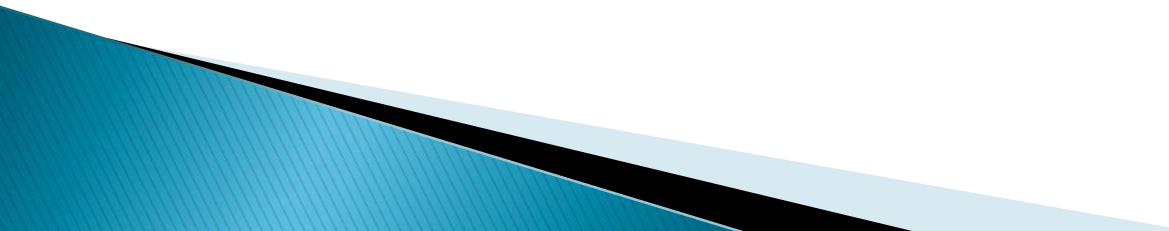




Project 1 – Prepare to Market

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Udacity Overview

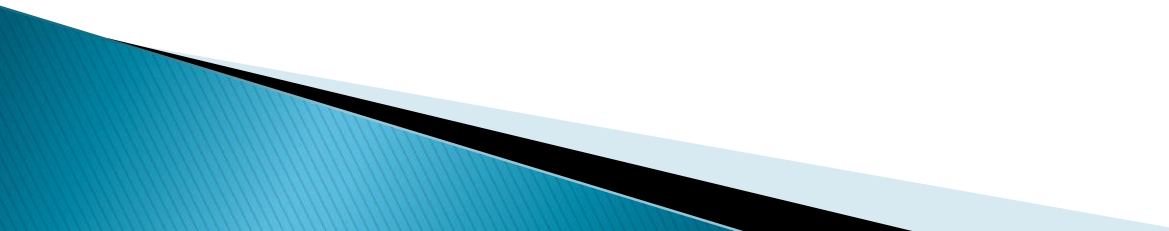
- Udacity is a flexible digital education platform where lifelong learners come to learn the skills they need, to land the jobs they want, to build the lives they deserve.
 - It partners with leading technology companies like Facebook, Google, Hootsuite, HubSpot, MailChimp, MOZ.
 - Students can benefit from Real-world projects from industry experts, mentorship, personalized feedback, Flexible learning program.
- 

Marketing Objective

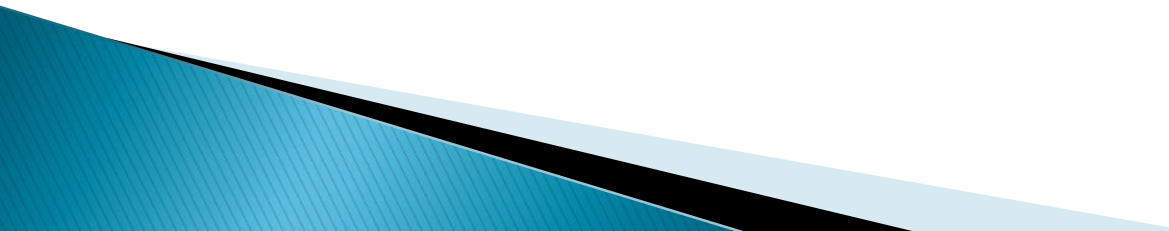
Collect 1000 email addresses of potential students, who might be interested to enroll in DMND Program by end of September 2020

Primary KPI

Number of email addresses collected from Social Media advertising Landing page in the month of September 2020



Value Proposition for DMND Program

- FOR** – Individuals who are interested to enhance their understanding & advance their career in the field of Digital Marketing.
- WHO** – want to expand their business & gain more customers or followers or those who want to become successful in the area of Digital Marketing
- OUR** – Digital Marketing Nanodegree (DMND) Program
- THAT** – Offers content in partnership with top-tier companies & digital marketing experts
- UNLIKE** – other online platforms like Coursera/Udemy
- OUR OFFER** – provides Real World Projects, Project Reviews and Feedback from experienced reviewers, Mentorship.
- 

Customer Persona Interview

For creating customer persona, I had interviewed few different individuals.

Link to interview questions and responses is as below:

[Customer Persona Interview Form](#)

Target Persona

Background & Demographics

- Female, 35-40 years old
- Married, 1 Kid
- Lives in San Francisco
- Studied Law
- Stopped working as moved to different Country
- Husband is into IT
- HH income 150K

Name - Lucy Scott



Needs

- Start a new career
- Single & Comprehensive learning resource
- Real world skills
- Mentoring
- Start earning good income

Hobbies

- Travel
- Reading Blogs
- Fitness

Goals

- Get a good job
- Become a successful Digital Marketer
- Have Work-Life Balance

Barriers

- Time Constraint
- Overwhelmed by so many online courses available
- Needs motivation

Empathy Map

THINKING

- Going through change in career
- Adjusting to new surroundings
- Interested in personal & professional development

SEEING

- Active on Social Media platforms like Facebook, Instagram, Twitter, LinkedIn
- Enrolls for free online courses on Digital Marketing
- Reads blogs on Medium

DOING

- Home schooling her kid
- Volunteering for a Non Profit Organization

FEELING

- Overwhelmed
- Confused
- Feeling daunted

NANODEGREE PROGRAM

Become a Digital Marketer

Gain 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.

Here is the link [landing page](#) to Free Social Media Advertising Guide. An excerpt from the Udacity Digital Marketing Nanodegree Program.

