Project 1
Prepare to Market

Step 1:

Getting Started
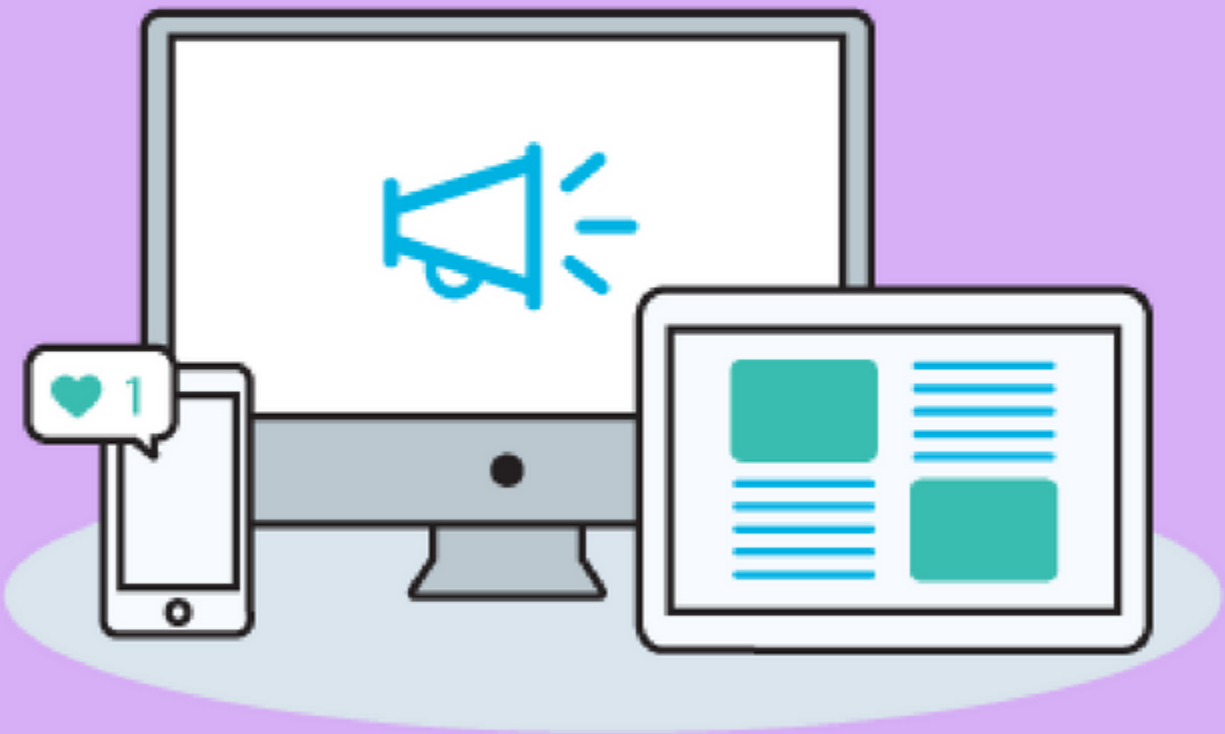
DMND Program, Enterprise, or Your Own Company

- **Which option did you choose?**

   Udacity

- **If Udacity, which product did you choose?**

   DMND Program

Marketing Objective:

Generate 15 emails of potential students who might be interested in taking DMND course should be done in December 2020.

KPI:

collecting the number of potential customers' email by the specific period of time

Step 2:

Value Proposition

Value Proposition

FOR *people who love having more new skills via learning technology.*
WHO want to learn Digital Marketing
OUR Digital Marketing Nanodegree
THAT *support the latest interactive educational technology in digital marketing field.*
UNLIKE *udemy, Udacity provide study mentoring.*
OUR OFFER provides real-world experience through courses by work in real-life projects.

Step 3:

Customer Persona

Interview

Questions asked:

Gender?

Are you married?

How old are you?

What's your annual household income? in (SR)

What is your highest level of education?

What is your major?

What is your current employment status?

What is your current job title? (skip if you unemployed)

How much do you know Digital Marketing by percentage?

Do you have interest in Digital Marketing?

What do you like to do in your free time?

What are your professional and personal goals?

What do you need to achieve your goals?

What are your biggest challenges professionally and personally?

Where do you see yourself in the next five years?

Suggested questions:

https://docs.google.com/document/d/1kuNO4o8fCw--LMAuHIxEa19lUtSSQaYg1edMroJUzWU/edit

Interview – Answers

1ˢᵗ answer:
Female not married her education level is bachelorise in English Language, she is a full-time employee working as Sales manager have a little knowledge of Digital marketing and not interested to know more about it.

2ⁿᵈ answer:
Male not married education level is bachelorise in Chemical Engineering, he is a full-time employee working as Process Engineer have a good knowledge of Digital marketing and has interested to know more about it.

3ʳᵈ answer:
Female married her education level is bachelorise in Clinical Nutrition, she is not employee which she has very good knowledge of Digital marketing and has interested to know more about it.

Empathy Map ●

Thinking	Seeing
Wants to Buy a plane- travel the world- have a business of my own.	*Watching movies, reading in free time.*

Doing	Feeling
Full-time job *Working in sales management.*	*Have no interest in digital marketing.*

Empathy Map ●

Thinking

Wants to Continues learning.

Seeing

Socializing, reading or watching movies.

Doing

Full-time job as Process Engineer.

Feeling

Have interest to know more about digital marketing.

Empathy Map 🔴

Thinking

Thinking of have my own brand.
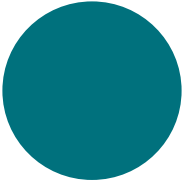
Seeing

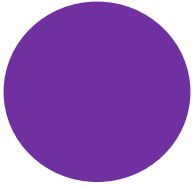*Try to organize time.*

Doing

A mother with two childes.
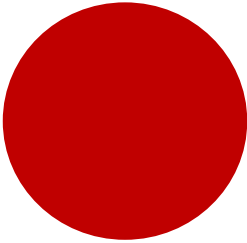
Feeling

Have interest to know more about digital marketing.

Target Persona

Background and Demographics	Target Persona Name	Needs
Female, age between in 26-30. *English language.*		*To Move on.*

Hobbies	Goals	Barriers
Watch movies-read.	*Buy a plane- travel the world- have a business of my own.*	*The biggest challenge is having to let people down sometimes.*

Target Persona

Background and Demographics	Target Persona Name	Needs
Male, age between in 26-30. *Chemical Engineering.*		*Continues learning.*
Hobbies	Goals	Barriers
Socializing, reading or watching movies.	*To be Leader and subject matter expert.*	*Patience.*

Target Persona

Background and Demographics	Target Persona Name	Needs
Female, age between in 26-30. Clinical Nutrition.		Time and source .

Hobbies	Goals	Barriers
Anything improve my self.	To have my own brand	Making a free time.

Answers file

https://drive.google.com/file/d/1fw4uHiT7jqy-1n_pA_mzZ2EH_Fup4QrW/view?usp=sharing