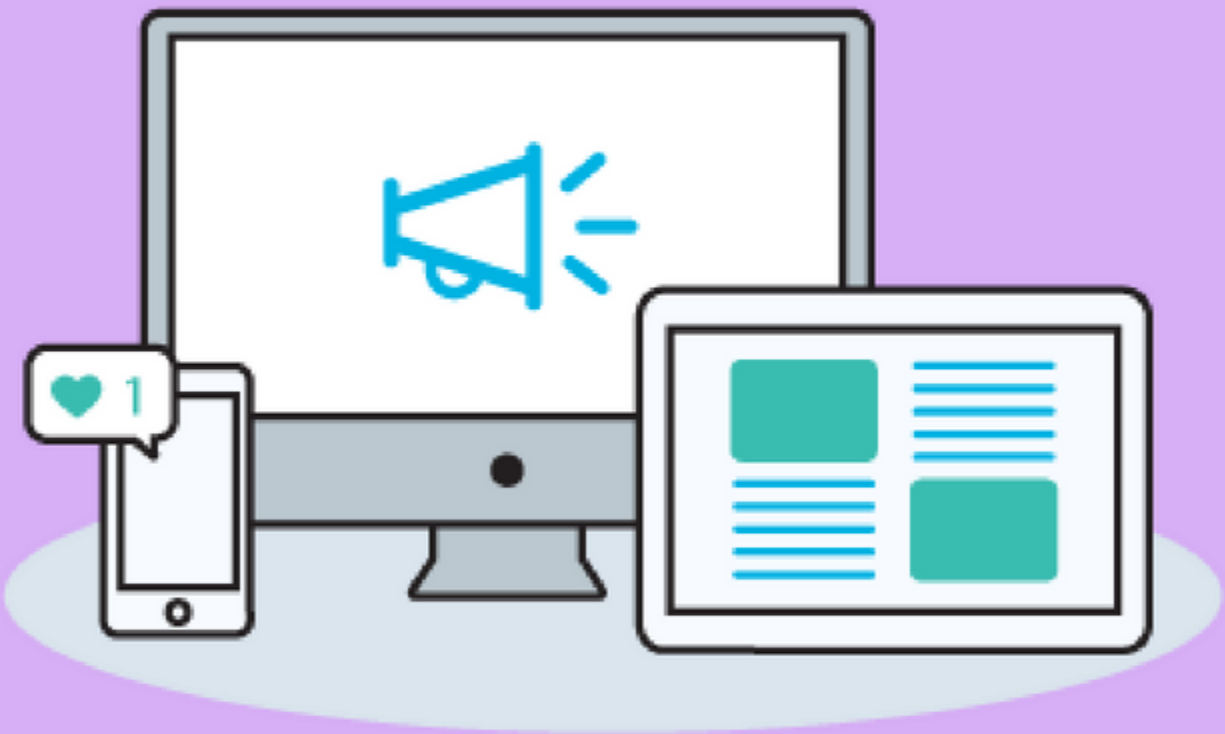


Digital Marketing Nanodegree

Laila Hussain Alqawain

Project 1

Prepare to Market



DMND Program, Enterprise, or Your Own Company

- **Which option did you choose?**

Udacity

- **If Udacity, which product did you choose?**

DMND Program

Marketing Objective:

DMND

Udacity might have a marketing objective to collect 500 email addresses of potential students, who could be interested in taking this course in March 2020.

KPI: DMND

The KPI for Udacity's marketing objective would be the number of email addresses of potential students, who could be interested in taking this course in May 2020.

Value Proposition

FOR *students who are interested in digital marketing.*

WHO *wants to learn or start their own business.*

OUR *online Digital Marketing Nanodegree*

THAT *offer high-end marketing experience.*

UNLIKE *traditional firms like Theoretical courses without practical application like Udemy.*

OUR OFFER *suitable platform and valuable material, mentor for students, online session weekly, attractive platform for communication like Slack, the Student Hub, and Knowledge.*

Interview

Personal Background

1. Describe your personal demographics.
 - Are you married?
 - What's your annual household income?
 - Where do you live?
 - How old are you?
 - Do you have children?
2. Describe your educational background.
 - What level of education did you complete?
 - Which schools did you attend?
 - What did you study?
3. What is your job role? Your title?
4. How long have you had this role and title?

Hobbies

1. What do you like to do in your free time?
2. What are you interested in?

Challenges/Barriers

1. What are your biggest challenges professionally/personally?
2. Is price or time a concern for the goals you want to achieve?
3. What setbacks prevent you from achieving your goals?
 - Do you feel like you don't have enough information?
 - Are you not sure where to start?
 - Have you started researching at all?

Goals

1. What are your professional/personal goals?
 - How is your work/life balance?
2. Where do you see yourself in the next five years?
 - A new role in the same industry?
 - A completely new role in an entirely different industry?
3. How have your goals changed in the past 3 years?

I made a survey to get the answers to these questions. [Link of the survey.](#)

I saved the responses as an Excel file. To see the response click [HERE.](#)

Empathy Map

Thinking

- To get a promotion.
- To be effective.
- Studying Digital Marketing.
- To be a dermatologist.

Seeing

- Digital advertising of online courses.
- Global conversance.
- Business depends on marketing.

Doing

- Doctor of Medicine.
- Student and work online as a graphic designer.
- Registered nurse.

Feeling

- Happy to be able to study digital marketing online.
- Very good to know online courses help in career life.
- So exciting to apply online learning in real life.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• 26 years old.• Single.• Saudi Arabia.• BS in Medicine from the Medical University of Warsaw.	Abdullah Alqawain 	<ul style="list-style-type: none">• Studying Digital Marketing to market my own business.• Valuable online courses.• Meet businessmen to get advice.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Reading.• Sport.• Learning new things.	<ul style="list-style-type: none">• To be a dermatologist.• Start my own business.• Studying a Master degree.	<ul style="list-style-type: none">• Time management.• Costs of my own business.• Public speech.