



Marketing Strategy: Blitz

1.Customer Journey Based Marketing Plan

What: your offer

Who: your customers

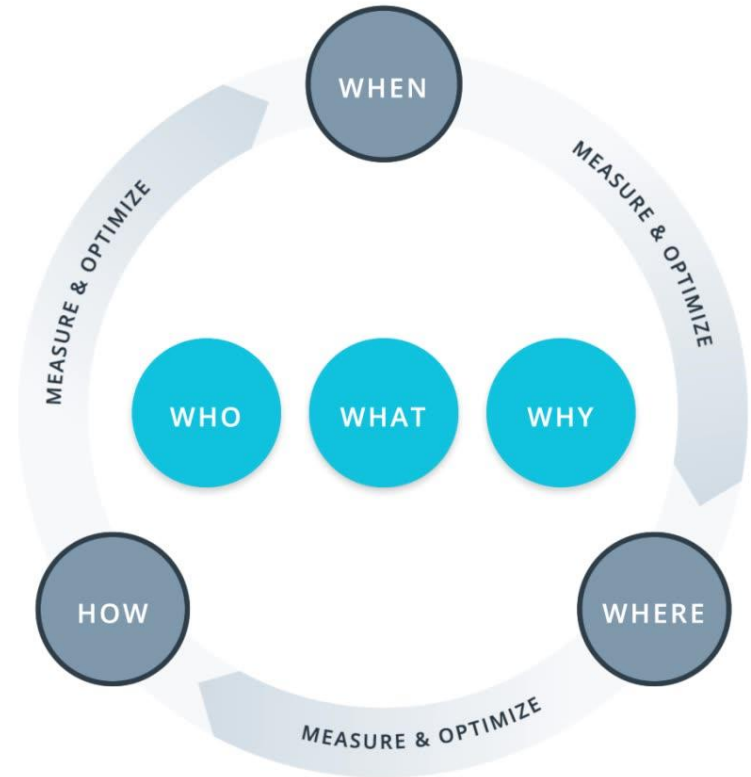
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



What: your offer

Marketing Objective: Blitz

The marketing objective is to grow Udacity Blitz by signing up 100 new customers for the quarter during which the campaign runs. The KPI for the campaign will be the total number of new clients that sign up for Blitz's services which will be demonstrated by the number of total conversions over the course of the 3 months.

The total budget allocation for media spending on the campaign is \$100,000. The approximate cost of each project is \$10,000 and Udacity Blitz has a 30% profit margin for a \$3,000 profit per project.



Who Are Our Customers

What: your offer

Who: your customers

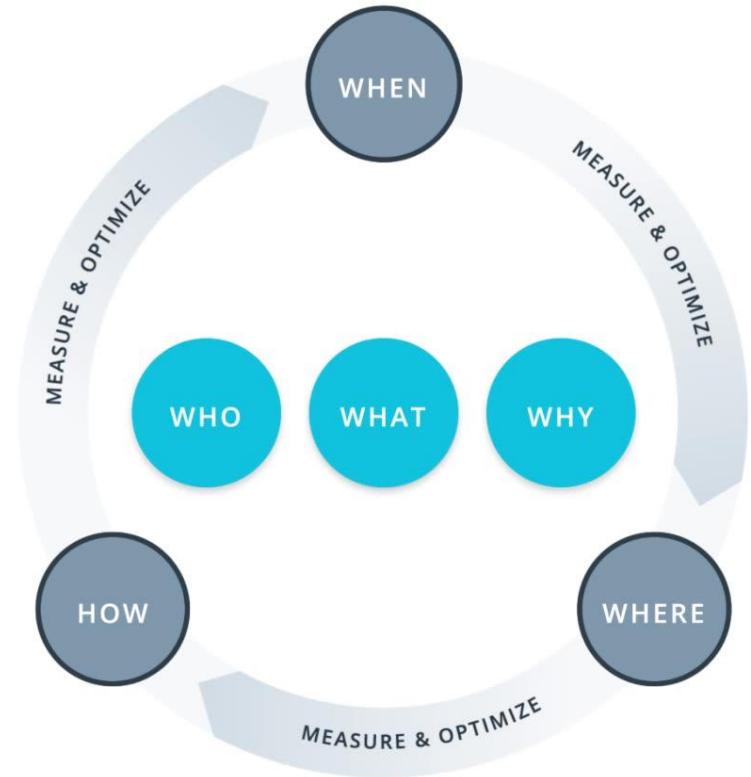
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Background and Demographics	Target Persona Name	Needs
<ol style="list-style-type: none"> 1. Age 38 2. Married with 2 kids 3. Lives in a mid-large city 	<p data-bbox="743 292 1141 325">Marketing Executive Derek</p> 	<ol style="list-style-type: none"> 1. Lead generation 2. Stand out in an oversaturated market 3. More budgetary and staff resources
Hobbies	Goals	Barriers
<ol style="list-style-type: none"> 1. Running 2. Dining Out 3. Travel 	<ol style="list-style-type: none"> 1. Drive growth/leads 2. Close New Business 3. Increase Revenue 	<ol style="list-style-type: none"> 1. Cost of software development and marketing campaign projects is a concern for both small and large enterprises 2. Current technology 3. Cumbersome internal RFP processes



What: your offer

Who: your customers

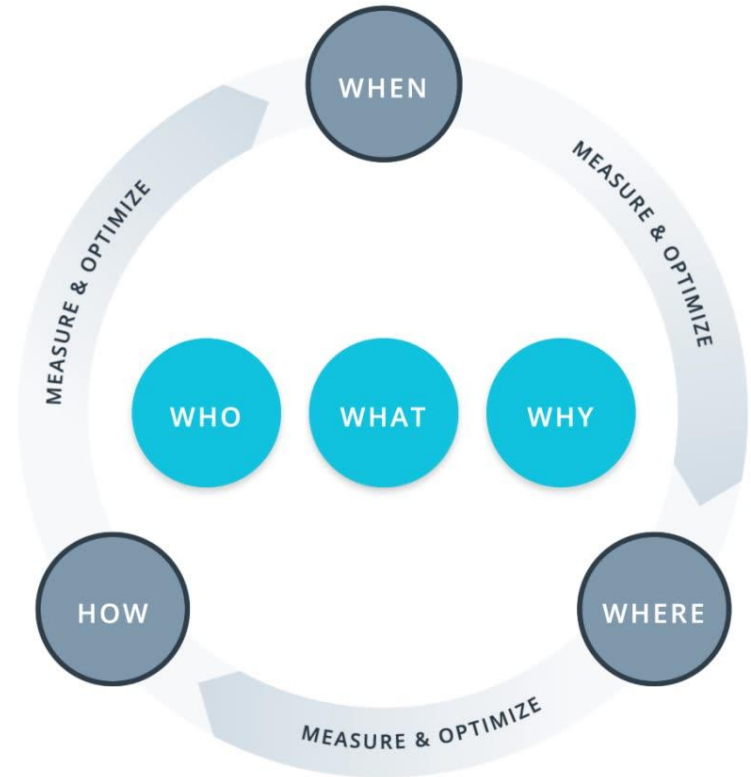
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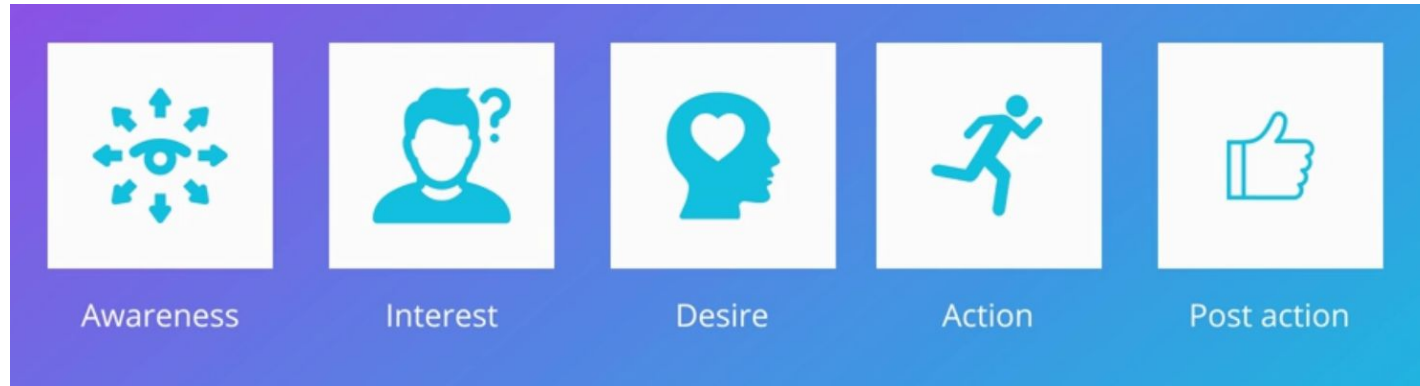
How: your message

