Udacity
Marketing Analytics

Nanodegree Program
Project 7: Crafting an Analytic Brief

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Business Story: Udacity School of Business

What relevant actionable segments exists?

- College going students entering in to the market in Digital Marketing, Business Analytics or Marketing Analytics

- Udacity Alumni ,they already are your brand ambassadors.

- Professionals looking to transition in to the new field or people already working wants to grow in the field they are already working.

- Freelancers ,who wants to improve upon on their knowledge base.

- Diploma holders ,who lags behind degree holders as far as Indian market concerns.

- Retired Professional

Which ones should we pursue and why?

I think we should peruse all of them together, nearly all of the above mentioned segments are young and dynamic ,they are fueled with energy and with the changing scenario and IT world and with the edvent of the application of the newer technology people are looking for the change from the monotonous work they are doing and they want to be among the first to transition or enter into new cutting edge technology.

Customer Story

Where is our target audience?
Target audience would be the join seeking sites (LinkedIn, monster, Angle list etc.) and informative groups on social media like Instagram, Facebook, twitter etc. also B and C grades college students of third world countries.

Where is our effort?
Effort should be advertise as much as possible through different ways:

- owned media – Udacity website, social media (LinkedIn, Twitter, Facebook), blogs, customer email list.
- paid media – online ads, affiliate co-marketing.
- earned media – word of mouth, alumni webinars, referrals etc.

How effective is our effort?
Great gesture by Udacity to provide one month free subscription to the public which definitely would have gained lot of applaud and good image .Revenue generated and enrollment rate is not publicly available but by doing above gesture and push in the advertisement field its revenue and enrollment rate must have increased. As advertisements can be seen but still lot of work to do in that sector. The effort could be more impactful (**the advertisement about the Udacity is now popping up when I have searched for specifically Udacity not for AI, ML, digital marketing after many times but I am seeing other competitions add from the day I typed AI in you tube's search bar that's why I said the effort could be more impactful**)for a highly reputed company like Udacity which can transform one's life after enrollment in even a single program.

Customer Story – cont'd

Where should we focus changes?

- Sales and Marketing team should more focus towards the Asian countries as they are producing more number of students and some of them are not quality students ,but they want to learn ,in here Udacity can come and can offer courses with some discount may be different for different categories on the basis of their ID card etc.
- Sales and marketing team should treat each and every part of the world equally at least in terms of imparting education ,as we see from Udacity website that COVID-19 100 % discount is country specific.
- Efficient and creative spend on advertisements may be put in more where is needed ,like very few people in Indian know what basically Udacity in proportion to the population should have known.

What should we do, now or later?

- May be organize webinars of the Udacity alumni so that people can listen and relate and aspire to join the path.**(Track down the successful Udacity alumni and have a chat with them professionally where that person can guide all the aspiring students how he approach the program ,how much time he took to complete the course and the journey after he completed the course this will help reinforce the trust of the students who opt out in between the course, circulate the list ask them to circulate to those who are looking for transition etc.)**
- Initially if we come up with heavy discounts in Asian countries so that we can hold on to the chunk of population and later they will be our brand ambassadors ,and if we get any success story and publish it ,this will multifold the profit surely
- Start a customer royalty program to encourage repeat businesses, building brand loyalty and growing fan base.
- Leverage alumni to help promote School of Business brand awareness in their social and professional networks.
- Alumni meetup with top performing students in your class, so that they can be fully motivated throughout the course

