

# MARKETING ANALYTICS NANODEGREE PROGRAM

## 7<sup>TH</sup> PROJECT: Crafting an Analytic Brief



# Udacity's School of Business

An American for-profit educational organization focuses on vocational courses for professionals

"Jan 2021"

# Business Story

## **What relevant actionable segments exist?**

- Academic degrees holders
- Enterprise organizations
- Governmental bodies

## **Which ones should we pursue and why?**

- All of above, because those are the most hopeful to subscribe for a paid Business Program on Udacity, also they can recommend with more credibility for a program on ours to others.

# Customer Story

## Where is our target audience?

- We can find them on academic communities, own enterprises websites and their on-land locations, job sites and entities, and respective online platforms of governmental bodies, and like social media pages.

## Where is our effort?

- Own website, our social media accounts, TV, displays, paid search and ads on well known platforms for them like Google, YouTube and different social media.

## How effective is our effort?

- In general, there is increasing demands on our paid business programs in comparing to last 2 years, indicating that our efforts are making a change.

## Where should we focus changes?

- We should focus changes on our website, social media pages, and paid search media.

## What should we do, now or later?

- We should spend more for ads and search terms on paid channels that can reach out to interests of our pursued audience.

# Testing and Learning Plan

## What should we study further?

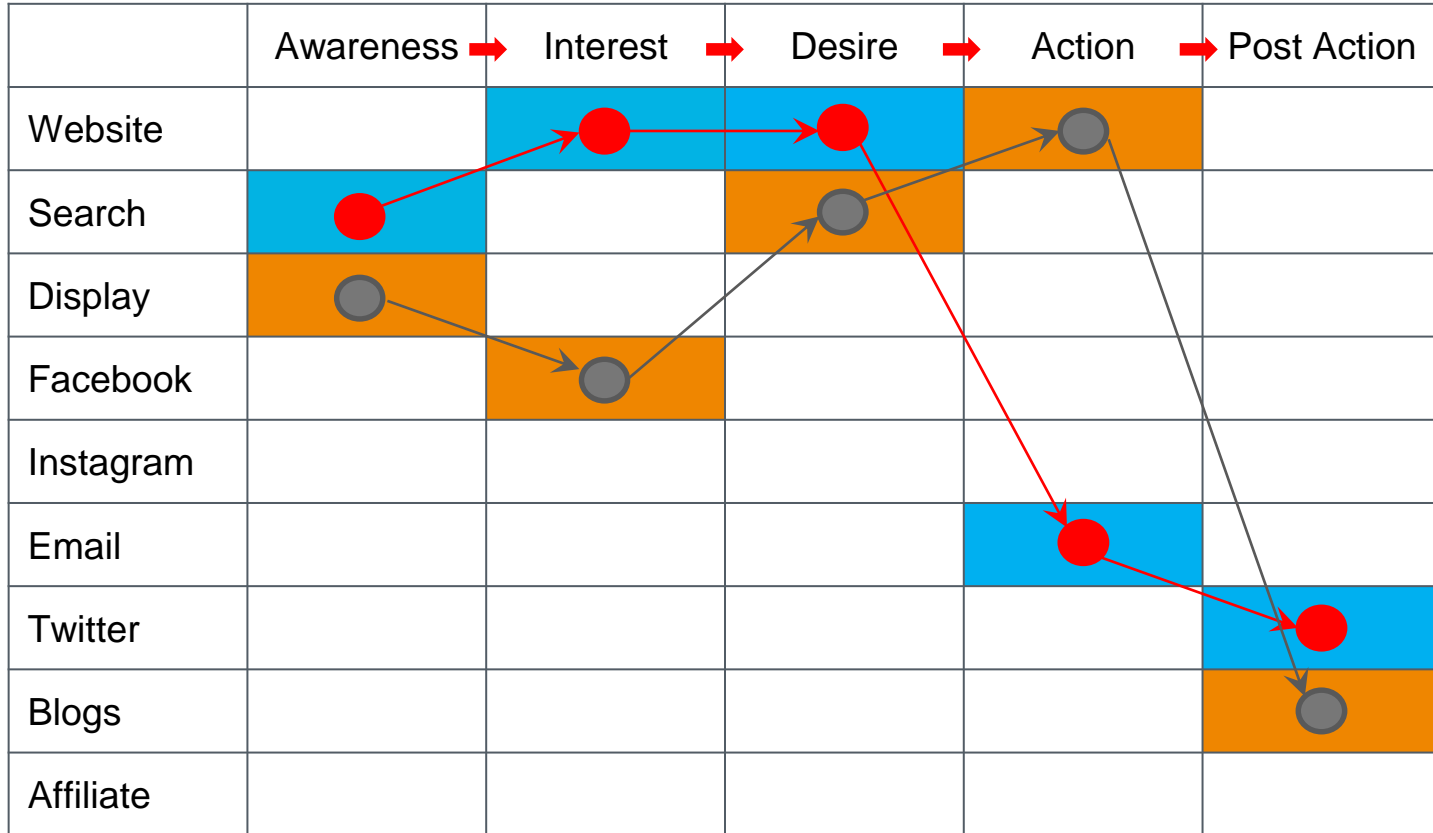
- We should study about market competitors and their prices, also their offers and discounts, and how to bring more talented instructors to our school, and reducing costs as well satisfying stakeholders and those in charge of service, and whom receive it.

## What should we try?

- We should try for offering more fair discounts for each segment, and dedicating a free paid programs opportunities to motivate applicants and earn more well reputation within wider area of market.

# Purchase Process

## Channels



# Testing and Learning Plan

## What analysis and data do we need?

- We're supposed to analyze traffic and user driven events on our own and paid channels. Also, we should know about who writing about us in earned channels, and how does their content talk about our Business Programs.
- **Next slide** mentions some metrics that should be in consider.

# Testing and Learning Plan

## What analysis and data do we need?

- Bellow are a **number of metrics alongside processes of purchase funnel** we should put in consider when analyzing data:
  - *Awareness:*
    - Facebook: Impressions
    - Blog: Visits
  - *Interest:*
    - Search: traffic from search, and time on site
    - Social pages: engagement time with content
  - *Desire:*
    - Site: repeated visits, add to cart, signing up for email list
    - Facebook, Twitter and YouTube Pages: number of followers
  - *Action:*
    - Site: transactions through traffic
  - *Post Action:*
    - Blogs: writing a review or including content about school programs
    - Facebook and other social media: posts and tags about us by others

Thanks