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 what Udacity Blitz is and why it's unique Describe what Udacity Blitz can solve for marketing execs 	<ul style="list-style-type: none"> Working with Udacity Blitz is easy and smart Udacity Blitz is the future of work 	<ul style="list-style-type: none"> Take your business to the next level with Udacity Udacity Blitz helps you succeed 	<ul style="list-style-type: none"> Thank you Welcome to the team 	<ul style="list-style-type: none"> You're in great hands with Udacity Blitz Udacity Blitz is your business coach/partner
Channel	<ul style="list-style-type: none"> content marketing - Blog posts & guest posts in Tech Crunch, Mashable, etc. Udacity Blitz Informative landing page Social media - Facebook, LinkedIn, Twitter Display and video ads; bumper ads 	<ul style="list-style-type: none"> SEM - Google Adwords text ads Udacity Blitz SEO - refine Informative landing page Social media - Facebook, LinkedIn, Twitter Display and video ads; bumper ads 	<ul style="list-style-type: none"> Display ads - retargeting Video ads; True View campaign; bumper ads Email Sign up landing page 	<ul style="list-style-type: none"> Email - newsletters Video - Welcome video Social Media - Twitter DM 	<ul style="list-style-type: none"> Email - newsletters Video - webinars; success stories Social Media - LinkedIn group for Blitz clients Content Marketing - blog posts; ebooks; case studies

2. Budget Allocation

Blitz

Budget Allocation

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$5,000	\$6.00	833	0.02%	0.16
AdWords Search	\$5,000	\$3.00	1,667	0.02%	0.33
Display	\$2,500	\$12.00	208	0.02%	0.04
Video	\$2,500	\$10.00	250	0.02%	0.05
Total Spend	\$15,000	Total # Visitors	2,958	Number of new Students	0.59



Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$12,000	\$6.00	2,000	0.08%	1.6
AdWords Search	\$12,000	\$3.00	4,000	0.08%	3.2
Display	\$3,000	\$12.00	250	0.08%	0.2
Video	\$3,000	\$10.00	300	0.08%	0.24
Total Spend	\$30,000	Total # Visitors	6,550	Number of new Students	5.24



Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$25,000	\$5.00	5,000	0.5%	25
AdWords Search	\$20,000	\$4.00	5,000	0.5%	25
Display	\$5,000	\$15.00	333	0.5%	1.6
Video	\$5,000	\$12.00	416	0.5%	2.08
Total Spend	\$55,000	Total # Visitors	10,750	Number of new Students	53.75



ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$15,000	2,958	1	\$3,000	\$3,000	-\$12,000
Interest	\$30,000	6,550	5	\$3,000	\$15,000	-\$15,000
Desire	\$55,000	10,750	53	\$3,000	\$159,000	\$104,000
Total	\$100,000	20,258	59	\$3,000	\$177,000	\$77,000

Additional Channels/Recommendations

I recommend that Udacity Blitz participate in marketing and tech conferences/events in order to establish a reputation as leaders and influencers in the digital marketing and tech solutions space. One such conference is Venture Beat Summit - there are no fees to apply or speak, speakers receive a free pass to the event but must pay for travel expenses. Participation can take the form of speaking on panels, keynote addresses, booths, and event sponsorship. Having a booth and sponsoring events at these conferences is a great way to collect contact information from attendees who by their presence at the conference have already shown an interest in marketing and technology.

This approach benefits each phase of the customer journey starting with awareness, where the first contact may be the conference, to action/post-action where seeing Blitz reinforces the decision to work with a Blitz team and the relationship.



Additional Channels/Recommendations: (Continued)

I also recommend that Udacity Blitz start and host a local/regional event series along the lines of [Tech in Motion](#). The event series, which started as a partnership between two recruiting firms, has established the two companies as influencers and grown to include thousands of members.

Depending on the ROI, this may be a great way to maintain awareness of the Udacity Blitz brand and convert new clients.





3. Showcase Work

Showcase: Table of Contents

- **Content Strategy:** Market Your Content
- **Social Media Marketing:** Facebook Advertising Campaign
- **Search Engine Optimization:** SEO Audit
- **Search Engine Marketing:** SEM with Adwords
- **Display Advertising:** Display Ad Campaign Evaluation
- **Email Marketing:** Market with Email





Market your Content

Market your Content: Summary

Effective content marketing must be consistent, valuable to the target audience, and relatable. In the following blog post we look at a creative marketing campaign and examine why it captures the attention. Regardless of the audience, the medium, or platform, those three elements are essential to creating content that stands out.



Market your Content: *The City*



Lead With Your Heart and Your Audience Will Follow.

Published on July 5, 2017 [Edit article](#) | [View stats](#)



Yvonne M. King
Bilingual Content Producer & Manager ★ Creative Digital Video...
[1 article](#)



from
via



The City is a classic story of boy meets girl but life is complicated and filled with distractions. The world keeps intruding. What's a young couple to do to get to know each other? The answer is block out the world, of course, and focus on the only thing that matters in this case: love.

That word applies in more ways than one in this Apple ad, which highlights the iPhone 7 portrait mode. I'm one of those people that do everything to avoid ads at all costs because the reality is that like most consumers I see them as an unwanted interruption on the way to what I actually want to watch. In the midst of all the commercial clutter though, *The City* managed to catch my attention because of its compelling visuals and emotional story that goes straight for the heart.

