingler so the number might not be as accurate as pingler in currently not working>
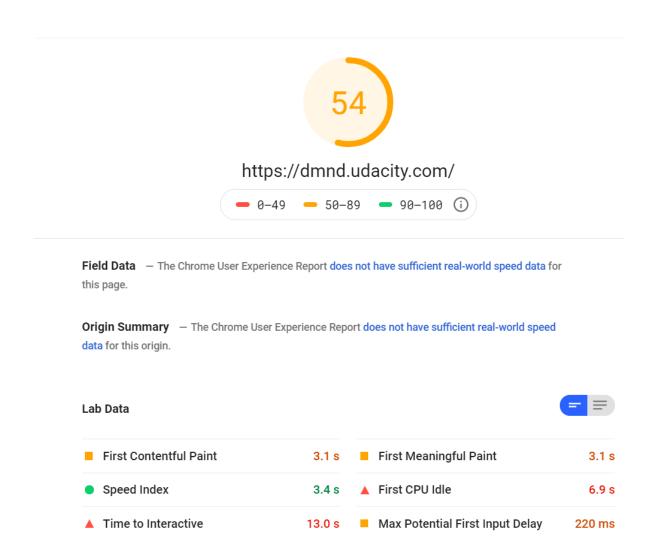
Page Index

- **This screenshot includes The url's that include dmnd.udacity.com that are indexed by the search engine**

URL's	Title	Backlinks	Domains	More
https://dmnd.udacity.com/	Udacity Digital Marketing Nanodegree Program Website	8	2	➕
http://dmnd.udacity.com/ebook_br	N/A	7	2	➕
http://dmnd.udacity.com/ebook	N/A	3	2	➕
http://dmnd.udacity.com/ebook?fbclid=IwAR1Wg9KZoIRG-wIffoxfKRasUrahstffuK6yp6c8ayvbViXb0IMd3_x9-NA	N/A	3	2	➕
http://dmnd.udacity.com/	N/A	3	3	➕
http://dmnd.udacity.com/corporate-training	N/A	2	1	➕
https://dmnd.udacity.com/ebook_thanks	Free Social Media Advertising Guide	1	1	➕
http://dmnd.udacity.com/privacy-policy	N/A	N/A	N/A	➕
http://dmnd.udacity.com/br	N/A	N/A	N/A	➕
https://dmnd.udacity.com/ebook?fbclid=IwAR1Wg9KZoIRG-wIffoxfKRasUrahstffuK6yp6c8ayvbViXb0IMd3_x9-NA	Free Social Media Advertising Guide	N/A	N/A	➕

Page Speed

Speed test is important as google ranks faster pages higher in the search results because they are more user friendly and give the user a better experience.

54

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.

Lab Data

■ First Contentful Paint	3.1 s	■ First Meaningful Paint	3.1 s
● Speed Index	3.4 s	▲ First CPU Idle	6.9 s
▲ Time to Interactive	13.0 s	■ Max Potential First Input Delay	220 ms

Mobile-Friendly Evaluation

The mobile speed is 3.5 seconds on 4g connection which is slow.
This is important because nowadays most users use mobile phones so google's search ranks pages that are mobile-friendly higher than those who are not.

Your results for dmnd.udacity.com ⓘ

Your mobile page speed is 3.4 seconds on a 4G ⁃ connection.

RATING

Slow

Slow sites start to load in over 2.5 seconds.

Recommendations

1- Filling the alt attributes in the images tags

2-Give meaning to the images file name

3-improve mobile-friendliness

4-improve site speed

5-using more keywords on the website

6-Writing "School of business" text instead of an image overlay

Project 5 - Part 2 Run an AdWords Campaign

Example:
Ad Groups

SEARCH   SEGMENT   COLUMNS   REPORTS   DOWNLOAD   EXPAND   MORE

		Ad group	Status	Default max. CPC	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions
☐	●	Awareness Stage	Campaign paused	$3.00 (enhanced)	Standard	19	288	6.60%	$0.71	$13.47	0.00
☐	●	Desire Stage	Campaign paused	$3.00 (enhanced)	Standard	3	89	3.37%	$1.53	$4.60	0.00

