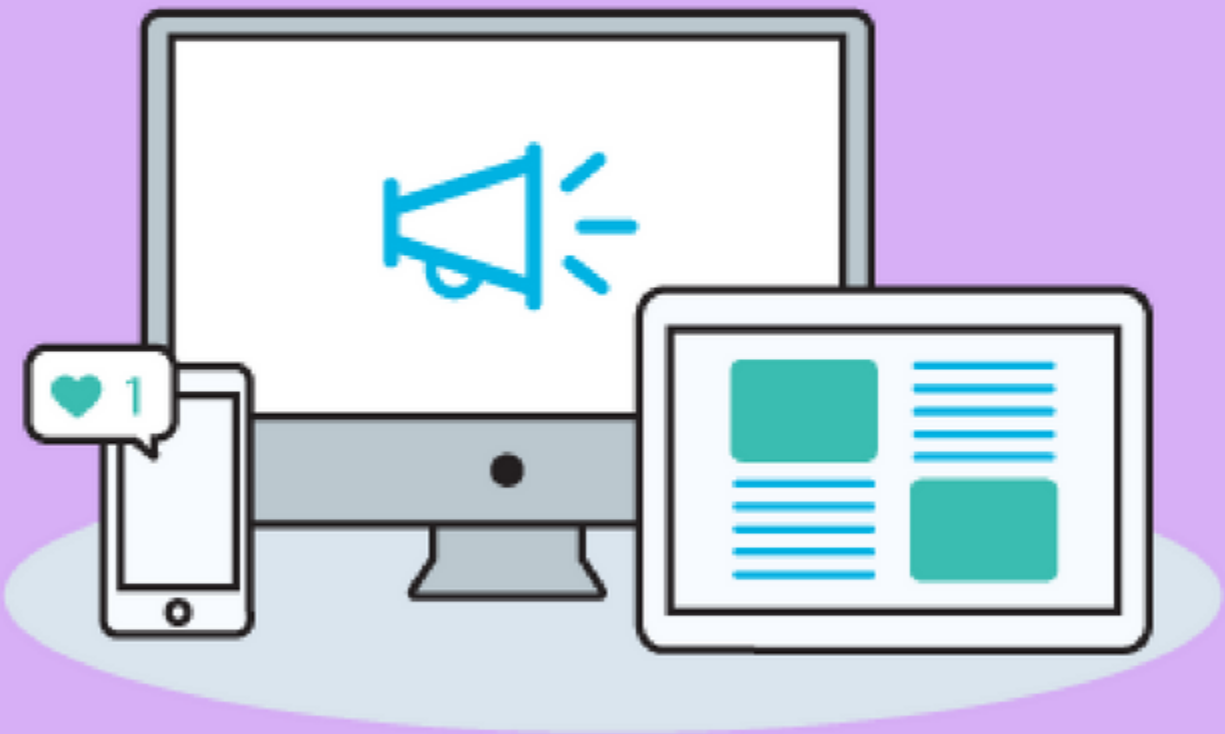


# Project 1

## Prepare to Market





# Marketing Objective: DMND

*Drive 950 new potential DMND students to download the free social media advertising guide e-book on the Udacity website by Q2 2022.*

# **KPI:** DMND, Enterprise, or Your Company

*The KPI for Udacity marketing objective is collection of 900 unique email addresses of potential DMND students by Q2 2022.*



# Value Proposition

**FOR** the person looking to pursue a career in tech

**WHO** is interested in acquiring non-coding tech skills

**OUR** Digital Marketing Nanodegree

**THAT** offers relevant and practical knowledge and skills on digital marketing

**UNLIKE** ABAR's unstructured and non-beginner friendly online courses

**OUR OFFER** at Udacity is a structured, beginner friendly online Digital Marketing Nanodegree that balances theoretical and practical knowledge and exposure needed to start a career in Digital Marketing



# Interview

## Personal Background

1. Describe your personal demographics.

**Are they married?**

*No*

**What's their annual household income?**

*#2.5 – 3m*

**Where do they live?**

*Jos, Nigeria*

**How old are they?**

*27*

**Do they have children?**

*No*

2. Describe your educational background.

**What level of education did they complete?**

*Tertiary*

**Which schools did they attend?**

*Baptist high school, Kaduna*

*University of Lagos*

**What did they study?**

*Microbiology*

3. **What is your job role? Your title?**

*Mid- level medical devices sales executive*

4. **How long have you had this role and title?**

*2 years*



# Interview

## Hobbies

**1. What do you like to do in your free time?**

*Play Tennis, Surf the internet, Reading, Music*

**2. What are you interested in?**

*Fitness, Content creation, Tech*

## Challenges/Barriers

**1. What are your biggest challenges professionally/personally?**

*work/life balance,*

**2. Is price or time a concern for the goals you want to achieve?**

*Yes*

**3. What setbacks prevent you from achieving your goals?**

*Not knowing where to start*

*Not enough information or insight on digital marketing*

*Not interested in coding*

# Interview

## Goals

### 1. What are your professional/personal goals?

*Continuous development*

*Switch from sales to marketing*

### How is your work/life balance?

*Poor*

### 2. Where do you see yourself in the next five years?

*A completely new role in same industry (medical devices) or a different industry (tech)*

### 3. How have your goals changed in the past 3 years?

*Little or no change*

# Empathy Map

## Think

*Its time for a career switch.  
Where can I get the right  
knowledge and skills to  
break into digital  
marketing?  
How will I manage work  
and an online course?*

## Seeing

*Social media marketing.  
Online courses on the  
internet.  
Young people having  
successful tech careers.*



## Doing

*Mid-level sales executive  
Member of a tennis club  
Creates content for fun on TikTok*

## Feeling

*Overwhelmed  
Confused  
Tired*

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>○ Female</li><li>○ Single</li><li>○ 27 years</li><li>○ Mid-level professional</li><li>○ Based in Jos, Nigeria</li></ul>	Eliana	<ul style="list-style-type: none"><li>○ Work/Life balance</li><li>○ Clarity</li><li>○ Skills to break into digital marketing</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>○ Playing Tennis</li><li>○ Music</li><li>○ Content creation</li></ul>	<ul style="list-style-type: none"><li>○ Branch off into digital marketing</li><li>○ Personal development</li><li>○ Get a new role outside of sales</li></ul>	<ul style="list-style-type: none"><li>○ Limited time</li><li>○ Lack of right information/connections</li><li>○ Not knowing where to start</li></ul>