The story is your foundation. The technology and devices may have changed and will continue to evolve in ways we cannot imagine, but what makes a great story has not and will not change. The key to every successful story is connecting with your audience by making them feel, laugh, and/or think. That is why *The City* works. It appeals to one of the most basic and universal of all human emotions.

<https://www.linkedin.com/pulse/lead-your-heart-audience-follow-yvonne-m-king/>

Market your Content - Blog Post

Lead With Your Heart and Your Audience Will Follow

The City is a classic story of boy meets girl but life is complicated and filled with distractions. The world keeps intruding. What's a young couple to do to get to know each other? The answer is block out the world, of course, and focus on the only thing that matters in this case: love.

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Market your Content - Blog Post (Continued)

The story is your foundation. You always start and end with story. The technology and devices may have changed and will continue to evolve in ways most of us cannot imagine, but what makes a great story has not and will not change. The key to every successful story is connecting with your audience by making them feel, laugh, and/or think. That is why the story of *The City* works. It appeals to one of the most basic and universal of all human emotions.

Integral to the story is the imagery that accompanies it and the clever, clear, yet simple visual device of removing all the people around the young couple as they wander through Shanghai perfectly captures and depicts that feeling young love evokes that no one else matters.

Market your Content - Blog Post (Conclusion)

With *The City*, Apple continues to focus on the 'Why' for the company and their consumer. 'Why' is the core motivating factor that leads people to act and in this instance that action is a purchase and beyond that, it is loyalty. The 'Why' for the consumer is always about their needs and not about you or your product. By following the principles of story, emotion, and why, Apple has created an appealing ad that captures the heart and attention of the audience.

Market your Content - Social Media Platforms

- **Social media platform 1: LinkedIn**

I chose LinkedIn because I am targeting marketing managers and marketing directors who are responsible for leading the creation of successful marketing campaigns for their companies and clients

- **Social media platform 2: Twitter**

I chose Twitter because it is a source of news and information for companies and individuals.

- **Social media platform 3: Facebook**

I chose Facebook as the third platform because there are groups and pages devoted to marketing and video marketing that are always interested in informational content.

Market your Content - Social Media Posts

- **LinkedIn Post:**

LinkedIn - How tapping into emotion in storytelling leads to marketing campaigns that always connect with your audience. #Storytelling #IminDMND

- **Twitter Tweet:**

Twitter - How story and heart always win over your audience. #storytelling #IminDMND

- **Facebook Post:**

Facebook - What happens when story and emotion come together in a marketing campaign?
#storytelling #IminDMND



Run a Facebook Campaign

Facebook Campaign Summary

The target audience of the Facebook campaign featured here is based on the customer persona established for Udacity Blitz of a college educated professional marketing executive between the ages of 25-54 living in the United States.

The marketing objective of the campaign, which had a total lifetime budget of \$125 over 5 days, was to collect the contact information of 5 companies that may be interested in the services offered by Udacity Blitz.

In order to measure the effectiveness of the campaign, KPI metrics were established at the start. The primary KPI tracked was leads generated which aligns with the marketing objective which was to collect contact information of interested companies that could potentially be converted into Udacity Blitz clients.

Facebook Campaign - Ad

AD

Ad Name

Default name - Conversions

Headline

On Demand App developers and Digital Marketers

Text

Udacity Blitz is your source for 100% Guaranteed, fully managed software and marketing solutions.

Video



Edit Order

Place Order

Facebook Campaign - Ad Changes

Udacity Blitz is your source for 100%
Guaranteed, fully managed software and
marketing solutions from expert teams free to
hire after your project.



**On Demand App developers
and Digital Marketers**

[Learn More](#)

CHANGES - Per the results from July 5th - July 7th (3PM) that a higher percentage of men were being served the ad, I changed the thumbnail to that of a male Co-Founder, Hendrik Dahlkamp. I thought men would respond more favorably to another man, especially one that is the head of a company as he would represent a customer similar to them.

Facebook Campaign - Ad Changes (Continued)

Where can you get software and marketing pros to build and market your great ideas at a guaranteed fixed price? Try Udacity Blitz.



**On Demand App developers
and Digital Marketers**

[Learn More](#)

July 8 - (9:30a) updated the body of the ad to read, "Where can you get software and marketing pros to build and market your great ideas at a guaranteed fixed price? Try Udacity Blitz."

Facebook Campaign - Key Results

1. Most important metrics per ad

The most important metrics were the total number and cost of leads collected versus the total amount spent over the life of the campaign. These metrics were followed in importance by gender, age, region, and video engagement.

- The ad produced a reach of 3,496 which resulted in 2 leads over the course of the total 5 days that it ran. The total campaign budget of \$125 brings the average cost of each lead collected to a total of \$62.50. Given the starting conversion value of \$150 per collected lead, minus the cost per lead, the resulting conversion value from the Facebook campaign is \$87.50 per collected lead.

Facebook Campaign - Key Results (Continued)

- The ad reach for men was approximately 2X greater than for women, which indicates that more men showed an interest in marketing and/or had marketing in their job title. This indicates that future ads should be slanted more toward male marketing managers/execs.
- The target age of the ad was 25-54 and this proved to be an accurate target with the largest reach in the 35-44 range, closely followed by 45-54 and then 25-34.
- The ad may have resonated more with men between 35-44 because it may be that more men in this age range are in decision-making marketing roles at companies. This may be especially true if many of the companies are in the tech sector, which is a factor that would warrant segmentation in a future campaign to determine the validity of that possibility.

Facebook Campaign - Key Results (Continued)

- The location target was the U.S. with a reach of over 100 in California, Florida, Georgia, Illinois, New York, North Carolina, and Texas.

The state with the most reach was California at 507 and Texas at 373. These are all states with large metropolitan areas and industry, which is an indication that these are the regions where there will be the largest concentration of companies that may have need of the services that Udacity Blitz provides.

- Video Engagement showed that overall video reach was approximately 3500 people with 900 people watching at least 3 seconds or nearly the total length and close to 300 people watching at least 10 seconds or nearly the total length. The average percentage of the video that people watched was 4.6%.



Search Engine Optimization (SEO) Audit

SEO Audit Summary

A successful long-term SEO strategy will employ various techniques and tools to achieve your marketing objectives. The SEO plan designed for the DMND digital marketing program, is an example of an overall strategy that utilizes audits of on-site SEO, off-site SEO, and site performance to measure the state of a website's SEO.

In order to determine what changes needed to be made to the DMND website, I carried out a review of the on-site SEO, the site's front and back end content. This included an audit of the site's keywords with the Moz Keyword Explorer tool and a technical audit of the site's metadata, which is the information the search bots or web crawlers read. I used the Moz OpenSite Explorer tool to examine off-site SEO which is the number of backlinks--links on other sites--that lead back to a specific website, in this case, DMND.

Another test I conducted was a site performance audit. I utilized the Pingler tool to measure how the site's pages are indexed by Google, Google Page Speed to determine the page speed on mobile and desktop, and Think with Google to ascertain mobile friendliness. As search on mobile devices continues to grow, fast upload speeds have become crucial to a site's success.

On-Site SEO

Technical Audit: Metadata

Technical audit on the metadata.

