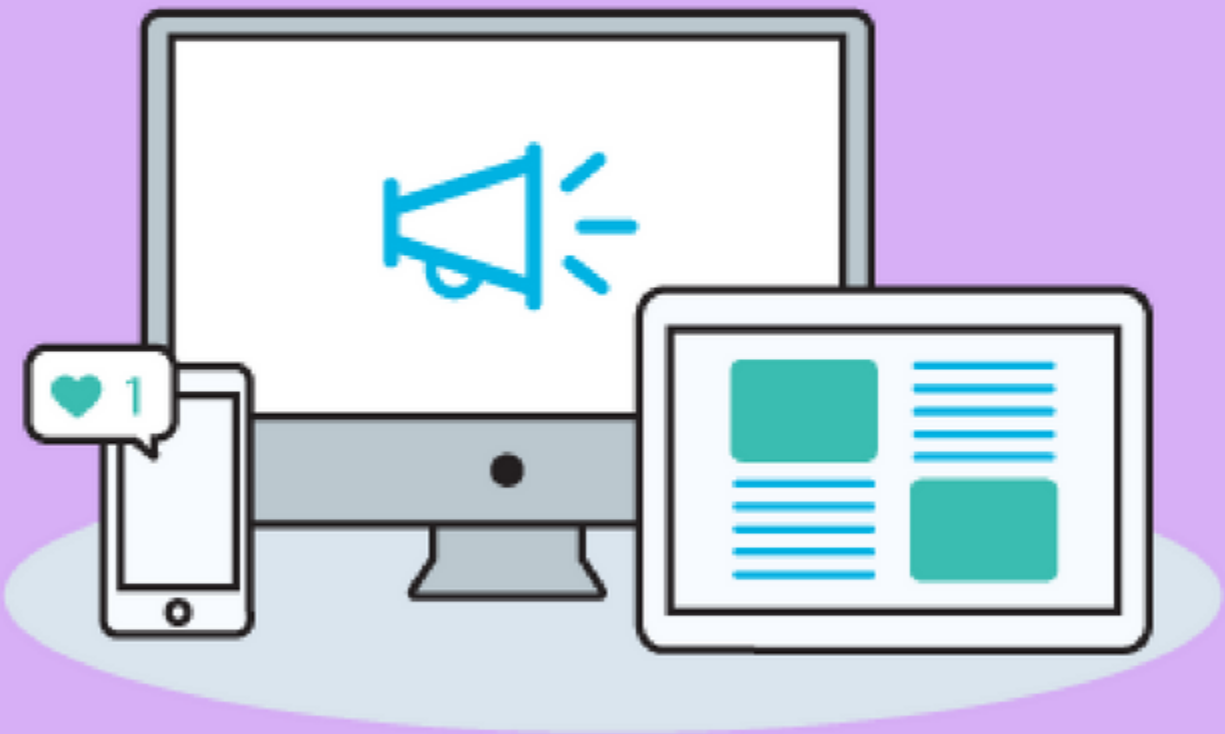


Project 1

Prepare to Market





Marketing Challenge

Option 1

Digital Marketing

Nanodegree Program

DMND Program, Enterprise, or Your Own Company

- Which option did you choose?

Udacity

- If Udacity, which product did you choose?

DMND Program

Marketing Objective:

Generate 1000 leads of potential students in April and May 2019.

KPI:

Number of email addresses collected.

Value Proposition

FOR digitally and business-minded customers

WHO want to learn Digital Marketing

OUR Digital Marketing Nanodegree

THAT offers a complete understanding of the Digital Marketing landscape, as well as specific skills in the most important specialties and platforms .

UNLIKE MOOC-platforms like EdX and Coursera

OUR OFFER provides real-world experience through courses led by industry experts and hands-on, real-life projects.

Interview - Questions

Questions asked:

- What do you like to do in your free time?
- What are you interested in?
- What are your professional and personal goals?
- What are your biggest challenges, professionally and personally?
- Is price or time a concern for the goals you want to achieve?
- What Websites/Apps do you visit/browse/use regularly?
- Full list of questions here:

<https://docs.google.com/document/d/1n-ZsaK1egZX6pd5XiPAURMC78kvj7uEyuZiau0q3OSc/edit?usp=sharing>

Interview - Answers

- „I like to make music as a Producer and DJ“
- „Oh I’m interested in a lot of things, like:
Technology, Entrepreneurship, Web Development,
Health & Fitness, ...“
- „I want to do interesting work, surrounded by good people.“
- „My biggest challenge, personally *and* professionally, is overcoming my productivity and procrastination problems.“
- Full list of answers:
 - Interview 1:
https://docs.google.com/document/d/1nP9iPLv_7Aud6f2iLAINU2hwhaln4foImB1T5MP8_SA/edit?usp=sharing
 - Interview 2:
<https://docs.google.com/document/d/1bYXHsZo144SDRjt41Z7sa9lkmfmJDhmJTasPhliGYko/edit?usp=sharing>
 - Interview 3:
https://docs.google.com/document/d/15JA1rFyDLt8njsQXKfEuxeelpmwRXmy0QIR_yCO76Vk/edit?usp=sharing

Empathy Map

Thinking

Wants to promote creative business

Wants to get good job after graduation

Interested in professional and personal development

Interested in Technology and digital topics

Seeing

Often on Instagram and Facebook

Reads blogs on Medium

Visits music related websites: Resident Advisor, Beatport and Soundcloud

Reads german news sites (Focus)

Doing

Makes music/DJs

Full time Job (Regular Job or University Studys)

Out on weekends: clubs etc.

Feeling

Issues with personal productivity/procrastination

Not much time

Unorganized

Too many different things to do/learn and not enough, or not coherent enough information

Not enough or right skills to compete in job market

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Male• 27 years old• Student• Varying, low income• Single, no kids• Lives in big city/urban environment	Student Samwise	<ul style="list-style-type: none">• Single, comprehensive and coherent learning resource• Real-world skills; in contrast to university knowledge• Bite-sized learning, that fits around busy schedule
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Fitness• Yoga• Going to clubs• Creative expressions• Travel	<ul style="list-style-type: none">• Wants to have awesome job after graduation• Possibility of remote work• Would like his creative side-hustle to gain more traction	<ul style="list-style-type: none">• Not much money• Not much time• Motivation/procrastination problems• Overwhelmed by plethora of online resources