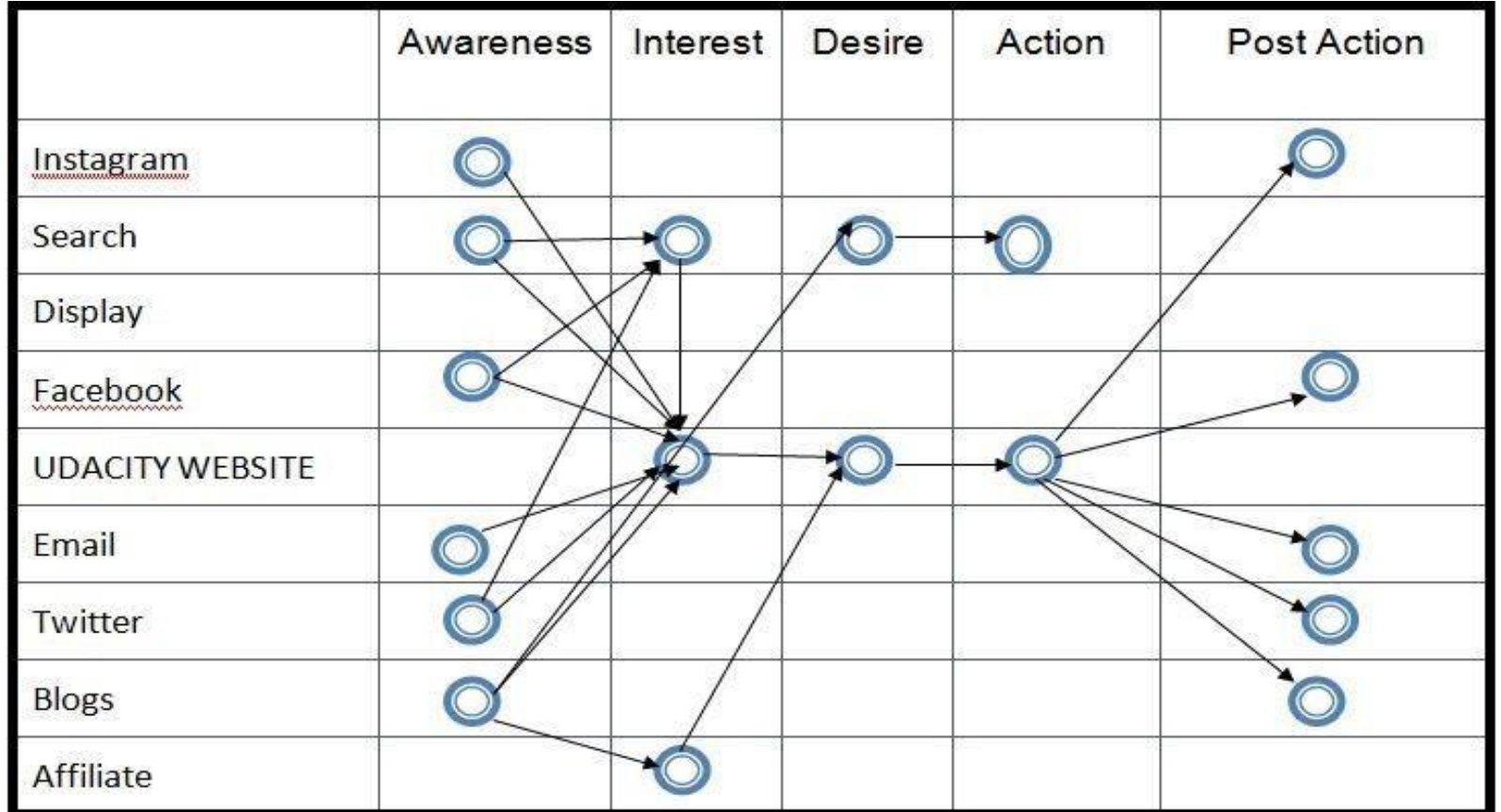# Testing and Learning Plan

What should we study further?

- Focus must be course price optimization as it is difficult for the poorer market to spend that much for the course ,one should first have a good hold in the market then you cantweak the prices accordingly
- Try meeting with successful Udacity alumni for webinars .
- May be conduct some on demand courses, and put out some introduction video accessible to all so that one can judge the course without being skeptical about it.

What should we try?

- Price fluctuations and optimization should be dealt as soon as possible as there is huge demand in the market right now and Udacity can play a major role.
- Feedback system after every lesson could be rating based or options based so that we can clearly identify the lacking.
- May be include a tab in the classroom where student can compare himself with other currently enrolled students in that course
- Push your successful alumni to promote Udacity or put on some reward for the same I.e. referral system.
- Marketing team should study the region specific spending habits to decide the price of the course ,so that they can generate maximum revenue

Purchase Process

Testing and Learning Plan:

Data we need to test and learn is:

1)Target different people on the basis of different technology they are interested by investigating informative groups available on the social media platforms.

2) closely follow your alumini connections and the post on their status ,as likeminded people can be found there.

3) Frelancers working in the particular field can be found from he google search and can be contacted through email id
4) compare your prices with competitive pricing and tweak your advertisemnt level or pricing level accordingly.

5)Put in lectures in between the lesson of the alumini in which he/she is sharing his success stories to keep the student motivated and help them not to opt out the course in between.

6) keep on checking and responding to the feedbacks you are getting from the students

7)averages colleges can be tracked out and may be collaborate with that college and plan the course ,grab the student from the start ,you will get large number in bulk and cheap advertisement and promotion and country will get a better engineer.