DMND URL: http://dmnd.udacity.com/		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Udacity Digital Marketing Nanodegree. Learn online from top experts.
Meta-Description	Content	Work with our expert content partners to run real-world projects and live campaigns. Build a dynamic portfolio. Gain cutting-edge digital marketing expertise.

Technical Audit: Metadata - Continued

Technical audit on the metadata.

DMND URL: http://dmnd.udacity.com/		
	Current	Revision
Alt-Tag	alt=" " alt=" " alt=" "	alt="logos content partners" alt="male instructor blue circle" alt="\$70B digital market box"

Off-Site SEO

Technical Audit: Backlink Audit

Backlink audit using the [Moz OpenSite Explorer](#) tool, on Udacity.com.

Three of the top backlink URLs for the website.

	Backlink	Domain Authority (DA)
1	7 Ways to Figure Out This Coding Thing	100
2	Massive Open Online Courses Are Multiplying at a Rapid Pace	100
3	MOOCs, Large Courses Open to All, Topple Campus Walls	100

Link-Building

Link-building campaign using the [SEMRush](#) tool

Three relevant, high traffic sites to gain backlinks from to help drive traffic to [dmnd.udacity.com](#).

	Site Name	Site URL	Organic Search Traffic
1	Wired	https://www.wired.com/	5.4M
2	Mashable	http://mashable.com/	11.2M
3	Social Media Examiner	http://www.socialmediaexaminer.com/	190K

Page Speed - Google Page Speed Insights Mobile

PageSpeed Tools > Insights

GUIDES

REFERENCE

SAMPLES

SUPPORT



Mobile



Desktop

Poor

53 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.



Possible Optimizations

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 1 blocking script resources and 2 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

[Remove render-blocking JavaScript:](#)

<http://v.fastcdn.co/.../548/a5cb880a745154a6a1a45f3465215dfd.js>



Page Speed - Google Page Speed Insights Desktop

PageSpeed Tools > Insights

GUIDES REFERENCE SAMPLES SUPPORT

PageSpeed Insights

http://dmnd.udacity.com/

ANALYZE



Mobile



Desktop

Needs Work

72 / 100

This page is missing some common performance optimizations that may result in a slow user experience. Please investigate the recommendations below.

Possible Optimizations

Optimize images

► [Show how to fix](#)




SEO Recommendations

1. Improve the metadata - There is an opportunity to capture the attention of people looking to learn digital marketing by improving the DMND site's title tag, description, and alt tags. Making the metadata more detailed and specific will help improve the search rankings of the site as it will start to come up more in relevant searches. With a richer title and description that meets the character parameters, searchers will immediately see what DMND does in the title and description snippets of Google and other search engines.
2. Content marketing/blogging - Establish DMND's expertise in digital marketing education along with Udacity's experience in online learning with a long-term, continuous content marketing strategy. Consistent blogging about the digital marketing topics that comprise the core of the DMND program will help to build awareness, drive traffic, and improve search rankings.

SEO Recommendations (Continued)

3. Link-building - Pursue and promote relationships with well-trafficked, respected, online and offline media publications that focus on future technologies, digital, jobs, and education that will lead to links in those sources. As DMND starts to gain more and more backlinks from reputable sources to the point that they become a preponderance, that will build brand awareness and status, increase CTR/traffic, and drive conversions.
4. Mobile optimization - Mobile page speed for the DMND site is poor with a score of 53/100 and Although the 4 second load time is comparable to other sites in the same category, there is an Estimated loss of 10% in site visitors because the load time is over 3 seconds. Therefore, Making the site more mobile friendly by increasing the page speed and lowering the load time to below 3 seconds should eliminate the 10% loss in visitors and actually garner a gain for the site by putting it ahead of the competition.



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Run an Adwords Campaign

Adwords Campaign Summary

In the Google Adwords campaign I conducted, the course I marketed on Google was the Udacity Introduction to Virtual Reality online free course and the target market was Canada. In designing the two ad groups, I structured each ad to focus on a different feature of the course. The first ad group focuses on the introductory nature of the class and the second on the content learned in the class. I created clear, accurately descriptive headlines and a URL that matched the wording of the ad to eliminate confusion during online searches.

Based on the landing page copy, I developed a list of keywords that matched the content of the site and potential search terms. I expanded my keyword list based on Google's suggestions of similar keywords with high monthly searches and keywords relevant to the aspect of the course highlighted in each ad.




Adwords Campaign Summary (Continued)

The marketing objective of the campaign was to run 2 ad groups made up of 2 ads each in the Canadian market for an overall total budget of \$100, at \$15 per day, and at a CPC rate of \$3 for a total of 5 days. The goal was to get 10 people to sign up for the free introduction to virtual reality course.

The primary KPIs of the campaign were the total number of conversions, which are the total number of people in Canada that signed up for the free class over the 5 days of the campaign and the total CPC for each conversion.




Ad #1

Preview  Mobile | Desktop

Free Virtual Reality Intro - Beginner VR Course

 udacity.com/free-course/virtual-reality

Learn the basics of VR development and become a VR developer

Preview  Mobile | Desktop

Learn VR Programming - Free Beginner Course

 udacity.com/free-course/virtual-reality

Gain basic skills in VR development and become a VR developer

Keyword List - Ad Group #1

Introduction to virtual reality

virtual reality introduction

Virtual reality intro

Virtual reality intro class

Virtual reality intro course

Virtual reality class

Virtual reality course

Virtual reality beginner class

Virtual reality beginner course

Free virtual reality class

Free virtual reality course

Learn virtual reality

Learn VR technology

Learn virtual reality programming

Become a VR developer

VR developer

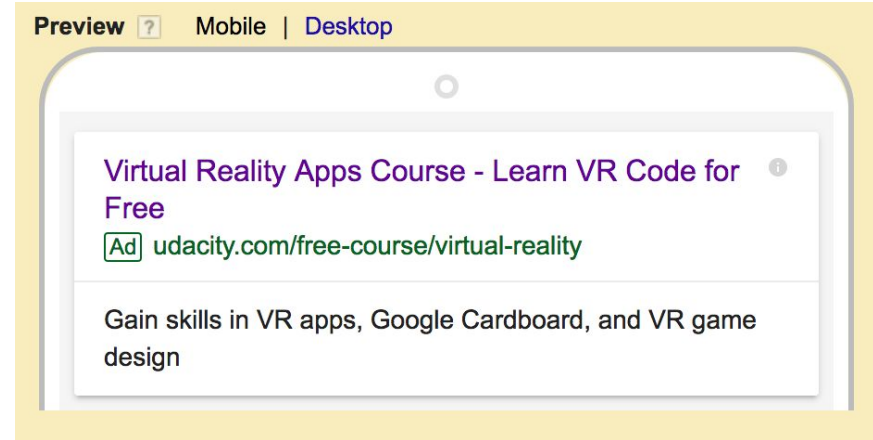
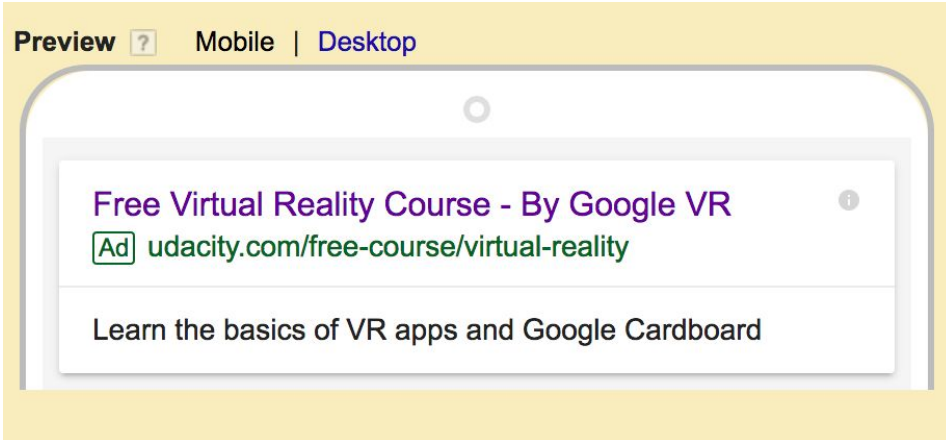
VR course

