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of characters. Platform 3 and Post LinkedIn #DigitalMarketing #DigitalMarketing page Marketing content on professional platforms such as LinkedIn • Display ads on famous marketing blogs • Youtube video ads in the beginning of videos without a skip option • Market on social Media Guide on the landing page • Gain names and emails addresses of those who want to download the e-book • Run an email marketing campaign SEO Display ads on targeted sites, such as LinkedIn Video ads on Youtube Link to download e-book on landing page Throll Now' option on social media ads and display ads Confirmation of enrollment/download of e-book, through Email Access to media links such as Google Adwords and DMND Facebook campaign account 9. Keyword with the Greatest Potential • Head Keyword with greatest potential Digital Marketing Nanodegree Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Best course online for digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Best course online for digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Digital marketing Difficulty: 33; Priority: 43 • Tail Keyword with greatest potential Digital marketing Difficulty: 45 • Tail Keyword with greatest potential Digital marketing Difficulty: 45 • Tail Keyword with greatest potential Digital marketing Difficulty: 45 • Tail Keyword with greatest potential Digital marketing Difficulty: 45 • Tail Keyword with greatest potential Digital marketing Difficulty: 45 • Tail Keyword with greatest potential Digital marketing Difficulty: 45 • Tail Keyword with greatest potential Digital marketing Difficulty: 45 • Tail Keyword with greatest potential Digital marketing Difficulty: 45 • Tail Keyword with greatest potential Digital marketing Difficulty: 45 • Tail Keyword with greatest potential Digital Marketing Difficulty: 45 • Tail Ke brand. The CR is higher because people who clicked on the ad are likely to know more about technology, and get converted. This course would look like, for free! For them, it's a free opportunity to learn, hence the highest number of clicks. 71. Also applied lookalike customers to reach a larger number of people with similar interests. Recommendations • Pausing the non-performing ads and focusing on the first ad • Working on changing text as per A/B test results in certain ads • Adding a video ad on Youtube (a short one) at the very beginning with no option to skip it • Changing the target audience for the second ad. Revision Title Tag Udacity Digital Marketing Nanodegree Program Website Meta- Description Note: The current Meta description is long as per the Meta data guidelines. Outro CTA Learn More 98. 67. O How much did you have to spend per click? Online Learning 6. Image Source: 18. Be sure to use a mix of branded and non-branded Keywords. 3555 (Max CPC bid \$3) 61. TARGET PERSONA 7. The course is aimed at preparing you for the digital world and also provides career support. Free Course 34 2.96% \$0.87 5 14.71% \$5.89 Python Programming 15 2.01% \$1.72 4 26.67% \$6.45 HTML 19 8.84% \$0.99 2 10.53% \$9.45 60. List three of the top backlink URLs you discovered for the website.

Alt tags are important for the web crawler to be able to read images as it can only read text and not images and videos. 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. Changed image as the one I'd chosen before had too much text on it which was taking away from the picture. Using it in the blog title itself will bring more traffic. Part 3 Build & Send 101. Each image should aim to have minimal text and more interesting visuals. Please use this equation to calculate ROI: i. (\$15*# of leads)/cost=ROI for DMND Calculation- (\$15* 243)/99.63 = 36.58 Cost calculation- Cost per result (0.41) * Total no. of results (243) The ROI was very good as the campaign earned \$36.58 on every dollar spent. It is important to index pages in order to get better page rankings. 73. The idea is to brand DMND by etching it into the minds of viewers. The current picture has a Facetime screen which might lead one to believe that one will be given video chat access to mentors during the course which is misleading 89. Image source: 19. Part 4 Performance Testing 46. 