

# Udacity

# Marketing Analytics

Nanodegree Program  
Project: Crafting an Analytic Brief

# Business Story: Udacity School of Business

## What relevant actionable segments exists?

- People who want to make a career change to Business Analytics and Marketing.
- People who have lost job or actively looking out for new job.
- Entry level Marketing professional to upskill their knowledge.
- Mid and Senior level managers who wants to gain knowledge on a specific domain.

## Which ones should we pursue and why?

- All the above groups are segments with good potential, thus needs to be pursued. We might need to implement slightly different strategy to attract each of these segments.

# Customer Story

## Where is our target audience?

- Students and Professionals who are Internet users. Focus on Europe, Americas and India markets

## Where is our effort?

- Facebook ads, LinkedIn ads, YouTube ads, Instagram ads, Google ads. Email campaigns.

## How effective is our effort?

- There has been a 30% increase in the enrollment from previous year. Also, 1-month free access to Udacity during Covid has increased the visibility of the product among people.

## Where should we focus changes?

- All segments.

## What should we do, now or later?

- Try a different ad strategy for different segment.

# Testing and Learning Plan

## What should we study further?

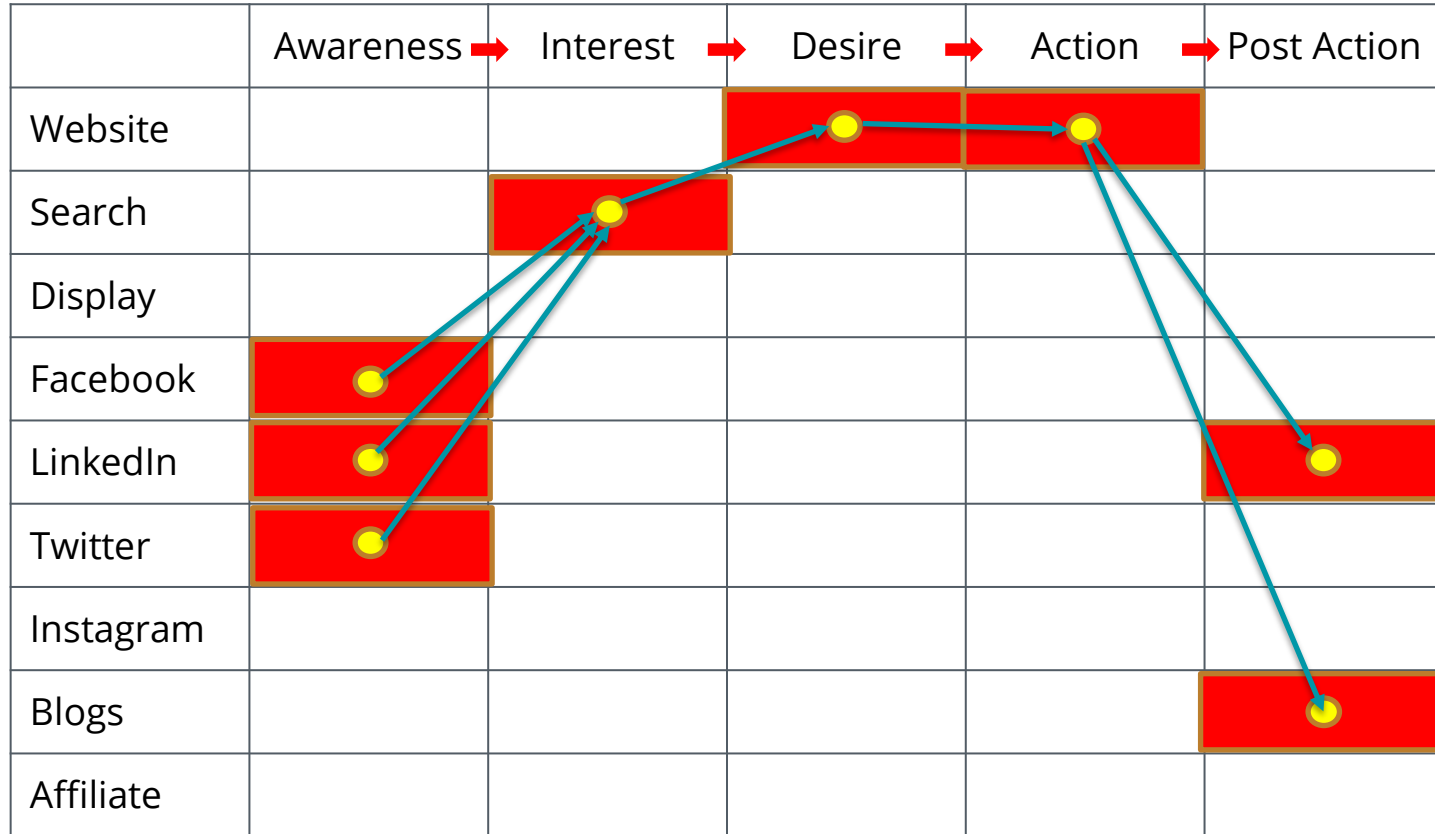
- First analyze the current demographics of people who have enrolled in Udacity. Next review the performance of the ads across platforms (Youtube, Instagram, Google and Facebook), and assess which ones have worked out the best in terms of website traffic and conversions.

## What should we try?

- We must increase on our ad spend online and focus more on channels that give us best results.
- Each segment(Job seekers/Manager/Student) has a different motivation to pursue online course. We must optimize our ad content to the specific segment as much as possible to draw attention.

# Purchase Process

## Channels



# Most Important Matrices: Purchase Process

## Awareness:

- LinkedIn: Ads, Impressions. **(Key Focus)**
- Twitter/ Facebook: Ads, Impressions

## Interest:

- Search: Inbound traffic via Search.

## Desire:

- Website: Track repeat visits to website, clicks, Time on site.

## Action:

- Website: Enrollment free 1-month course, Enrollment to course, Payment

## Post Action:

- LinkedIn: LinkedIn posts on course completion certificate, writing review, recondition.
- Blogs: Online reviews in Blog, WordPress, Medium.

# Testing and Learning Plan

## What analysis and data do we need?

- Demographic data of existing and earlier customers. Based on the demographic data we can have a targeted and customized marketing plan for each demographic segments.
- Analyze on channels that bring in most traffic, most conversions, most purchases.
- Market research survey data of existing users, prospective users and those who have never heard of Udacity.