Virtual reality online course

Virtual reality programming

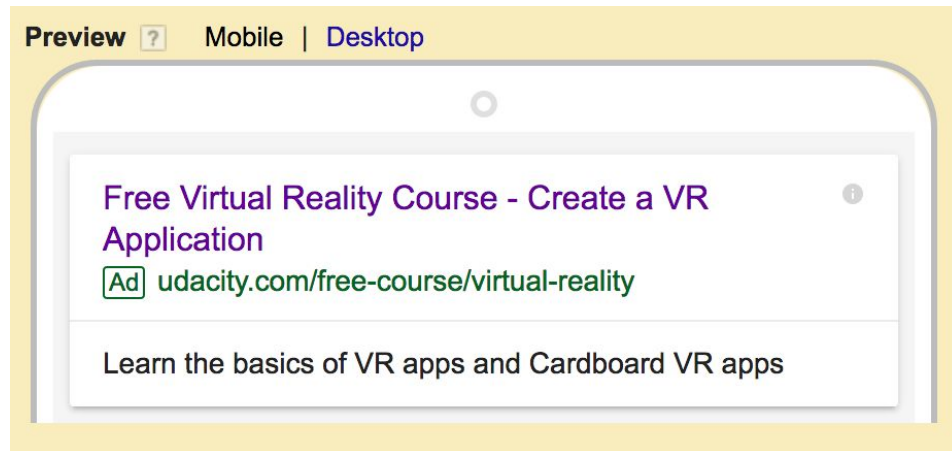
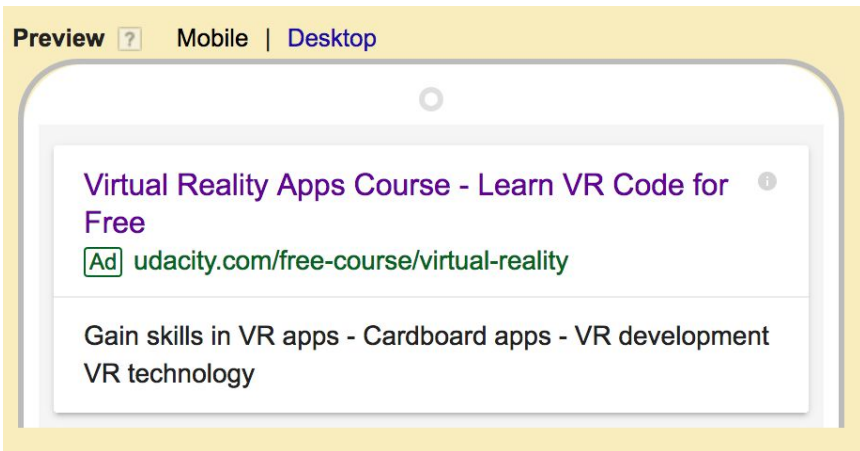
VR programming

Ad #2



Ad #2: Revised

The trademarked word “Google” prevented the original ads from being served and had to be eliminated from the ads.



Keyword List - Ad Group #2

VR code

VR coding

VR development

Google cardboard

Google cardboard app

Google cardboard VR

Google VR cardboard

Cardboard app

Cardboard vr apps

Cardboard VR

Virtual reality apps

VR apps

VR application

VR applications

Unity platform

Programming for virtual reality

VR game programming

Game design

VR design

VR game design

Adwords Campaign Recommendations:

Ad Groups

- Based on the performance of the ad groups, I recommend that the focus be put on Ad Group 1, which emphasized the introductory aspect of the free virtual reality class. This ad group had a CTR rate (3.02%) that was basically 2 times higher than Ad Group 2 (1.31%) despite a rate of impressions that conversely was almost 2 times lower. Finally, Ad Group 1 also delivered 2 conversions vs. only 1 conversion for Ad Group 2.
- In terms of the ads, Ad 1 in Ad Group 1 delivered the most clicks (15) and impressions (499), a CTR of 3.01% and CPC of \$2.26. This was also the ad within that ad group that resulted in 2 new sign ups. That being the case, clicks and impressions need to increase in order to achieve a higher CTR and higher number of conversions.



Adwords Campaign Recommendations: Continued

Ads

- I would create different versions of Ad 1 which highlights the fact that it is an introductory course in virtual reality. That factor needs to remain an emphasis in the various iterations of the ad.
- Different versions of the ad would need to be A/B tested to narrow down the ad text and keywords which are the most effective in generating impressions, driving traffic, and CTR, at a cost-effective CPC in order to increase the number of conversions at a lower CPA. This would lower the overall cost of the campaign and increase positive ROI.



Adwords Campaign Recommendations: Continued

Keywords

- Refine the two keyword lists by eliminating from each list the phrases that returned negative results across the board and produced zero clicks and impressions.
- Combine the highest performing keywords from the two lists to create one targeted list that has terms that focus on the introductory nature of the course and the content.
- Use the targeted keyword list to make changes to the landing page that reflect these keywords that have a high rate of impressions and a high CTR.



Adwords Campaign Recommendations: Continued

A/B Testing of Ads

- Hone and refine the ads by conducting A/B tests of the ads based on Ad 1 from Ad Group 1, which focused on the beginning aspect of the course.
- Use the new targeted keyword list in each of the A/B tests to ensure ensure that only 1 element at a time is varied. The headline or description would vary but the keyword list would remain the same.
- Pair and test different versions of the high impression/high CTR keywords in the ads to see which pairings do better.



Adwords Campaign Recommendations: Continued

A/B Testing of Ads

- An example of an ad with a high impression/high CTR keyword pairing:

Virtual Reality Introduction - Free VR Course
Learn the basics of VR apps and Cardboard Apps

Virtual Reality Introduction - Free VR Course
Learn the basics of Virtual Reality Apps and Game Design

- *Virtual Reality Introduction* and *VR Course* have a high CTR
- *VR Apps*, *Cardboard Apps*, *Virtual Reality Apps*, and *Game Design* have a high rate of impressions

Adwords Campaign Recommendations: Continued

A/B Testing of Ads

- A/B testing these keyword pairings by varying the description will demonstrate which terms deliver the highest number of impressions and clicks. Gathering these metrics will in turn lead to creating a targeted ad that will deliver a higher rate of conversions at a lower CPA for an increased positive ROI.



