



UDACITY

DIGITAL MARKETING NANODEGREE PROGRAM

PROJECT-1 PREPARE TO MARKET

MARKETING OBJECTIVE:

Collect 300 leads of potential students by giving away the eBook - a Social Media Advertising Guide in the next three months.

PRIMARY KPI:

A number of eBook downloaded.

VALUE PROPOSITION for Udacity DMND:

- **FOR** ambitious people
- **WHO** would like to start their own business
- **OUR** Digital Marketing Nanodegree Program
- **THAT** covers basic concepts of digital marketing
- **UNLIKE** Simplilearn
- **OUR** DMND program **OFFERS** work on real projects with access to the latest tools and quality staff support

CUSTOMER PERSONA:

Customer persona was created based on interview questions and answers that are listed below. Three persons were interviewed.

Interview questions:

PERSONAL BACKGROUND

1. Age:
2. Gender:
3. Marital status:
4. Where do you live?
5. Do you have children?
6. Did you attend college?
7. Did you get a degree?
8. Is your current job connected to your field of study?
9. What is your yearly income?
10. Are you satisfied with your current job?
Why?
11. What would be your ideal job?

Interview answers:

PERSONAL BACKGROUND

1. Age:
2. Gender:
3. Marital status:
4. Where do you live?
5. Do you have children?
6. Did you attend college?
7. Did you get a degree?
8. Is your current job connected to your field of study?
9. What is your yearly income?
10. Are you satisfied with your current job? Why?
11. What would be your ideal job?

1. 31
2. Male
3. In a relationship
4. In Slovenia
5. Not yet.
6. Yes.
7. No.
8. No.
9. \$10k
10. No, because of a constantly changing schedule and long working hours.
11. Having my own business.

Interview answers:

PERSONAL BACKGROUND

1. Age:
2. Gender:
3. Marital status:
4. Where do you live?
5. Do you have children?
6. Did you attend college?
7. Did you get a degree?
8. Is your current job connected to your field of study?
9. What is your yearly income?
10. Are you satisfied with your current job? Why?
11. What would be your ideal job?

1. 29
2. Female
3. In a relationship
4. In Slovenia
5. Not yet.
6. Yes.
7. Yes.
8. No.
9. \$10k
10. Yes. I am a professional athlete and I get paid to do my hobby.
11. Develop my own brand with help of my sport that will provide enough income after my sport career.

Interview answers:

PERSONAL BACKGROUND

1. Age:
2. Gender:
3. Marital status:
4. Where do you live?
5. Do you have children?
6. Did you attend college?
7. Did you get a degree?
8. Is your current job connected to your field of study?
9. What is your yearly income?
10. Are you satisfied with your current job? Why?
11. What would be your ideal job?

1. 25
2. Male
3. Single
4. In Slovenia
5. No.
6. Yes.
7. Yes.
8. Yes.
9. \$10k
10. Yes for the moment.
11. To be a well known and popular DJ.

Interview questions:

HOBBIES

1. What do you like to do in your spare time?
2. What are your hobbies and interests?
3. Have you ever considered to make a living out of your hobby?

Interview answers:

HOBBIES

1. What do you like to do in your spare time?
2. What are your hobbies and interests?
3. Have you ever considered to make a living out of your hobby?

1. Watch documentary series, researching new ideas, do nothing.
2. Hiking, sports.
3. Yes.

Interview answers:

HOBBIES

1. What do you like to do in your spare time?
2. What are your hobbies and interests?
3. Have you ever considered to make a living out of your hobby?

1. Reading, going on a walk, play board games.
2. Yoga, hiking.
3. I am getting paid to do my hobby (I am a professional athlete).

Interview answers:

HOBBIES

1. What do you like to do in your spare time?
2. What are your hobbies and interests?
3. Have you ever considered to make a living out of your hobby?

1. Play video games, mix music, hang out with friends.
2. Mixing music and organizing DJ events, basketball, street workout.
3. Yes or at least to earn some extra money.

Interview questions:

CHALLENGES AND BARRIERS

1. What is your biggest challenge?
2. What stops you on your way to success?
3. How many times have you tried to accomplish your challenge?
4. When something doesn't go as planned, do you complain over it or you try to find a solution?

Interview answers:

CHALLENGES AND BARRIERS

1. What is your biggest challenge?
2. What stops you on your way to success?
3. How many times have you tried to accomplish your challenge?
4. When something doesn't go as planned, do you complain over it or you try to find a solution?