Example:
Ads

SEARCH   SEGMENT   COLUMNS   REPORTS   DOWNLOAD   EXPAND   MORE

		Ad	Ad group	Status	Ad type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion
☐	●	**Free Online Courses | From Udacity** www.udacity.com/course Udacity is a online learning platform that offers premium courses for free !	Awareness Stage	Campaig paused	Expanded text ad	19	241	7.88%	$0.71	$13.47	0.00
☐	●	**Free Udacity Courses | Front-End Dev** www.udacity.com/course Udacity offers a wide range of Free courses to help you with you career	Desire Stage	Campaig paused	Expanded text ad	2	30	6.67%	$0.86	$1.71	0.00
☐	●	**Front-End Development | Udacity** www.udacity.com/course Free web development course to help you achieve your career goals	Desire Stage	Campaig paused	Expanded text ad	1	59	1.69%	$2.89	$2.89	0.00
☐	●	**Learn Online | Udacity** www.udacity.com/course Learn online and get a free course of your desire now	Awareness Stage	Campaig paused	Expanded text ad	0	47	0.00%	—	$0.00	0.00
		Total: All but removed ads ⑦				22	377	5.84%	$0.82	$18.07	0.00

Example: Keywords

		Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversio
☐	●	Total: All but removed keyw... ⑦						22	377	5.84%	$0.82	$18.07	0.0
☐	●	learn online	Awaren Stage	Campaign paused	$3.00 (enhance	Eligible	–	7	108	6.48%	$0.82	$5.74	0.0
☐	●	e learning	Awaren Stage	Campaign paused	$3.00 (enhance	Eligible	–	3	14	21.43%	$0.22	$0.67	0.0
☐	●	free courses	Awaren Stage	Campaign paused	$3.00 (enhance	Eligible	–	3	29	10.34%	$0.47	$1.40	0.0
☐	●	online trainings	Awaren Stage	Campaign paused	$3.00 (enhance	Eligible	–	3	45	6.67%	$1.30	$3.89	0.0
☐	●	coding	Awaren Stage	Campaign paused	$3.00 (enhance	Eligible	–	1	28	3.57%	$0.32	$0.32	0.0
☐	●	website development	Awaren Stage	Campaign paused	$3.00 (enhance	Eligible	–	1	9	11.11%	$1.08	$1.08	0.0
☐	●	computer coding	Awaren Stage	Campaign paused	$3.00 (enhance	Eligible	–	1	3	33.33%	$0.37	$0.37	0.0
☐	●	web development	Desire Stage	Campaign paused	$3.00 (enhance	Eligible	–	1	11	9.09%	$2.89	$2.89	0.0
☐	●	free online classes	Desire Stage	Campaign paused	$3.00 (enhance	Eligible	–	1	5	20.00%	$0.74	$0.74	0.0

Future campaigns (Recommendations)

- **If I had more budget I would do a lot of A/B testing to get a more clear view about that region, It seems as they have interests that we didn't quite achieve in this campaign**
- **Adding some more head keywords**
- **Making more keyword analysis**

Project 6
Evaluate a Display 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	1243	200957	0.62%	0.36$

Cost	Conversion Rate	# New Students	CPA	ROI +/-
448.95$	0.2%	2.4 Approx. 2	224.475$	+149.05 $

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: Change the target audience to be narrower as the number of impressions is quite high relative to the clicks
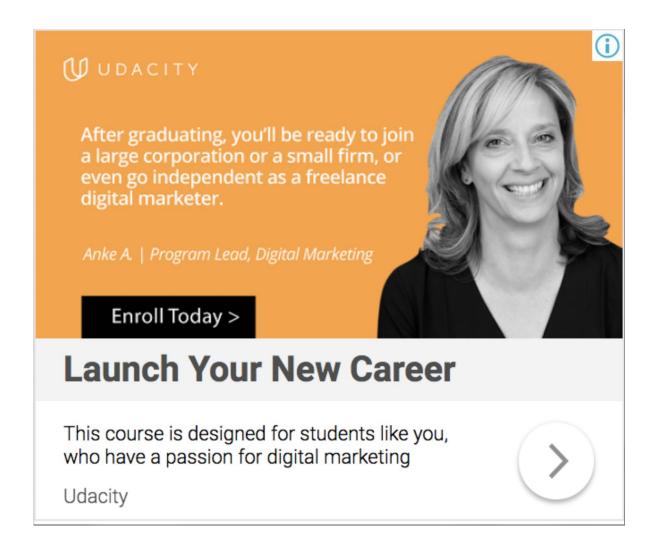
Suggestion 2: Less text overlay in the image

