

DMMD PROJECT - 1

(OPTION-1 DMMD PROGRAM)

1) Marketing objective and KPI

- (A) Marketing Objective: Udacity DMND program will collect 200 Email addresses from potential students who signed up in the landing page in August 2019.
- (B) KPI: number of people who provided their Email address to the Udacity landing page and downloaded free E-book.

2) Value Proposition

FOR potential customers

WHO are not familiar with the topic but wants to learn about social media advertising

OUR free E-book

THAT contain comprehensive overview of the leading social media platforms and step by step helps

UNLIKE other e-learning courses such as Udemy

OUR OFFER is free and starter-friendly.

3) Interview Questions

a) Personal Background

- i) Where do you live and how old are you?
- ii) Are you married?
- iii) What kind of job do you do and how much is your annual income?
- iv) What is your occupation? Student? Worker? Freelancer?
- v) How long have you had this role and title?

b) Hobbies

- i) What do you like to do in your free time?
- ii) What are you interested in?

c) Challenges/Barriers

- i) What are their biggest challenges professionally/personally?
- ii) Is price or time a concern for the goals they want to achieve?
- iii) What setbacks prevent you from achieving your goals?
- iv) Are you not sure where to start?

d) Goals

- i) What are your professional/personal goals?
- ii) How is your work/life balance?
- iii) Where do you see yourself in the next five years?

- (1) A new role in the same industry?
- (2) A completely new role in an entirely different industry?
- (3) Starting your own firm/ business?

4) Empathy map

- a) Thinking: Have a job/ heard and recently learned about social media advertising/ doesn't have the time and money to only focus on learning social media advertising/ wants something that are beginner-friendly/ hopes to learn the basic and someday use in future
- b) Seeing: Saw several clips on YouTube/ searched some terms/ heard some key points from people
- c) Feeling: Overwhelmed/ confused from all new term/ exhausted from feeling lost/ hoping for more knowledge/ doesn't want to spend big money just yet
- d) Doing: have a steady job/ interested in self-development/ love social media and new technology.

5) Buyer Persona

- a) Name and picture: First time learner katherine.



- b) Background and demographics

- i) Female, 30 years old
- ii) Single
- iii) Bachelor degree in business administration
- iv) Owns a small restaurant in London, UK.
- v) Recently became interested in digital marketing and wants to learn about it, but as the business is small, she does not want to use fortunes on it.
- vi) Income 32,000 pound.

- c) Goals

- i) Learn the basics of social media marketing in order to expand the business.
- ii) Does not want to spend a lot of money.

iii) Wants to attract brand awareness and attract more customers to his business.

d) Barriers

i) Have not much spare time to learn every detail of the subject.

ii) Too complicated information from all over the web.

iii) Has a small amount to spend on a course.

e) Needs

i) Easy, beginner friendly source that can teach him basics.

ii) Reliable source to know the “right” knowledge.

iii) Easy to access, so that whenever he has time, she can learn.

iv) Free or cost manageable price.