

A photograph of two people in an office setting. A woman with short blonde hair and glasses, wearing a yellow sleeveless top, looks thoughtfully at a man. The man, wearing a grey vest over a light-colored shirt, holds a dark coffee cup and looks towards the woman. The background shows office cubicles.

Project 1: Prepare to Market

Building the foundation to Market

Step 1: Getting Started

DMND Program or Enterprise

Which product did you choose? (DMND Program or Enterprise)

I choose Digital Marketing Nanodegree Program

“Marketing Objective: DMND”

My Marketing Objective is to sign 200 new customer to the DMND program during one quarter with a budget of \$50,000.

KPI: DMND PROGRAM

What is your primary KPI to measure marketing success?

The KPI for DMND program are:

- All advertisement and campaign has been done on decided budget.*
- Number of new interested customer who join the DMND program during the current Quarter.*

Step 2: Value Proposition

Value Proposition

- **FOR** Professionals, Students and Entrepreneur.
- **WHO** need Implementation-ready Digital marketing skills.
- **OUR** Online courses on digital Marketing.
- **THAT** Offer live project based and industry relevant Digital marketing program that Enhance your knowledge to become expert in Digital marketing.
- **UNLIKE** other massive open online course our offer includes content by industry leaders, personalized career guidance, tailored project portfolio as your example of work and one on one coaching with constant student interaction platform.
- **OUR OFFER** Online courses on digital marketing.

Step 3: Customer Persona

INTERVIEW

Q.1 What is your age group?

Ans: Most of the candidates belongs to 26 to 36 year of age group.

Q.2 What is your highest level of qualification?

Ans: 60% candidates had done their Master's.

Q.3 What is your current employment status?

Ans: Around 60% candidates are self employed.

Link: https://docs.google.com/forms/d/e/1FAIpQLSfX63E17YFGVOS2pD1VMYRaySKFoWNTTCwhjX7S-HIGT_r67g/viewanalytics

EMPATHY MAP

SEEING

Lack of Motivation

Not sure about the quality of course content

Lack of information about course

FEELING

Positive: Enthusiastic, Interested, Eager, Curious

Negative: Insecure, Stressed, Busy with work

DOING

Express Interest, Enthusiasm and curiosity

They will join the course with in 15 days

Enroll themselves for this course

THINKING

How could we make this happen with such a busy schedule

I think they want to know more about the course to their satisfaction

I already have so much to do. But this seems like a really cool opportunity

We need more youth Interested in our Industry

Target Persona

Background & Demographics

1. Female 26 to 36 year
2. Did Master's in MBA
3. Interested in online learning and Marketing
4. Live in Angola

Name & Image

Nancy



Needs

1. To know she's not wasting her money on a degree mill.
2. To take a course that has positive review.
3. To obtain real certificate

Hobbies

1. Gaming
2. Exercise
3. Travelling

Goals

1. Become an expert in digital marketing
2. Working in a healthy team, Friendly environment where she can be more creative
3. Working successfully on digital projects/campaigns

Barriers

1. Not having proper support of mentor.
2. The amount paying for this course is worth it or not.
3. If there is nothing tangible to add to her existing portfolio