



## Updated: Project 1: Get Ready to Market

**Make a copy of this Google doc template** and complete each section. When you are ready, save your file as a PDF and submit it.

### Step 1: Getting Started

Describe Udacity, its products and business model by completing the table below.

Key Business Components	
<b>Revenue sources</b> (How does Udacity make money?)	<ul style="list-style-type: none"><li>• Sale of Nanodegree programs to individual learners</li><li>• Corporate training – onsite and remote</li><li>• Development services through Udacity Blitz</li><li>• Curriculum and instructional partnerships with universities and colleges</li></ul>
<b>Costs of doing business</b> (List what kind of expenses Udacity has to pay for to operate its business.)	<ul style="list-style-type: none"><li>• Curriculum development</li><li>• Mentoring</li><li>• Technology infrastructure to deliver courses</li><li>• Business development and administrative staff</li><li>• Corporate overhead – building, accounting, advertising, etc.</li></ul>
<b>Product or service offered</b> (What product or services does Udacity offer and how do they benefit customers?)	<p>From the website... “Our mission is to bring accessible, affordable, engaging, and highly effective higher education to the world.”</p> <p>To this end, Udacity’s primary product is the sale of cutting-edge technology courses to individuals, businesses, and post-secondary institutions.</p> <p>Additionally, Udacity has recently started their Blitz program that provides custom development services to clients.</p>
<b>Customers</b> (Who are Udacity’s main customer groups?)	<ul style="list-style-type: none"><li>• Individuals looking to enter the technology field</li><li>• Existing technology professionals who are eager to skill-up with the latest in technology</li><li>• Businesses who want to train their staff on exciting new</li></ul>

	<p>technologies</p> <ul style="list-style-type: none"> <li>• Business who seek to use Udacity graduates to develop products and services through Udacity Blitz</li> <li>• Colleges and universities who want to license curriculum for use in their programs</li> </ul>
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1. Which product did you choose? (DMND Program or Blitz)

**DMND Program** - I chose this option because I'm developing a B2C iOS app for release later this year.

2. Provide the marketing objective for the product you chose? *For example: Betabrand might have a marketing objective to sell 1,000 pairs of women's pants in May 2017.*

**Objective (Brand Awareness/Interest):** Collect 5,000 emails by the June 30, 2017.

3. What is your primary KPI to measure marketing success? *For example: The KPI for Betabrand's marketing objective would be the number of women's pants sold in May.*

**KPI:** number of emails collected

## Step 2: 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** marketers using traditional channels such as print, tv, and radio
- **WHO** want to engage with current and prospective customers using digital channels
- **OUR** Digital Marketing Nanodegree program
- **THAT** provides a everything marketers need to know to harness the power of digital marketing
- **UNLIKE** the theory-have programs offered through your local college or university
- **OUR OFFER** provides real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.

### Step 3: Customer Persona

1. Research who you think are the likely customers of the product you chose. Briefly, describe what research you conducted (no more than 250 words).

For this activity, I sought out contacts from my professional network who mostly use print-based marketing. All three individuals are prime candidate since they realize the need to employ digital marketing techniques, and they all want to move in the direction.

During our discussions, all of my contacts expressed a desire to use Digital Marketing – but ‘they just didn’t know where to start’. To me, this is the ideal persona; that is, someone who understands they need to use digital marketing, wants to use it, and has the necessary budget to be able to begin online marketing.

One interesting characteristic that I noticed they are all risk averse when it comes to social marketing, in particular. The marketing for the program (and the program itself) will need to deal with this fear, by offering a step by step guide that emphasizes how to market and also how to ‘safely’ market.

2. Interview a few potential customers (minimum of three):
  - a. Name of interviewee: Elizabeth Glaseman, Marketing Coordinator
  - b. Name of interviewee: Mia Elfenbaum, Project Manager
  - c. Name of interviewee: Aileen Goos, Internal Communications
3. Collect the information from your interviews and **create a single customer persona** by filling out each section of the table, and include at least three items per box where indicated.

Background and Demographics	Target Persona Name	Needs
1. 40 yrs old, female 2. Two kids, dog, husband 3. Bachelor of English degree 4. Household income of \$140k 5. Long term employee at a government organization 6. Risk averse	Aileen Glaseman	1. A better understanding of digital marketing to be able to better understand the activities provided by her outsource marketing agency 2. To be able to run some of her own marketing campaigns 3. Increase digital media engagement with the organization’s audiences
Hobbies	Goals	Barriers

1. Reading 2. Kids activities – soccer, baseball, hockey 3. Knitting	1. Reduce her online marketing spend with the external marketing agency 2. Be more agile by running her own campaigns 3. Be more secure in her employment with additional skills	1. Lack of understanding of the digital marketing landscape 2. Time constraints have not allowed her to focus on reskilling in the Digital Marketing area 3. Technical skills are basic
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