Suggestion 3: A/B testing while changing the text

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
paign 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	67833	0.6%	0.57$

Cost	Conversion Rate	# New Students	CPA	ROI +/-
231.99$	0.2%	0.8 Approx .1	231.99$	+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...)

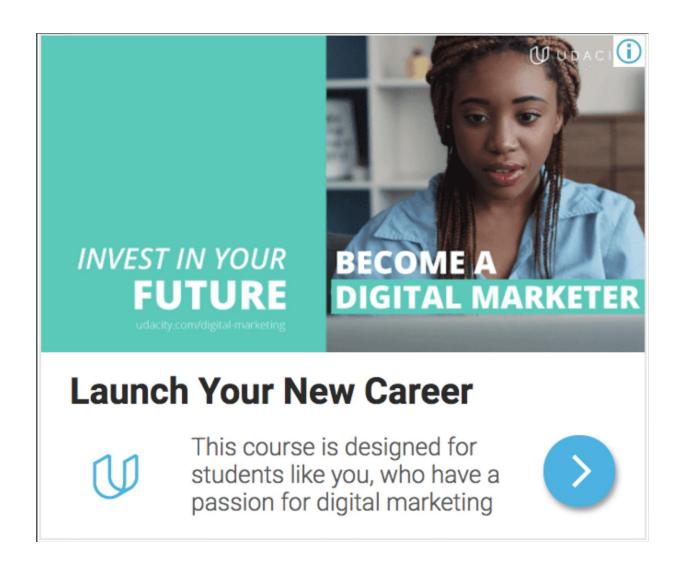Suggestion 1: Reduce the amount of text in the image

Suggestion 2: Change the title text to "New career opportunity"

Suggestion 3: A more descriptive text using keywords to increse overall impressions

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	109994	0.61%	0.35%

Cost	Conversion Rate	# New Students	CPA	ROI +/-
234.50$	0.2%	1.34 Approx .1	234.50$	+64.5$

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: target audience by interest to increase the conversion rate

Suggestion 2: A/B testing for the image creative

Suggestion 3: shorten the text.Also we need to maximize conversions,the current text is only good in the awareness stage

Observations

- The ads are pretty similar and follow the same pattern so the suggestions is nearly the same in all of them
- Also in almost all cases we need A/B testing to see whether our ad could be improved

Which campaign performed the best? Why?

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

The first one had the best performance. As it had the highest return on investment, that is due to gaining more students than the other two ads

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?
  - Would you change any of your existing Ads or Targeting or add any new ones?
  - Would you set up an A/B test, and if so, how would you go about it?
  - Would you make changes to the landing page, and if so, what kind of changes and why?

Recommendations

- Change the landing page to have the program offering section a bit closer to the top before the section of what will you learn to capture the user's attention and convince him that he is getting a service worth what he is paying.
- Doing A/B testing in all ad groups while changing 1 variable to see if our ads could be improved
- Changing the images with images having less text overlays
- Ads having long texts needs to be shortened, As most users just want the bottom line
- Most of these ads have high impressions, So we need to adjust the audience targeting by demographics and interests and implement different targeting options in A/B testing
- Pause relatively low performing ads

Project 7
Market with Email

Final Email

Become a Digital Marketer
NANODEGREE PROGRAM

It's time to design your Career.

Unlike many others we offer you our online course with a competitive price , and real-life experts and world's leading entrepreneurs. Also, we give you a chance to get hands-on experience with real life projects. *What are you waiting for?*

Buy Now !

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

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