68. The title is clear, consize and addresses the main complication: confusion in choice/recommendation and why. Part 5 Recommendations 50. Marketing Tactics Custom er Journey Awareness Interest Desire Action Post Action Message • Description of the DMND program • Special features of the course • Career/ placement services • Details of mentors • 15% off on enrolling within the week • Download e- book- Soical Media Marketing Guide Sign-up for updates from Udacity Transferred Enrol now Transferred market content. Ad Group 1, Ad 1 12 2.06% \$1.62 4 33.33% \$4.85 Ad Group 1, Ad 2 3 1.73% \$2.13 0 0.00% \$0 Ad Group 2, Ad 1 48 3.51% \$1.03 5 10.42% \$9.93 Ad Group 2, Ad 2 13 4.71% \$0.83 2 15.38% \$5.42 59. This is the best platform given the target persona is a working professional seeking to upgrade skills for a better career. 27. Page Index Using the Pingler tool, research how many of DMND's or your company's website pages are indexed by Google. For eg, Be an Online Entrepreneur- Become a Digital Marketing. 1. Alt-Tag 1 1536606167-13815763-960x480-medium.jpg Alt-Tag 2 1536606181-35155776-97x120-SOB-White.png Alt-Tag 3 1536606168-13720038-892x44-logospartners.png Alt-Tag 4 1536606169-13814963-862x403-image-digital-market.png 37. Got an image without text on it (copyright free images) Initially I'd chosen Canada, Australia, United States and India as target countries (target persona is from India but I wanted to expand the country base). Even in this instance, the headline "Learn HTML5 Canvas | Free Courses at Udacity" with the word 'learn' seemed to achieve a greater result in terms of CTR. Also, rather than adding a quote from the program lead, the ad could feature a student's quote (someone who has already completed the course and is successfully placed in a new job (as a result of DMND). a. Which ad performed best? The keywords 'Free Course' performed the best with highest conversions and lowest cost per conversions and lowest cost per conversions. Used minimal text and more picture focus with a direct link to click (If pictures are interesting they might attract more clicks). 74. Analysis: HTML5_Canvas_Awareness focuses on awareness. The first ad performed the best with the highest no. The below screenshot shows a section from the landing page. Ad Set Data: Engagement 34. As the total number of conversions (4) leads to a high net CR percentage. 78. An A/B test with a different, preferably shorter text is recommended. O 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? 63. The keyword HTML seems to draw interest from people not at an advanced stage in technological awareness. The headline "Learn HTML5 Canvas Online Free | HTML5 Canvas Course" is more of an encouragement for interested people to act on it by enrolling for the free course. Technical Audit: Backlink audit on the webpage you have chosen. If I had the chance to redo the campaign, I'd pause this ad within the first day and a half or so rather than waiting longer. Targeting can be made more specific by including small to medium sized businesses, as large conglomerates will most likely have their own digital marketing teams/agencies doing their work. Suggestion 3: Adding partner logos on the left such as BambooHR, Buzzfeed etc.. How close did you get to your max. Ads: Ad group 2, Ad 2: CTR: 4.71% Ad group 1, Ad 1: CR: 33.33% Analysis: HTML5_Canvas_Interest, Ad 1 has a higher CR probably because it is more in line with the ad group motive - Interest. If pages are not indexed, the search engine is unable to retrieve data and fails to show relevant content with keywords. 64. Suggestion 2: The Udacity logo must stand out as part of branding. Part 4 Results, Analysis, and Recommendations 87. Although SMART is used for campaign objectives, some components may be used here as well such as being 'specific'- in this case, DMND; 'Time-bound'- something like 'Open for enrollment/Enrol now'. - I'd link this course to a course in Python Programming instead of Front End Web Development as the keywords 'Python Programming' have performed well and tend to attract more visits as Google picks up on the link relevance. Learning from top experts in the field, by the end of the programme, you will be a trained professional in Content Marketing; SEO; SEM; Display Advertising; Google Adwords; Google Analytics; Email Marketing; Social Media Campaigning and much more. Site Name Youtube Site URL Organic Search Traffic 837.4M Site Name LinkedIn Site URL Organic Search Traffic 48.1M 45. On cannot click on it either for more information. 