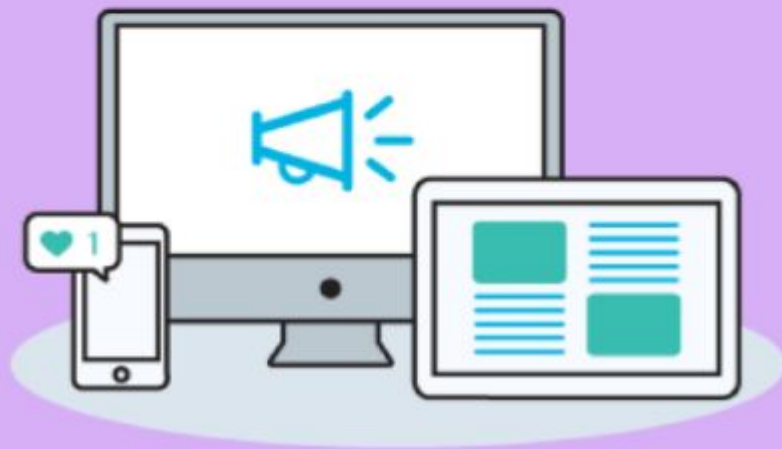


Project 1

Prepare to Market



DMND Product B2C

Marketing Objective:

The marketing objective is to sell 200 DMND courses in February 2021.

key Performance Indicator - KPI

The primary KPI is the number of students who bought the DMND course in February.

Value Proposition

Value Proposition

- **FOR** digital marketing-minded people.
- **WHO** needs a digital marketing course to improve their skills for their businesses, to get a high position in a company or for personal goals.
- **OUR** digital marketing nanodegree (DMND - online course).
- **THAT** offer high learning content and nanodegree credential.
- **UNLIKE** digital marketing online training courses from Google.
- **OUR OFFER** digital marketing training program with access to high learning content, real projects, mentorship, live Q&A sessions with industry experts.

Customer Persona

Interview Questions

Part of the list of questions and answers from my interviewees:

- **Personal Background**

How old are you ? 21, 25, 32, 39 years old

- **Educational Background**

What did you study ? Business, International Relations, Accounting, and Marketing

- **Hobbies**

What are you interested now ? Digital marketing, content, and cycling

All questions and answers here in my [DMND Survey](#)

Interview Questions

- **Challenges/Barriers**

Is price or time a concern for the goals you want to achieve? Yes

- **Goals**

How have your goals changed in the last 3 years?

Yes, having a background in marketing and having worked in home decor and interiors, I have explored looking into interior design as a career. This year I have finally decided to explore my passions and delve further into Digital Marketing as it will help my business and also help me with my personal goals.

All questions and answers here in my [DMND Survey](#)

Empathy Map

Thinking

- Thinking about industry backed knowledge and career planning and support services.
- The time that needs to end the course.
- The quality of course.
- The course that is intensive and genuine, specific and affordable.

Seeing

- Watch TV Shows.
- Reading marketing and food blog.
- Looking at Instagram & Facebook.
- Listening to podcasts.
- Reading Newsweek, Quora, Medium, and HuffPost blogs.


Doing

- Partner in a furniture design and manufacturing company.
- Loves digital marketing and making content.
- Having a background in marketing, home decor and interiors.

Feeling

- Overwhelmed with choices available
- Excited
- Interested


Customer Persona

| Background & demographics | Maria Ali | Needs |
|--|---|--|
| <ul style="list-style-type: none">• Female, 32 years old• Married• MBA degree• A partner In a furniture design and manufacturing company• Lives in Canada• HH income \$100k |  | <ul style="list-style-type: none">• she needs a course that includes support services, industry-backed knowledge, and career planning• she needs high digital marketing skills for her business |
| Hobbies | Goals | Barriers |
| <ul style="list-style-type: none">• Reading• Walking• Watching TV Shows• Home decor & interiors | <ul style="list-style-type: none">• Gain digital marketing skills for her business and for personal goals• she wants to look into interior design as a career• Health Lifestyle• Focuses on marketing in her next career | <ul style="list-style-type: none">• The time needed to complete the course• Too many courses choices |

Customer Persona

| Background & demographics | Ana Ritacorreia | Needs |
|--|---|--|
| <ul style="list-style-type: none">• Female, 29 years old• Single mother• Bachelor in International Relations• Copywriter• Lives in Portugal• HH income \$ 25k |  | <ul style="list-style-type: none">• Courses that are intensive, specific, and affordable• Ability to do on her own time |
| Hobbies | Goals | Barriers |
| <ul style="list-style-type: none">• Watching health and lifestyle-related TV Shows• Doing yoga exercises | <ul style="list-style-type: none">• Focusing on digital marketing and making Content• Changed a lot professionally because she becomes a mother so she wants to gain new skills• Health Lifestyle | <ul style="list-style-type: none">• Course cost• The time needed to complete the course |

Customer Persona

| Background & demographics | Rajat | Needs |
|--|--|---|
| <ul style="list-style-type: none">• Male, 25 years old• Single• High school degree student• Lives in New Delhi• HH income \$ 20k |  | <ul style="list-style-type: none">• Courses that have high quality and genuine• He needs Digital marketing skills to get a freelancing job |
| Hobbies | Goals | Barriers |
| <ul style="list-style-type: none">• Watching Football• Reading blogs like Quora and Medium | <ul style="list-style-type: none">• Gain high skills in digital marketing• Using social media platforms to market his future business | <ul style="list-style-type: none">• Course cost• Balancing between university studies and the online course |