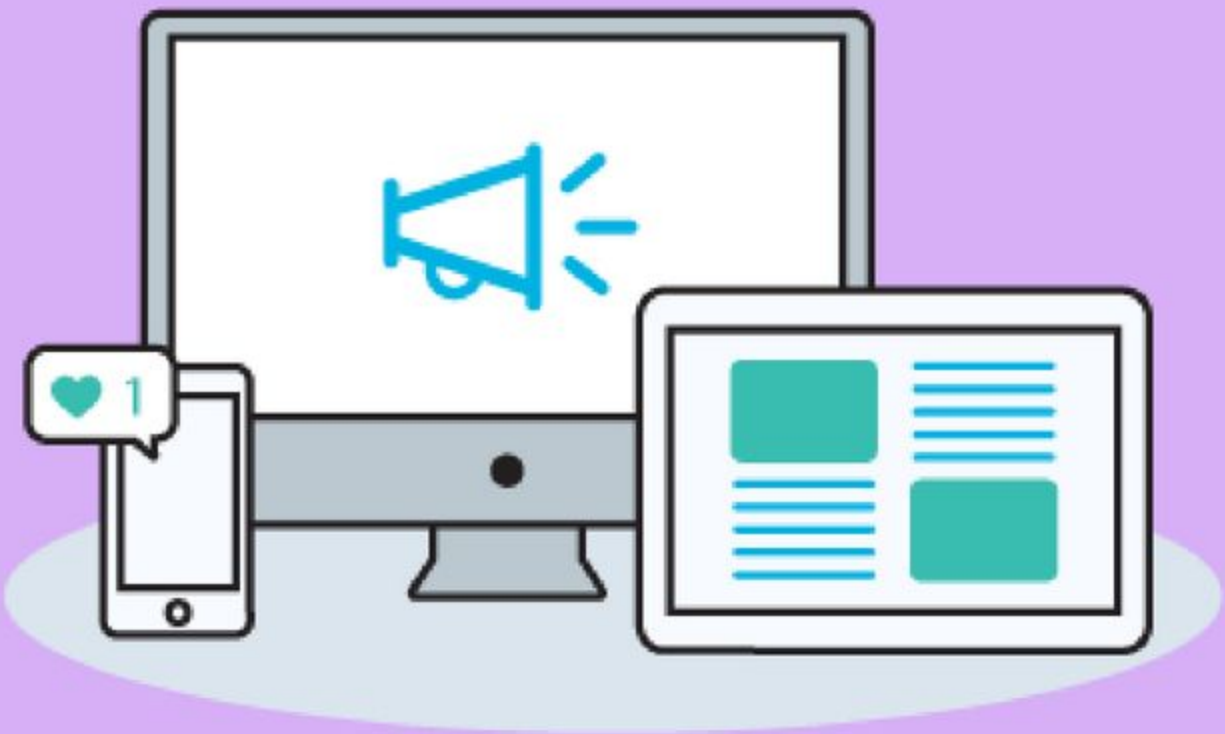


Project 1

Prepare to Market



Marketing Challenge

Option 1

Digital Marketing Nanodegree
Program

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.



The screenshot shows a web browser window displaying the Udacity landing page. The page has a clean, white background with the Udacity logo at the top left. The main heading is "Free Social Media Advertising Guide" in a large, dark font, followed by a subtitle "An excerpt from the Udacity Digital Marketing Nanodegree Program". Below this, there is a purple eBook cover titled "DMND SOCIAL MEDIA ADVERTISING GUIDE" with an illustration of a smartphone. To the right of the cover, the text "Get your free copy of the eBook today!" is followed by three bullet points, each preceded by a blue checkmark. At the bottom, there is a white input field for an email address and a blue button labeled "DOWNLOAD EBOOK". A small disclaimer at the very bottom states: "By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here."

UDACITY

Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program



Get your free copy of the eBook today!

- ✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- ✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- ✓ Everything you need to get started!

Email

DOWNLOAD EBOOK

By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here.

DMND Program, Enterprise, or Your Own Company

- Which option did you choose?

Udacity

- If Udacity, which product did you choose?

DMND Program (B2C)

Marketing Objective:

DMND, Enterprise, or Your
Company

**Collect 200 email address of potential students in
March 2021.**

KPI: DMND, Enterprise, or Your Company

What is your primary KPI to measure marketing success?

The KPI for DMND's marketing objective would be the number of email address collected in March, 2021.

Value Proposition

Write a value proposition using Geoffrey Moore's template for the product you chose:

For (target customer) who (statement of the need or opportunity) our (product/service) is (product category) that (statement of benefit). Unlike (closest competitor), our offer (primary differentiation).

For example, Ezequiel Farca's value proposition might read:

FOR design minded customers

WHO need a home custom designed to their needs and taste

OUR architecture and design services

THAT offer high end modern design

UNLIKE architecture firms like WRNS Studio

OUR OFFER balances harmonious modern architecture, with our own award winning interior design & furniture

If you need more inspiration, see more on value propositions on [HubSpot](#).

Value Proposition - DMND

For potential students **Who** are interested in gaining more knowledge in Digital Marketing industry, **Our** Digital Marketing Nanodegree program **That** offers unique courses structure, **Unlike** other online courses such as Coursera, **Our Offer** contained lots of industry content, practical projects and study forum.

Interview

Personal:

What's their annual household income?

Ans: 100,000. 50,000. 80,000

How old are they?

Ans: 25. 30. 40

Where do they live?

Ans: US. US. US

Do they have children?

Educational Background:

What level of education did they complete?

Ans: Bachelor, Master, GED

What did they study?

Ans: Marketing. Writing. Business

What is your job role? Your title?

Ans: Marketing Analyst, Business Analyst, Strategy Analyst

How long have you had this role and title?

Ans: 2 yrs. 3yrs. 5yrs

Interview

Challenges/Barriers:

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

Ans: Price, Time, Price

What setbacks prevent you from achieving your goals?

Ans: feel like you don't have enough information.

you not sure where to start.

Not sure about the content

Goals

What are your professional/personal goals?

Ans: Promotion. Learning new skills. Career Transition

How have your goals changed in the past 3 years?

Ans: Yes. No. No

Interview

Hobbies:

What do you like to do in your free time?

Ans: Business. Study. TV show

What website do you usually visit?

Ans: Youtube. Facebook. Instagram

Empathy Map

Thinking

2nd year as an Entry Level Analyst,

Need career promotion,

Gain more knowledge of marketing

Seeing

Subscribes to many marketing newspaper/magazines,

Enrolling online marketing courses on many websites.

Applying on-campus marketing training

Empathy Map

Doing

Run several marketing campaigns at Company,
Subscribe many marketing blogs,
Travelling frequently

Feeling

Confused, not know where to start,
Overwhelming by different choices,
Pressure about fierce competitions

Target Persona

Background and Demographics	Target Persona Name	Needs
Entry level analyst, No marketing education background, Age 30	Digital Marketing Analyst	Needs digital marketing knowledge, career promotion, Have to run digital marketing campaigns.
Hobbies	Goals	Barriers
TV show, Computer games, business, marketing	Career promotion, certification on digital marketing, run own marketing campaigns.	Time commitment, Money, do not know where do start