24. In other words, the images need text description for better detection by crawlers. This blog post will talk about why I chose Digital marketing Nanodegree and my experience so far. Campaign Results: Demographics 29. Online Courses Digital Marketing Nanodegree from Udacity 3. URL: Current Title Tag Udacity Digital Marketing Nanodegree Program Website Meta-Description Gain real-world experience running live campaigns as you learn from top experts in the field. Instead of audience from partners' landing pages, the ad could be targeted towards Marketing professionals from small-medium sized firms Placing the above-mentioned ad on LinkedIn instead of partner sites Setting up A/B tests for ads that have chunky text. Creative Brief: Email 2 Overarching Theme: 3-5 Sentences General This email is intended to drive downloads for DMND Social Media Advertising Guide Subject Line 2 Learn More About Digital Marketing Preview Text How to use Social Media Advertising Guide Subject Line 2 Learn More About Digital Marketing Preview Text How to use Social Media Advertising Guide Subject Line 2 Learn More About Digital Marketing Preview Text How to use Social Media Advertising Guide Subject Line 2 Learn More About Digital Marketing Preview Text How to use Social Media Advertising Guide Subject Line 2 Learn More About Digital Marketing Preview Text How to use Social Media Advertising Guide Subject Line 2 Learn More About Digital Marketing Preview Text How to use Social Media Advertising Guide Subject Line 2 Learn More About Digital Marketing Preview Text How to use Social Media Advertising Guide Subject Line 2 Learn More About Digital Marketing Preview Text How to use Social Media Advertising Guide Subject Line 2 Learn More About Digital Marketing Preview Text How to use Social Media Advertising Guide Subject Line 2 Learn More About Digital Marketing Preview Text How to use Social Media Advertising Guide Subject Line 2 Learn More About Digital Marketing Preview Text How to use Social Media Advertising Guide Subject Line 2 Learn More About Digital Marketing Digit for Advertising and run successful campaigns Body Digital Marketing Nanodegree (DMND) is aimed at helping you become a trained digital professional. Key Campaign Results (Campaign & Ad Groups) Ad Group Max. Topic 3- How To Choose The Best Course Online for Digital Marketing As per analysis, 'best course online for digital marketing' is the greatest potential tail keyword. So even if they are multitasking, they can hear the content even if they miss the visuals. Part 4 Sending & Analyzing Results 104. Head Keywords 1 Digital Marketing Best course online for digital marketing 2.

Adding engaging audio-visual content is recommended I'd make better use of MailChimp's creative tools, perhaps with a paid version. Meta tags: The current Meta description is long as per the Meta data guidelines. Cost HTML5_Can vas_Awarene ss \$3.00 (enhanced) 1,644 61 3.71% \$0.99 7 11.48 % \$8.64 \$60.47 Total 2,400 76 3.17% \$1.14 11 14.47 % \$7.84 \$86.27 58. HTML5_Cavas_Interest got a CR of 26.67% on 15 clicks. For eg, someone could be a social media enthusiast as a hobby rather than for business. - The 'Course Leads' and 'What Will You Learn' section should be at the top instead of the bottom. Email Series Email 1: Digital Marketing Nanodegree | Enroll Now Email 2: Download the DMND Social Media Advertising Guide Today! Email 3: Thanks for your Subscription! 95. Explain why having a mobile-optimized is important. to target potential customers. The Average Cost per Click was also the lowest (\$0.87). Whereas ad 2's headline "Free Course HTML5 Canvas | From Pixels to Animation" doesn't encourage action in particular. DMND Budget Allocation 10. Page speed is important as it: a) improves ranking Potential (search engine) b) Improves user experience (conversion rate) 48. Making use of responsive ad format would be highly beneficial as the affinity audience in this case, social media enthusiasts and business professionals, are perpetually online either on laptops or phones while on the run. Eg, Facebook, Instagram, Twitter etc. Cost per Click Conv. Online Digital Courses 4. As a result, HTML got the highest CTR. Note: If you are doing the DMND challenge, dmnd.udacity.com is a new site, perform this exercise on Udacity.com. 75. Explain why the number of pages indexed is important. Something inspiring would be more appropriate. The word 'Learn' seems to have made an impact on the viewer to convert their interests into actions. Image source: 17. 54. 