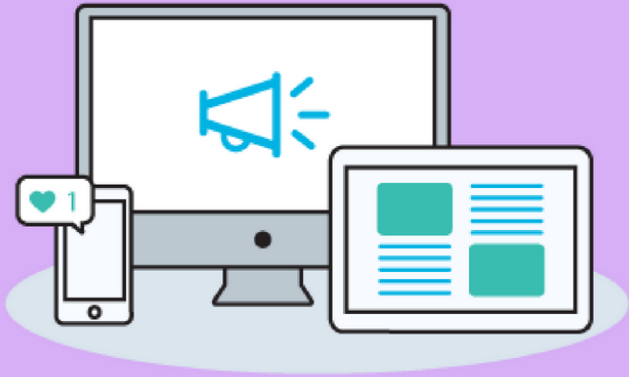


# Project 1

## Prepare to Market



**Prepared By**  
**Chamok Biswas**



# Marketing Challenge #1: Digital Marketing Nanodegree Program

You are tasked with attracting future fellow students for this Digital Marketing Nanodegree Program. More specifically, your objective is to collect email addresses of potential students, who could be interested in taking this course. In order to do this, we have [created a landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, content that you will see in the Social Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$15 per collected email address.



# DMND Program

- **Marketing Objective:** To have a minimum of 1000 people download the free eBook, who originally visited the page during the month of MAY 2020.
- **Primary KPI:** The KPI for the Udacity-specific marketing objective is the number of people downloading the free eBook by providing their email address.



# Value Proposition for DMND Program

- **For:** Every Individuals All Around The World.
- **Who:** Interested In Finding Curriculum To Learn Digital Marketing.
- **Our:** Digital Marketing Nanodegree/ Self Study Program.
- **That:** Offer High-Quality Digital Marketing Training.
- **Unlike:** Digital Marketing Courses Offered On Skill Share
- **Our Offer:** Provide The Knowledge Necessary To Land A Digital Marketing Job

# Interview Questions

- What Is Your Gender? => **Male**
- What Is Your Age? => **26s**
- What Country Do You Live In? => **Bangladesh**
- What Is Your Relationship Status? => **Single**
- Do You Have Children? => **NO**
- What Is Your Completed Level Of Education? => **Bachelor's Degree and High School**
- What Schools Have You Attended? => **Stamford University Bangladesh**
- What Have You Studied? => **Computer Science and Engineering**
- What Is Your Job Title? => **Full Time Digital Marketer**



# Interview Questions

- How Many Hours Did You Work? => **Weekly 40-50 hours**
- What Do You Enjoy Doing In Your Free Time? => **Playing Guitar and Doing Meditation**
- What Is Your Greatest Challenge Professionally? => **To Start A New Career in the Field of Digital Marketing**
- What Keeps You From Achieving Your Goals? => **Skills & Experience and Mostly Financial Problem**
- Where Do You See Yourself In Five Years? **As A Successful Digital Marketer**
- What Interests You About The Digital Marketing Nanodegree At Udacity? **Projects & Interaction With Other Students, Analytics, Learning From Industry Experts**
- Do You See Yourself As A Digital Marketer Someday? **Yes**
- What Is The Best Way You Learn? **Real World Projects, Videos, Straight From A Textbook**
- Is There Any Reason You Might Hesitate To Undertake The Digital Marketing Nanodegree At Udacity?  
  
=> **No it is Satisfactory**

# Empathy Map

## Thinking

- Wants To Work As A Digital Marketer
- Not Happy In Current Job Due To Work/Life Balance Issues
- Been In His Current Job For Several Years
- Believes Will Be More Satisfied With Life As A Digital Marketer

## Doing

- Works As A Marketer
- Married And Raises A Family
- Typically Works A Minimum Of 40 Hours A Week
- Searching For Online Digital Marketing Programs
- Comparing Costs Between Digital Marketing Programs

## Seeing

- Watches Television In Free Time
- Sailing When Conditions Are Right
- Regular Exercise To Keep In Shape
- Picturing Himself As A Digital Marketer
- Picturing His Life Working As A Digital Marketer

## Feeling

- Tired
- Overwhelmed
- Optimistic about the future
- Ready To Study Digital Marketing
- Digital Marketing Is A Good Fit For Me

# Target Persona

## Background

**Age:** 26s

**Education:** Bachelor's Degree

**Location:** Bangladesh

**Protik Biswas**



## Needs

1. Better Work/Life Balance
2. What's Best For His Family
3. Projects To Practice Digital Marketing Skills
4. Videos To Learn Digital Marketing

## Free Time Activities

1. Watches Television
2. Sailing
3. Thinks About Working As A Digital Marketer
4. Life Itself As A Digital Marketer

## Goals

1. A More Fulfilling Job
2. See The Kids More Often
3. Work As A Digital Marketer
4. Learn The Skills To Become A Digital Marketer

## Barriers

1. Lack of Time
2. Too Many Responsibilities
3. Work Over 40 Hours Weekly
4. Cost of Udacity Digital Marketing Nanodegree
5. Is This Nanodegree Right For Me?