Adwords Campaign Recommendations: Continued

Landing Page Changes

- Update the landing page to Incorporate keywords related to learning virtual reality that return a higher rate of impressions, receive a greater number of clicks, and generate a higher CTR.
- These high performing keywords are the same ones highlighted previously in the keyword recommendations. Among the high impression keywords are *VR Apps*, *Virtual Reality Apps*, *Cardboard Apps*, and *Game Design*, none of which are currently included on the landing page. The high impression keyword *VR Developer* does appear on the landing page 6 times. The page should be updated in a similar fashion to include the additional keywords noted.
- The recommendation is the same for the keywords with a high CTR, which include *Virtual Reality Introduction*, *VR Course*, and *Virtual Reality Online Course*.




Adwords Campaign Recommendations: Continued

Segmentation

- A look at the cities that did deliver a conversion, showed that those signups did not come from the large, urban tech centers of Toronto, Vancouver, Calgary, Montreal, and Ottawa. Instead, two of the cities, Fredericton, New Brunswick and Vernon, British Columbia have a population under 100,000 with 56,224 and 58,584 respectively. The third signup occurred in Hamilton, Ontario with a significantly larger population of 536,917.
- There aren't enough signups to infer which cities would be best to target, but the information from this campaign indicates the smaller cities should not be discounted in future campaigns. According to Wikipedia, Fredericton "contains a growing IT and commercial sector."





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Evaluate a Display Advertising Campaign

Display Advertising Campaign Summary

In the display advertising campaign I evaluated, the marketing objective of the campaign was to sign up students for the Digital Marketing Nanodegree. The cost of each degree is \$999. The profit margin is 30%, which amounts to \$299 in profit for Udacity for each student that signs up for the program. Udacity ran two different advertising campaigns. One was a display advertising campaign, and the other was a video advertising campaign.

Using the formulas featured below, I calculated the number of signups, the cost per acquisition (CPA), and return on investment (ROI), for both campaigns. This allowed me to determine which campaign, ad groups, and keywords performed the best.

Conversion Assumption: 0.2% Conversion via Landing page











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

CPA: Cost of Campaign / # sign ups = CPA

ROI: $[(299 \text{ Profit}) - \text{CPA}] * \# \text{ of Student Sign Ups} = \text{ROI}$

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign

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

Display Image Campaign: Key Results Overall ROI

Creative	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1,973	282,066	0.70%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$872.51	0.002%	4	\$218.12	\$323.52



Display Image Campaign: Key Results Overall ROI

The overall ROI of the campaign was negative. As already established, the cost of the Digital Marketing Nanodegree is \$999 and Udacity makes \$299 for each student that signs up, a profit of 30% per student. The total cost of the campaign was \$872.51 with a cost per acquisition (CPA) of \$218.12 and the campaign resulted in 4 new sign ups, which led to a negative total ROI of \$323.52. The campaign also achieved a CTR of 0.70% over 282,066 impressions, and a low CPC of \$0.44.



Display Image Campaign: Ad Results

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

<input type="checkbox"/>	<input type="radio"/>	Ad	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input type="radio"/>	<div><div>A</div><div><div>Become a Digital Marketer</div><div>Become a Digital Marketer, learn through real-live advertising projects</div><div>Learn from the biggest names in the industry, and gain experience with real-live projects</div><div>Udacity</div></div><div></div><div>Preview ad</div></div>	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	\$0.45	\$686.27
<input type="checkbox"/>	<input type="radio"/>	<div><div>B</div><div><div>Become a Digital Marketer</div><div>Become a Digital Marketer, learn through real-live advertising projects</div><div>Learn from the biggest names in the industry and gain experience with real-live projects</div><div>Udacity</div></div><div></div><div>Preview ad</div></div>	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	\$0.42	\$186.24

Display Image Campaign: Ad Group Results Table

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1,531	216,199	0.71%	\$0.45	\$686.27	0.002%	3	\$228.75	\$210.75
Creative - B	442	65,867	0.67%	\$0.42	\$186.24	0.002%	1	\$186.24	\$112.76

Display Image Campaign: Ad Group Results

The display ad campaign consisted of 2 identical ads except for the image used in each. Creative A featured two professional co-workers, a male and female, holding a tablet and having a discussion. Creative B pictured a desk with a smartphone, headphones, a cup, and laptop keyboard.

As the table comparing Creative A and Creative B shows, Creative A outperformed Creative B. Creative A received 216,199 impressions, a CTR of 0.71%, and a CPC of \$0.45. Creative B received 65,867 impressions, a CTR of 0.67%, and a CPC of \$0.42.



Display Image Campaign: Ad Group Results (Continued)

Total spending for Creative A was \$686.27 and it generated 3 new students at a CPA of \$228.75 each for a negative ROI of \$210.75. Total spending for Creative B was \$186.24 and it resulted in 1 new student at a CPA of \$186.24 for that 1 student, a negative ROI of \$112.76.

While Creative B had a lower CPC rate of \$0.42 vs. \$0.45 for Creative A, the higher number of clicks for Creative A (1,531 vs. 442) and higher CTR rate led to a conversion rate over 3 times that of Creative B.



Display Image Campaign: Keywords

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

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

Display Image Campaign: Keyword Results Table

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	Marketing Online	236	20750	1.14%	0.5	\$118.64
2	Online Marketing Course	226	38259	0.59%	0.28	\$63
3	Digital Marketing Training	57	8224	0.69%	0.54	\$30.75
4	Marketing Courses	19	1999	0.95%	0.27	\$5.14
5	Marketing Careers	14	2998	0.47%	1.68	\$23.50



Display Image Campaign: Keyword Results

There were 2 keywords on the display image campaign keywords list that clearly received a higher number of clicks than any of the others: *Marketing Online*, which received 236 clicks and *Online Marketing Course*, which was close behind with 226 clicks. Although *Marketing Online* generated fewer impressions at 20,750, it had a higher CTR of 1.14%, whereas *Online Marketing Course* had a higher number of impressions at 38,259 but a lower CTR of 0.59%.

Since CPC for *Marketing Online* was \$0.50 and total cost was \$118.64, almost twice as much than CPC for *Online Marketing Course* which was \$0.28 with a total cost of \$63, I would continue to use both of these keywords because they each present an advantage. One had a higher CTR but was more expensive; the other had a lower CTR rate but cost less. They are both generating a high number of clicks, CTR, and impressions.



Display Image Campaign: Keyword Results (Continued)

The keyword *Digital Marketing Training* is another keyword that performed well with 57 clicks out of 8224 impressions and a CTR of 0.69%, a CPC of \$0.54 and total cost of \$30.75.

Marketing Courses had the highest performing CTR on the keyword list with 19 clicks for a 0.95% CTR despite a lower impression rate of 1,999. The CPC was \$0.27 and total cost was \$5.14. This keyword shows great potential and is one that I would focus on in future campaigns.

Marketing Careers is another keyword that I would look at as it performed relatively well with 14 clicks over 2,998 impressions for a CTR of 0.47%. It did have a higher CPC of \$1.68 but overall cost was relatively low at \$23.50.