3. I'd set up an A/B test using Drafts & Experiments option mainly to test the audience gender stats. It will use the SCQA framework/Pyramid Principle. Adgroups: Ad group 1: HTML5_Canvas_Awareness CTR: 3.71% Ad group 2: HTML5_Cavas_Interest CR: 26.67% 62. The display ad targeted Affinity audience consisting of business professionals and social media enthusiasts. Suggestion 3: Changes to target audience are recommended. Key Campaign Results (Ads) Ad Clicks CTR Avg. Subject Line 1 Build A Career In Digital Marketing Subject Line 2 Gain Real-world Experience Running Live Campaigns Preview Text How to become a successful Digital Marketer Body The Digital World. Adding an action button is recommended. These backlinks should add value to the website and not be spam. HTML5 Canvas Awareness has a higher CTR as compared to HTML5 Cavas Interest, which although has a lower CTR, has more net conversions (7). I'd focus on the people who would have opened #1 and send them the Social Media Advertising Guide to encourage action 107. Marketing Objective & KPI

Marketing Objective - To achieve 15 enrolments for the DMND program in the month of July 2019 • KPI - No. of new student enrolments in July 2019 92. 4. 52. Calendar & Plan Email 1 Wk 1 - Mon Tue Wed Thu, Fri Email 2 Wk - 2 Mon Tue Wed Thu, Fri Email 3 Wk - 3 Mon, Tue Wed Thu Fri 99. Platform 2 and Post Instagram #DigitalMarketing #DigitalMarketingNanodegree #DMND #Udacity - Reason for choosing Instagram: Easy to use; hashtags saves the reading effort with people being busy; main content gets covered and leads them right to the hub (blog link); platform is widely used by the target persona age-group. Nanodegree 35. KPI No. of e-book downloads 23. Outro CTA Download Here 97. Most businesess rely on digital technology and content created most suitable for digital audiences. 86. Mobile-Friendly Evaluation Using the Think with Google tool, assess the mobile-friendly Evaluation Using the Think with Google tool, assess the mobile-friendly Evaluation Using the Think with Google tool, assess the mobile-friendly Evaluation Using the Think with Google tool, assess the mobile-friendly Evaluation Using the Think with Google tool, assess the mobile-friendly Evaluation Using the Think with Google tool, assess the mobile-friendly Evaluation Using the Think with Google tool, assess the mobile-friendly Evaluation Using the Think with Google tool, assess the mobile-friendly Evaluation Using the Think with Google tool, assess the mobile-friendly Evaluation Using the Think with Google tool, assess the mobile-friendly Evaluation Using the Think with Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the mobile-friendly Evaluation Using the Think With Google tool, assess the Mobile Evaluation Using the Think With Google tool Using the Think With Google tool Using the Think course. The generations that feel obsolete due to this or even the youth who'd like to learn more but do not have the reccomendations to do so, shall be encouraged and lead to DMND. 15. 2. Page speed score is 35/100 which is quite low. 80. Email No. Week One Week Two Week Three M T W T F M T W T F M T W T F Email 1 Email 2 Email 3 Color Key Planning Phase Testing Send Phase Analyze Phase 100. Suggestion 1: The above ad consists of too much text. Adding an option such as 'read more' or an action button which the viewer can click on, gives a temporary sense of access, if not more. This blog post will be designed in a 'How-to' type format with headings and dot points which clearly describe the factors that need to be considered and assessed before making a choice. What: Your Offer 3. Campaign Evaluation Results, Analysis and Recommendations 57. If page speed is low, user experience tends to get affected lowering the conversion rate and ranking potential. It also has a great search option using hash tags which makes it easier for prospective students to perform a search. The course name needs a mention for a SMART ad. Keywords 1. Using Moz Keyword Explorer tool, identify the Keywords you might target to drive users to this page. Creative Brief: Email 3 Overarching Theme: 3-5 Sentences General This email will be sent out to those who have downloaded the Social Media Advertising Guide Subject Line 1 Thanks for Downloading the Social Media Advertising Guide! Subject Line 2 Get the complete Digital Marketing tools Body Here's what Nanodegree graduates have to say! "Digital Marketing Nanodegree not only gave me an edge in the marketing field, but also added a feather in my cap by a raise in salary!" - Simon Gayle " After completing this course, I got an offer to join as a Digital Marketing Manager, which I was able to accept with confidence. It is used in the interest category. HTML5_Canvas_Awareness, Ad 2 resulted in a higher CTR due to similar audience behaviour. Campaign Evaluation 1. Evaluate the success of your campaign, given your marketing objectives. This information is very generic.. 