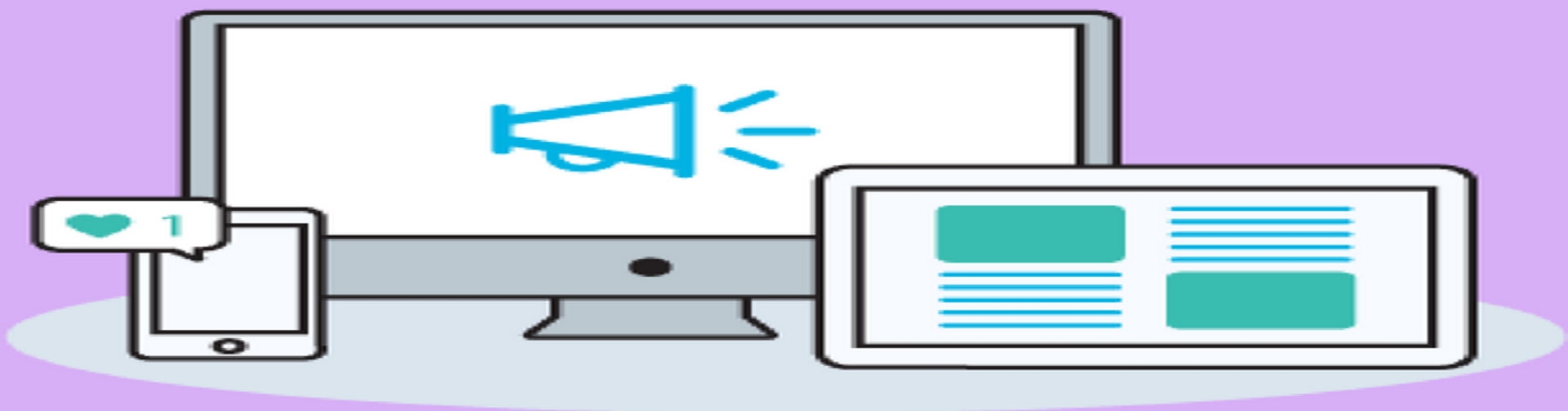


# Project 1

## Prepare to Market





# **DMND Program, Enterprise, or Your Own Company**

**I have chosen to work on Udacity's digital marketing nanodegree program**

## Marketing Objective: DMND

Get 300 email addresses of potential students in one month, who could be **interested** in taking the Digital Marketing Nanodegree course.

## **KPI:** DMND

Number of email addresses collected during the next month

**Step 2:**

---

Value Proposition

# Value Proposition

**FOR** Individuals seeking a career in digital marketing

**WHO** need to learn the skills needed to develop a digital marketing portfolio

**OUR** Digital Marketing Nanodegree Program

**THAT** offers a full curriculum in digital marketing in collaboration with industry leaders like Google, Facebook, HubSpot, and others to prepare you for a successful career as a digital marketer.

**UNLIKE** other digital marketing courses offered by alternative MOOCs and Platforms like Edx or coursera.

**OUR OFFER** equips you with the latest skills from top experts in the field allowing you to build a competitive portfolio due to our project-based learning path.

## **Step 3:**

---

Customer Persona



# Interview

In order to develop a consumer persona for this project, I have interviewed three of my university colleagues, and who are willing to take the nanodegree program in digital marketing, the questions I asked are:

- What is your name ?
- How old are you (Range or Specific)?
- What is your gender?
- Where do you live (Country - City)?
- What level of education did you complete?
- What did you study?
- Which school/university did you graduate from?
- What is your socio-professional category?

And many more, here you will find all the [questions and answers](#).

# Empathy Map

## Thinking

- Wants a job in digital marketing field
- Looking for a project-based learning course
- Learn at his/her speed
- Looking for a course from experts in the field

## Seeing

- Reading Marketing magazines
- Learning courses online
- Watching movies/series

## Doing

- Doctoral Studies / Marketing graduate
- Wants to create his/her own business

## Feeling

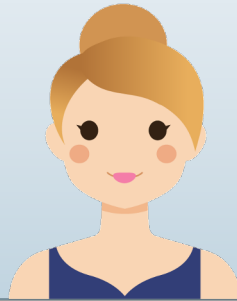
- Lack of information and skills needed to get a job in digital marketing
- Not sure where to start
- Feels secure if he/she practice what learned with real projects

# Target Persona

## Background

- Female
- 25 years
- Marketing graduate
- Interested in digital marketing

**Noha**  
Marketing graduate



## Needs

- Seeking a digital marketing manager role
- Looking for a project-based course
- Learn at her own speed

## Hobbies

- Watching movies
- Photography
- Reading scientific marketing articles

## Goals

- Learn the latest skills
- Starts a job as a digital marketer
- Create her own business in a few years from now

## Barriers

- Not sure where to start
- Less practical skills
- Courses does not include career services that will prepare for the job related course.