1. To find an idea and create my own business.
2. Working long hours and having uncertain (constantly changing) working schedule, which makes me really tired and stops me from being creative.
3. I'm having lots of ideas, but it stops there.
4. What's done is done, move on, take different steps and find a solution; that's my motto.

Interview answers:

CHALLENGES AND BARRIERS

1. What is your biggest challenge?
2. What stops you on your way to success?
3. How many times have you tried to accomplish your challenge?
4. When something doesn't go as planned, do you complain over it or you try to find a solution?

1. How to make a living without actually going to work (to make money work for me).
2. Money and time.
3. Through my sport career I'm trying to work on this challenge now (as much as my training process allows me).
4. I complain for a short while (to get it out), but sport has taught me setbacks are a part of life and you constantly have to adjust to move forward.

Interview answers:

CHALLENGES AND BARRIERS

1. What is your biggest challenge?
2. What stops you on your way to success?
3. How many times have you tried to accomplish your challenge?
4. When something doesn't go as planned, do you complain over it or you try to find a solution?

1. How to become a known and popular DJ.
2. Money.
3. I've started to work on my publicity now.
We'll see how it goes.
4. I never complain, I move forward.

Interview questions:

GOALS

1. What are your professional goals?
2. Where do you see yourself in next five years?
3. Do you think having a plan is important in order to achieve your goal?
4. What social media do you use?
5. What marketing approaches would you choose to sell a product you have created?

Interview answers:

GOALS

1. What are your professional goals?
2. Where do you see yourself in next five years?
3. Do you think having a plan is important in order to achieve your goal?
4. What social media do you use?
5. What marketing approaches would you choose to sell a product you have created?

1. To make a successful business and work for myself.
2. In front of my computer, running my own business.
3. Of course.
4. Facebook, Instagram, LinkedIn.
5. I would use Facebook and Instagram to present my product and get as much followers as possible. I would create a landing page for the product where I would offer a discount for those who would subscribe.

Interview answers:

GOALS

1. What are your professional goals?
2. Where do you see yourself in next five years?
3. Do you think having a plan is important in order to achieve your goal?
4. What social media do you use?
5. What marketing approaches would you choose to sell a product you have created?

1. Winning the Olympics.
2. Having a family and getting enough money through my sport so that I could focus on raising children.
3. Yes, I think planning is a key to success.
4. Facebook and Instagram.
5. I would create a Facebook and Instagram page to acquire followers. Through posts I would try to redirect them to an online store where they could buy the product.

Interview answers:

GOALS

1. What are your professional goals?
2. Where do you see yourself in next five years?
3. Do you think having a plan is important in order to achieve your goal?
4. What social media do you use?
5. What marketing approaches would you choose to sell a product you have created?

1. To find a better job with a better pay.
2. I don't know. Having a new job, earn some extra money through being a DJ, being in a relationship.
3. I guess so.
4. Facebook and Instagram.
5. Right now I'm using Instagram as my DJ profile, to get people to know me and come to the events where I roll music.

EMPATHY MAP

THINKING

She is thinking about starting a family and making a career at the same time. She has a degree and doesn't necessarily work in that field. She knows planning is important to achieve success.

SEEING

She got lots of followers by posting her hobbies on Facebook and Instagram. By receiving emails from subscribed pages she starts to understand email marketing is important.

DOING

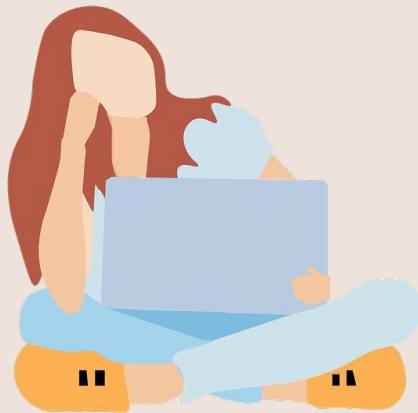
Even though she has a regular job, her primary focus is on getting new ideas and doing research on how to start her own business.

FEELING

She is feeling tired and occupied, but still confident and open minded.

BACKGROUND AND DEMOGRAPHICS

- Female, 30 years old
- In a relationship, thinking of starting a family
- Has a college degree
- Lives in Slovenia
- Has a regular job
- Her yearly income is \$10k



NEEDS

- Better knowledge on how to promote her hobbies
- Someone to show her how to advertise on social media
- Work on real projects

HOBBIES

- Hiking
- Yoga
- Entertaining
- Reading

GOALS

- To start her own business
- Make a living out of a hobby
- Have more time for family and friends

BARRIERS

- Working long hours at work
- Low income