6. In the 'A' part of SCQA, use of branded keywords will be most apt(Udacity) as it will not only link the story for the reader but also lead them to DMND. Who Are Our Customers? 1. It'll focus on the target persona and similar audience. DMND provides cutting edge solutions to digital marketing challenges, along with training from experts in the field. 56. How would you optimize this campaign? An A/B test with varying text is recommended. This Internationally accredited and accepted Nanodegree program has been carefully crafted keeping your convenience and professional needs in mind. Topic 1 - Why I Chose Digital Marketing Nanodegree' is the highest click through and keywords led to the highest potential head keywords led to the highest potential head keywords led to the highest potential head keywords as campaign results show that none of the tail keywords worked for this campaign (probable logic being that tech savvy people understand that Google is intuitive and picks up on keywords to search). Python Programming : Clicks -15 Avg CPC - \$1.72 Conversions - 4 Cost per Conversion - \$6.45 \bigcirc Which keywords performed best for you and why might that have been the case? of clicks, highest ROI (149.04) and the most conversions. Running live campaigns gave me the confidence to go out in the market feeling competent." - Nicole Stein. 51. It is important to index pages for accurate and fast retrieval of data as the search engine sifts through a large database to show relevant content that has the indexed keywords. Part 2 Create an Email Campaign 94. ROI: Budget Allocation for Media Phase Total Profit ROI Aware- ness \$10,000 7571 4 \$299 \$1,196 -\$8,804 Interest \$15,000 24364 24 \$299 \$7,176 -\$7,824 Desire \$25,000 64667 194 \$299 \$58,006 \$33,006 Total \$50,000 96602 222 \$66,378 \$16,378 14. 49. Key Results Campaign Results Reach Cost Amount Spent Ad One 77 ebook Downloads 16,052 \$0.30/result \$49.12 Overall 243 ebook Downloads 23,544 \$0.41/result \$98.79 26. Campaign Success! ○ Did your campaign Success! result in a positive ROI? 47. As popular observation would have it, this set of audience tends to have earphones plugged in more often than not. Creative Brief: Email 1 Overarching Theme: 3-5 Sentences General This email will be sent out to gain enrollments for the DMND program. 'Want to become a digital marketer? Backlink Domain Authority (DA) 1 Linkedin.com 97 2 Youtube.com 99 3 Plus.google.com 99 43. Display Image Campaign: Overall Results Find below the overall results of the Display Image Campaign targeting the Affinity Audience. Anything without a click option tends to get frustrating for the viewer and manipulates their minds into believing that the information is limited to what's been provided there. Since there is no baseline on conversion rate, it's difficult to comment on that. It needs to be concise in terms of no. Within the first couple of days, there were zero results so I changed the countries which were cheaper to target (googled a list of easy to target countries and chose a few): India, Thailand, Phillipines, Pakistan, Bangladesh, Sri Lanka. Results Email #1 After you have hit send on the first email of your campaign, you can spend some time analyzing the results. In contrast, there was a higher conversion rate for the interest ad group, because it was targeted towards people who already had some knowledge of technology. Therefore, placing a video ad with sound on a channel like Youtube or Buzzfeed (if it allows video ads) would be ideal for result-oriented reach. Although one can understand the context from this ad, ie, Digital Marketing as a field is growing and digital marketing is a fairly new phenomenon. "It isn't really surprising to learn that women are more social media for personal connections, staying in touch with friends and family, they're more likely to share information or opinions and be more expressive in general on social media. Results: Creative Clicks Impressions CTR Avg CPC Campaign Results 409 67,833 0.6% \$0.57 Cost Conversion Rate # New Students CPA ROI +/- \$231.99 67.01 79. Page Speed • Using the Google Page Speed Insights tool, perform a speed test of dmnd.udacity.com's or your company's website's mobile presence. 