Display Video Campaign: Overall Results

Review below the overall results of the Display Video Campaign

<input type="checkbox"/>	● ↓	Ad group	Status [?]	Max. CPV [?]	Ad group type [?]	Impr. [?]	Views [?]	View rate [?]	Cost [?]	Avg. CPV [?]	Clicks [?]	CTR [?]	Avg. CPC [?]
<input type="checkbox"/>		short trailer DM education keywords	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	54,312	10,622	19.56%	\$290.21	\$0.03	453	0.83%	\$0.64
<input type="checkbox"/>		short trailer DM large keyword list	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	103,205	19,261	18.66%	\$535.40	\$0.03	1,439	1.39%	\$0.37
		Total - all but removed ad groups				157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
Total - all ad groups						157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
Show rows: 50 ▾ 1 - 2 of 2													

Display Video Campaign: Overall Results ROI



Creative	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1,892	157,517	1.20%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$825.61	0.002%	4	\$206.40	\$370.40

Display Video Campaign: Key Results Overall ROI

The overall ROI of the display video campaign was negative. As previously noted, the cost of the Digital Marketing Nanodegree is \$999 and Udacity makes \$299 for each student that signs up, a profit of 30% per student. The campaign achieved 157,517 impressions, 1,892 clicks, and a CTR of 1.20%. The campaign also received 29,883 views, a view rate of 18.97%, and a CPV of \$0.03. The total cost of the campaign was \$825.61 with a CPC of \$0.44. The CPA was \$206.40 with a total of 4 new student sign ups which resulted in a negative ROI of \$370.40 as the 4 sign ups generated a loss of \$455.

Display Video Campaign: Ad Results

Review below the Ad Results of the Display Video Campaign

<input type="checkbox"/>	<input type="radio"/>	Ad	Ad group	Status [?]	Video	Impr. [?]	Views [?]	View rate [?]	Avg. CPV [?]	Cost [?]	Clicks [?]	CTR [?]	Avg. CPC [?]
<input type="checkbox"/>	<input checked="" type="radio"/>	Short trailer 	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	\$0.03	\$290.21	453	0.83%	\$0.64
<input type="checkbox"/>	<input checked="" type="radio"/>	Short trailer 2 	short trailer DM large keyword list	Campaign paused	Become a Digital Marketer	103,205	19,261	18.66%	\$0.03	\$535.40	1,439	1.39%	\$0.37

A

B

Campaign A - Short Keyword List

Campaign B - Large Keyword List

Display Video Campaign: Results Table

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54,312	0.83%	\$0.64	\$290.21	0.002%	1	\$290.21	\$8.79
Campaign B	1,439	103,205	1.39%	\$0.37	\$535.40	0.002%	3	\$178.46	\$361.62

Display Video Campaign: Ad Group Results

The results of the display video campaign indicate that Video B performed better than Video A across all metrics. Video B received a higher number of impressions 103,205 vs. 54,312 for Video A. This produced a higher number of clicks, CTR, and a higher number of conversions--3 total--compared to only 1 for Video A. Video B also generated a lower CPC of \$0.37 and CPA of \$178.46 for a negative ROI of \$361.62 as opposed to Video A with a CPC of \$0.64 and a CPA of \$290.21 for a total ROI of only \$8.79.



Display Video Campaign: Keywords

Review the Keyword results for the Display Video Campaign

<input type="checkbox"/>	●	Keywords [?]	Max CPV	Ad group	Status	Impr.	Views [?]	View rate [?]	Avg. CPV [?] ↑	Cost [?]	Clicks [?]	CTR [?]
<input type="checkbox"/>	●	internet marketing program	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	online marketing course	\$0.10	Video DMDN Launch	Campaign paused	1	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	web metrics	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	web analysis	\$0.10	Video DMDN Launch	Campaign paused	2	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	online marketing strategies	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%

This is an excerpt of the keyword list, the full list is [here](#)

Display Video Campaign: Key Results (Keywords)

The five keywords that appear to be the most successful based on the results of the campaign are *Ad Advertisement*, *Online Marketing Video*, *Digital Learning Courses*, *Learn Facebook Advertising*, and *Course Digital Marketing* all outlined in the key results chart. These five keywords received a combination of higher number of clicks and CTR, combined with low CPC rates.

The best performing keyword from the results was *Ad Advertisement*. In a comparison between *Ad Advertisement* and the next best performing keyword, *Online Marketing Video*, the numbers tell the story. *Ad Advertisement* had the highest number of clicks with 510 compared to 495 clicks. Although it had a lower number of impressions with 24,172 vs. 42,440, the higher number of clicks relative to impressions resulted in a higher CTR of 2.11% vs. 1.17% and a lower CPC of \$0.17 vs. \$0.51. The CPA was \$85.58 and the number of conversions was 1 new student. *Online Marketing Video* also generated 1 new student, but the CPA was essentially 3 times more at \$253.23. Finally total ROI for *Ad Advertisement* was \$213.42.

Recommendations for future campaigns

- Continue with both the display image and display video campaigns as both resulted in the same number of new signups .
- Focus on the ads that clearly performed better in both the display image and display video campaign.
- Optimize the display image campaign by concentrating on the creative for Ad A, which featured 2 professionals. Further refine that ad by customizing it for regional markets and varying the pair of professionals represented.
- Conduct A/B testing of the display image campaign by changing the description of the 2 ads to see if that will increase the CTR and lead to more sign ups. Utilize the keyword results and take the 2 keywords that delivered the highest number of impressions, clicks, and CTR--*marketing online* and *online marketing course*--and A/B test each one in the description of an ad.
- The keyword list used in the display image campaign can also be further targeted by removing the lowest performing keywords and expanding on the list of highest performing keywords.



Recommendations for future campaigns (Continued)

- The keyword list for the display video campaign can be enhanced by taking the highest performing keywords from both ads to create one targeted list of the best keywords.
- To further improve the display video campaign perform an A/B test of the thumbnail creative that uses digital marketing terms such as SEO, and SEM instead of the course partners such as Facebook and Google.
- Create even shorter length versions of the display video ad to test whether shorter 30 and 15 second videos will improve the CTR.





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Market with Email

Email Marketing Campaign Summary

In the email marketing campaign for Udacity Blitz I used Mailchimp to create a three touch email plan directed at the target persona that would be the ideal customer for Blitz. Based on earlier research, that persona was found to be a 38 year-old, male marketing executive concerned with lead generation and getting more budgetary/staff resources whose goal was to drive growth and increase revenue.

In order to measure the effectiveness of the campaign, the KPI tracked for the first two (2) emails was number of unique clicks and for the third email, it was the conversion rate--the number of new clients gained.