82. As research suggests, men are more likely to use social media for business than women (Please see source on next slide). In contrast, HTML5_Canvas_Awareness had much higher number of total clicks (61), so even though it has a higher number of net conversions (7), the overall percentage is low. Phases of the Customer Journey 8. 20. Keyword List: Python programming, udacity, HTML5 Canvas, udacity data science nanodegree, udacity courses, udacity HTML, canvas drawing ideas, canvas ad, arc canvas course online, free HTML5 Canvas course, tont end web development udacity, front end web development uda Affinity Audience consisted of Business Professionals Social Media Enthusiasts. Pages need to be indexed. Udacity helps you launch your career with a 360-degree understanding of Digital Marketing.' Alt-Tag 1 'Digitizing the world with Udacity' Alt-Tag 2 'School of Business Udacity Logo' Alt-Tag 3 'Top banner with partner logos of Facebook, Google Huitsuite, Hubspot, Mailchimp, MOZ' Alt-Tag 4 'Laptop showing a Udacity course online lecture' 39. 5. Ad Set Data: Performance 31. Suggestion 1: The ad is marketing DMND. Part 3 Evaluate a Display Image Campaign 83. By contrast, men tend to use social media to gather influence, information, contacts and overall status. Part 3 Off-Site SEO 42. It is highly likely that business professionals were most of the converts as this course is about growing businesses using digital marketing. A/B test may be set up under drafts/experiments section in Google Adwords • Changes to landing page- Changing picture under 1-on-1 Technical Mentor. Recommendations Now take a moment to evaluate your findings and provide at least three recommendations you would make to DMND to improve their website from an SEO perspective. Customer Journey Based Marketing Plan 2. One ad is an image ad and the other is a carousel ad with three images. Recommendations 1. I'd focus on HTML5_Canvas_Awareness ad group as analysis suggests that more people are seeking awareness on this subject; during the campaign, I paused the second ad in the Interest group as it had only 3 clicks and 0 conversions with 173 impressions. (250 - 500 word max) 1. No pages in DMND are indexed as per the report. • The page is mobile friendly as per the report. Outro CTA Enroll Now 96. It's the first thing any visitor wants to see, especially in the awareness stage of the customer journey where the first impression can be the last impression. 3. Instagram Ad 25. Recommendations for increasing the page speed: a) serve images in next-gen formats; b) Defer off-screen images; c) Efficiently encode images 3. Background and Demographics Target Persona Name Needs • Female, 32 yrs old • Unmarried, spends a lot of time online reading and shopping • Annual income, 8.25L/ annum • Lives in India JENNIFER GUTFREUND • Encouragement and recommendations for courses to upgrade skills • Exposure to digital marketing tools for experience to be able to start her own business • Online platform for convenient learning Hobbies Goals Barriers • Using social media • Music apps such as Spotify and Youtube music • Travel • Photography • Reading • Upgrade current skills • Restart a career using newly acquired skills • Start her own online business • Confusion in choosing the right platform for study • Limited time for lectures • Uncertainty around work projects 21. Ad Set Data: Delivery 33. 66. Keywords: HTML CTR: 8.84% Python Programming cR: 26.67% Analysis: Python Python Programming cR: 26.67% Analysis: Python Python Python Pytho design for better user experience in SEO. The campaign cost/total Evaluate a Display Image Campaign 77. Platform 1 and Post Reason for choosing this platform: Facebook is widely used by the target persona age-group and has a good system of analytics to view and measure the reach and impact. Showcase Work 16. Making it more accessible is recommended. An ideal ad would have less yet catchy text. Currently, 2 out of 8 images on the site are unattributed and need alt-tags. Most high quality courses are usually paid. Alt-Tag 5 1536606178-13834748-383x305-features-02.png 38. 44. 90. Desire: Budget Allocation for Media Channels Planned Spend Cost Per Click Number of Site Visits Average Conversion Rate Total Sales Facebook \$18000 \$0.30 60000 0.3% 180 AdWords Search \$7000 \$1.50 4667 0.3% N/A Video NIL \$3.00 N/A 0.3% N Cost per Click = \$1.72 (Max CPC bid \$3) HTML5 Canvas Awareness Average Cost per Click across the ad groups is = \$1. Results: Creative Clicks Impressions CTR Avg CPC Campaign Results 670 109,994 0.61% \$0.35 Cost Conversion Rate # New Students CPA ROI +/- \$234.50 0.2% 1 \$234.50 64.5 85. Campaign Approach Campaign: Digital Marketing Nanodegree program An ad set of two with AB testing to see what works better. Background and Demographics Target Persona John Doe Needs • Male, 28 yrs old • Unmarried, spends a lot of time online reading and learning • Annual income, 8.25L/ annum • Lives in Thailand • Recommendations for courses to upgrade skills • Exposure to digital marketing tools for experience to be able to start his own business • Online platform for convenient learning Hobbies Goals Barriers • Trying new software & apps • Using social media • Music apps such as Spotify and Youtube music • Travel • Photography • Reading • Upgrade current skills • Restart a career using newly acquired skills • Start his own online business • Confusion in choosing the right platform for study • Limited time for lectures 93. Launch your career with a 360-degree understanding of digital marketing. The goal is to remind the readers that 'Digital Marketing' is huge with digitization of the world these days. Part 1 Evaluate a Display Image Campaign 70. Draft Email 102. Hence, when people saw HTML, they clicked on the link to learn more about it before they could get converted/convinced into taking up the course. More leads could be converted through advertising on LinkedIn • For Display ads, negotiating with sites displaying DMND ads to charge only if the lead gets converted, instead of using the cost per click model. Suggestion 2: Creating a video ad may be more appropriate for this campaign Results (Keywords) Keyword Clicks CTR Avg. 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. CPC Bid Impr. They tend to be more business accounts than women. I'd pause all nonperforming keywords much earlier than I did during this campaign. Instagram ad performed best b. Was your campaign ROI positive? Suggestion 2: As results suggest that compared to the number of clicks, conversion rate is low. Marketing Objective • DMND program - To obtain email addresses through download of e-books • \$100 Lifetime budget • Timeframe: 5 day campaign 22. The word "invest' may sound 'commercial' than genuine in this context as we're trying to get student signups. 81. A Carousel ad is recommended with multiple images (at least three), before making such life-altering decisions. 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% N/A Video NIL \$3.50 N/A 0.05% N/A Delivered Opened Opened Opened Rate Bounced 2500 2250 495 22% 225 105. Adding 'Marketing' professionals or MBA students who'd like to specialize in Digital Marketing, to target audience is most likely to bring better results. Cost per Click Conv. 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 84. Linking it with 'How-to' will create a lot of traffic as audience seraching for 'how-to' content may also be lead here. 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. Ad Group #1: HTML5 Canvas Awareness 53. Some info about the instructors would be nice to give an impression to the potential student viewing the page. Campaign Results: Placement 30. One image ad for FB and Carousel ad for Instagram. Targeting 18-36 age-group (specifically male) may bring more sign- ups. 4. In this case- DMND for better clarity and marketing, of clicks and open rate from #1 would give a fair idea of the interest level. Digital Marketing Nanodegree 5. In an ideal scenario, numbers would be very different and I'd allocate more budget to awareness and interest phases, as that's where the target audience would get captured • I'd recommend using Search Engine Optimization (SEO) to drive organic traffic to the DMND landing page and social media Tricked In as a channel, as it's a purely professional platform. Social media enthusiasts don't necessarily include individuals who'd be interested in digital marketing. This audience consists of the Digital Marketing partners' landing pages. important to have a mobile-optimized site as it affects the user experience which in turn affects the conversion rate. 