Email Content Plan

Email Content Plan			
	Email Topic	Marketing Objective	KPI
Email #1	<i>Blitz Happy Hour</i>	Engagement	<i>Number of Unique Clicks</i>
Email #2	<i>Free 30 Minute Consultation Offer</i>	Engagement	<i>Number of Unique Clicks</i>
Email #3	<i>Consultation Follow Up & Project Worksheet</i>	Conversion	<i>Conversion Rate</i>



Email #1

Email Content Plan

Subject Line	Body Summary	Visual	CTA	Link
<i>Join us for Happy Hour on Thursday, September 21</i>	<ul style="list-style-type: none">• <i>Information about the event</i>• <i>When - Date and time</i>• <i>Where - location it will be held</i>	<i>Udacity Blitz Logo & Image of Margarita Cocktails</i>	<i>RSVP Now</i>	<i>Udacity Eventbrite Registration page</i>

Email #2

Email Content Plan		
Marketing Objective	Subject Line	CTA
Engagement	<i>Sign up for your FREE 30 minute consultation</i>	<i>Sign Up Now</i>



Email #3

Email Content Plan		
Marketing Objective	Subject Line	CTA
Conversion	<i>Build and Market your dream idea with Udacity</i>	<i>Start Now</i>



Email Copy: Email #1

Subject Line: Join us for Happy Hour on Thursday, September 21

Body: Mix, Mingle, and learn about Udacity Blitz while you enjoy cocktails and tacos!

Date & Time: Thursday, September 21 / 6p - 8p

Where: Bacari PDR, 6805 Vista Del Mar Lane, Playa del Rey, CA 90293

310-439-2100

CTA: RSVP Now

Link for CTA: Udacity Eventbrite registration page

Email Screenshot: Email #1- Subject Line

[Test] Join us for Happy Hour on Thursday, September 21st!



Inbox x

UDACITY/Digital Marketing Nanodegree x



Boomerang this? the day before

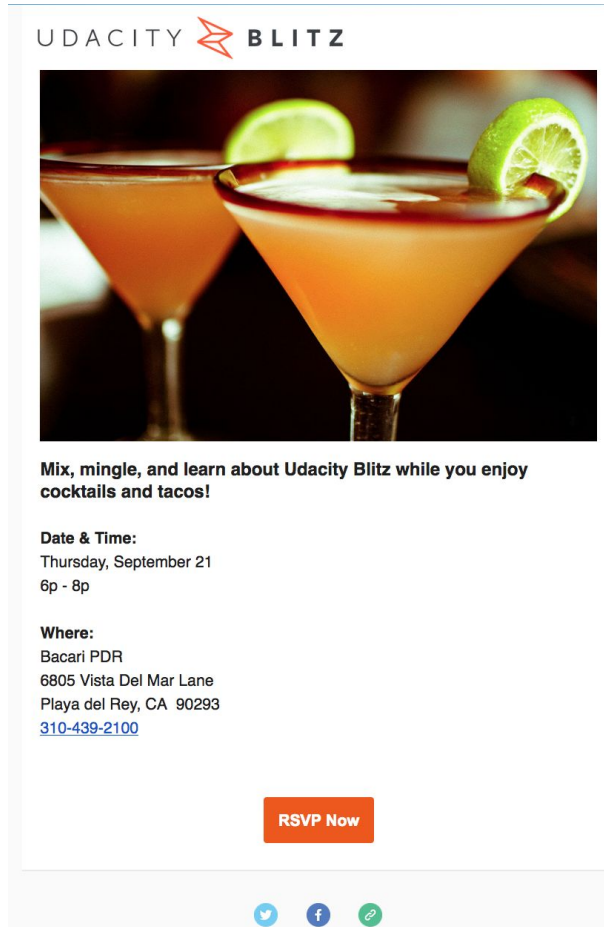


Sep 21, 2017 6:45AM.

Confirm



Email Screenshot: Email #1 - Body



Email Screenshot: Email #1- Footer

Copyright © 2017 Blitz, All rights reserved.

You are receiving this email because you are on my contact list.

Our mailing address is:

Blitz

[9100 S Sepulveda Blvd](#)

[Suite 208](#)

[Los Angeles, CA 90045](#)

[Add us to your address book](#)

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

MailChimp

Results: Email #1

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	0.22	225

Results: Email #1(Continued)

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsubscribed
180	0.08	75	0.03	30

Final Recommendations

My marketing objective is to get recipients to click on the CTA in Email #2, which is to sign up for a free 30 minute consultation with a Udacity Blitz account executive to learn about the services the agency offers, how it works, and what the potential client needs. With that goal in mind, the objective is to increase the CTR.

In order to achieve a higher CTR, I would conduct further A/B testing to hone in on creating an enticing and engaging subject line that recipients would feel compelled to open. Even more importantly though, I would focus on making the body of the email concise, direct and visually appealing. Equally imperative is providing value to the recipient in that email so that they know from the onset that working with Udacity Blitz is going to be of benefit to them and their company. People have a very limited amount of time and short attention spans. Therefore, it has to be very clear and upfront what is in it for them.



Final Recommendations (Continued)

I would craft a bulleted 3-line micro case study that outlines company A's problem/need, the solution provided by the Udacity Blitz team, and the results in order to show the value of hiring Udacity Blitz talent.

Sample Micro Case Study:

Problem: Mushmina handcrafted accessories wanted to increase awareness of their brand

Solution: Udacity Blitz digital marketer created a 3-month Facebook campaign to increase awareness of Mushmina

Result: Mushmina likes increased by 30%, Engagement increased by 40%, and Followers increased by 900.

Final Recommendations (Continued)

I would end with one sentence that leads into and reinforces the call to action.

“Schedule your 30 minute consultation to take your dream project to the next level.”

Call to Action: Sign up Now

For Email #3 there are two versions. Version A is a follow up email to those who did attend the happy hour but did not respond to Email #2. Version B is a much more personalized email with a brief project worksheet attached for those recipients who took action on Email #2 and scheduled a free 30 minute consultation.



Final Recommendations (Continued)

Version B is designed to convert recipients into customers. These emails will be addressed to individuals by name and include a brief one-page worksheet outlining their project needs and how a Udacity Blitz team member can work with them to address that need.

The body of the email will include at the top a thank you for the consultation and then let them know the worksheet is attached and how excited Udacity Blitz is to start working with their company.

The closing will be a short line that leads into the CTA such as, “To start your project click Start Now.”

Call to Action: Start Now

Recipients who take action on Email #3 will trigger a fourth follow-up email that includes a contract with terms of agreement and a sample statement of work (SOW) that prepares the client for what to expect.

Final Recommendations (Continued)

Finally, there are 30 unsubscribes which must be addressed. It's critical to keep email lists current and to remove unsubscribes from the list in order to comply with CAN-SPAM laws which require that unsubscribes be removed from email lists within 10 days. You also want to avoid being mistakenly categorized as a spammer, which can occur if recipients continue to receive unwanted emails and complain about you to their ISP or block you as a spammer. This could result in your ISP terminating your service, your website being shut down, and your emails being blacklisted by target mail servers.

I would evaluate the reason given for unsubscribing from the list. Were the emails too frequent or not relevant to the recipient? Create a plan to address these issues to prevent and/or minimize current and future subscribers from choosing to remove themselves from the list.



Final Recommendations (Continued)

To summarize:

- Throughout the entire process maintain a clear campaign objective and corresponding KPIs
- Continue to A/B test using a statistically significant sample group
- Analyze results
- Act on the results by making necessary changes/updates
- Stay on top of the latest techniques in email marketing





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