41. That isn't to say women don't, they do, but the percentages of men doing so are higher." Source: Grant, S, 2017, 'Men vs Women Social Media Usage', LinkedIn stefanie-grant/ 76. Suggestion 3: This seems to be a static ad. Part 1 Plan Your Email Content 91. Appendix Screenshots for Reference 69. Ad Group #2: HTML5 Canvas Interest 55. Display Image Campaign: Site Targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find below the overall results of the Display Image Campaign targeting Find targeting Visits Average Conversion Rate Total Sales Facebook \$11000 \$0.50 22000 0.1% 22 AdWords Search \$3000 \$1.50 2000 0.1% 2 Display NIL \$3.00 N/A 0.1% N/A Video \$1000 \$2.75 364 0.1% 0 Total Spend \$15,000 Total # Visitors 24364 Number of new Students 24 12. It has the higher CTR because HTML5 Canvas is a relatively new technology so it makes sense that people will be curious to learn more about what Udacity has to offer. 1. Calculate the CTR and the Conversion Unsub 180 8% 75 3.33% 30 106. Marketing Objective: To get 200 new sign-ups for DMND in one quarter (Sept-Dec 2019) with a total budget of \$50,000. Whether you want to build a career in digital marketing or advance in this field. 2. I would remove all tail keywords and "Python programming" and "HTML" as they performed the best. It'll be sent out to males between 18-36 yrs of age, globally, as previous research suggested strong interest in this group Clicks CTR Avg. Target audience: 18-36, all genders Used keywords such as social media, online marketing, online entrepreneur etc. Recommendations:

Due to lowest CPC, most budget has been allocated to desire, here. CPC bid? During this campaign, I changed the gender specific targeting midway as "Male' and 'Unknown' were more likely to click the ads than females. The page speed for mobile is quite slow as the Chrome User Experience report does not have sufficient real-world speed data for this page. The text in this ad hits the viewer first, whereas the brand Udacity should stand out or at least create an impact. Results: 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% 2 \$224.48 \$ 149.04 15 72. As per Pingler, no pages from DMND have been indexed. Campaign Results: Performance 28. 88. URL: Revision Alt-Tag 5 'A loading image of a lecturer speaking on DMND course in Udacity' Alt-Tag 6 'Digital Marketing content image by Udacity' No. of Blank Alt- Tags 2 40. Final Recommendations • In Email #1, I'd run A/B testing with different versions of subject line to see which one performs better • For Email #2, no. I'd recommendations • In Email #1, I'd run A/B testing with different versions of subject line to see which one performs better • For Email #2, no. I'd recommendations • In Email #1, I'd run A/B testing with different versions of subject line to see which one performs better • For Email #2, no. I'd recommendations • In Email #2, no. I'd recommendations • In Email #1, I'd run A/B testing with different versions of subject line to see which one performs better • For Email #2, no. I'd recommendations • In Email #3, no. I'd recommendations • In Email #4, no. I'd recommendations • 'About this Course' section up on the screen so that one doesn't have to scroll down to see it. Campaigns: We want to aggressively grow the program, but, we want to do it without losing money. Speed Score: 35/100 • Explain why evaluating the Page Speed is important. Keyword List: css, web development, canvas, free course, html, front end developer, ux design course, udacity nanodegree, how to become a front end development course, free course udacity, free web development, free front end web development course, udacity web development, free web development, free front end web development, free front end development, free free front end development end development end development. udacity web development nanodegree, udacity at&t course, at&t web development, online course web development free. Link-Building Using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research, strategized a link-building using the SEMRush tool and research using using the SEMRush tool and research using using the SEMRush tool and research using using using the SEMRush tool and research using us dmnd.udacity.com. 65. Topic 2 - Time to Upgrade To Digital Marketing with a Nanodegree This blog post will aim at targeting mostly audience in the 'Awareness' phase.

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