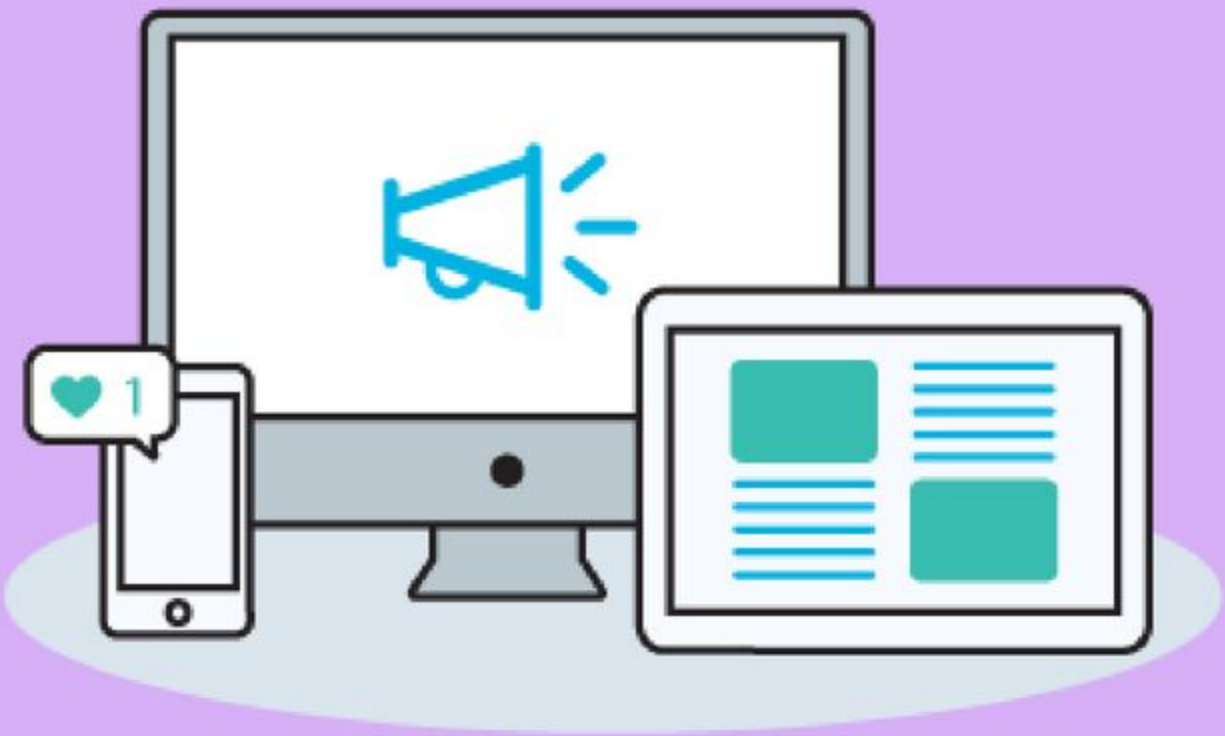


Project 1

Prepare to Market



Marketing Challenge

Option 1

Digital Marketing Nanodegree
Program

DMND Program, Enterprise, or Your Own Company

- Which option did you choose? Option 1
- If Udacity, which product did you choose? Digital Marketing Nanodegree
- If your own company, tell us about your product/service NA

Marketing Objective: DMND

To collect 100 email addresses of potential students for the DMND course offered by Udacity in September 2020.

: Awesome: Excellent start with your marketing objective by applying SMART objectives. The Marketing objective has been stated in a Specific, Measurable, Achievable, Realistic, and Timebound manner. Perfect

KPI: DMND

Primary KPI: Total number of email addresses collected in September.

: Awesome: The KPI is directly connected to you objective. Well done!

Value Proposition: DMND

For: Students, business owners, or professionals


Who: want to promote or sell their own business/service or upskil themselves

Our: online Digital Marketing Nanodegree Program

That: is created in collaboration with top-tier companies like Google, Mailchimp, Hootsuite

Unlike: other online courses

Our Offer: is 100% online and flexible as per your needs, and gives you a hands-on experience with real world projects and feedback by experienced reviewers, technical mentor and career guidance.



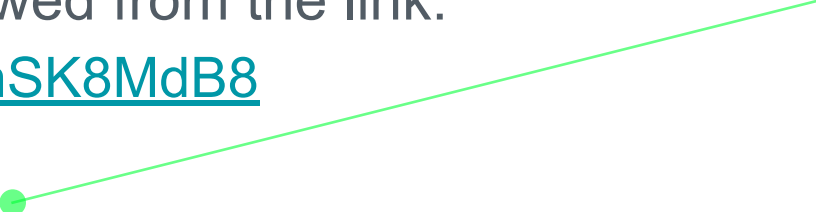
: Awesome: You have done an incredible job applying Geoffrey Moore's template to your value proposition. Well done.

Learn how to market and promote your business or service with Udacity's online Digital Marketing Nanodegree made in collaboration with top industry experts. With a hands-on experience and real-worlds projects, you can study part-time as per your own flexibility.

Interview


Questions I asked can be viewed from the link:

<https://forms.gle/MSXJMqS2enSK8MdB8>



: Awesome: Well done! Your Questions address to ascertain to the needs / wants / aspirations of a customer while also looking for defining characteristics of the audience that they form a part of and relate to DMND.

It is important to note, that the intent behind our research and carrying out interviews is to outline the defining characteristics of the audience that we would like to market to.



: Suggestion: Go ahead highlight 3 key important questions with answers on the slide, and the rest of the question and answers can be external link.

Empathy Map

THINK

- Want to elevate copywriting skills
- Increase editorial capacity
- Excel at brand strategy and development
- Pursue a new role in their existing industry

SEE

- Video platforms such as netflix, hotstar
- Enjoy watching documentaries
- Social media platforms like Instagram, LinkedIn
- The New York Times, Inshorts, Google Arts & Culture

DO

- Are working full-time; occasionally take up freelance projects
- Love designing, reading, writing, mobile gaming, cycling
- Has experience with online learning


FEEL

- Not sure where to start
- Time is a barrier in meeting professional goals
- Practical experience is lacking
- Digital media is essential to market business.

: Awesome - The empathy map you have made helps you understanding and summarizing the customer research.

Great job on synthesising the answers from your interviewees, and use this information to construct 2x2 empathy map. Perfect!

Target Persona

Background and Demographics	Target Persona Name	Needs
<p>Age: 24 years old</p> <p>Gender: Female</p> <p>Country: India</p> <p>Annual Income: 5 lakh per annum</p> <p>Relationship: Single, Not Married, No children</p> <p>Education: Bachelors</p> <p>Current Industry: Marketing and Communications</p> <p>Title: Communications Manager</p>	<p>Vanshi Grover</p> 	<ul style="list-style-type: none">- Wants to get a promotion at her job/increase annual income.- Wants someone to guide her with a career path and possible options in the future.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">- Loves watching documentaries & movies on Netflix, Hotstar.- Into graphic designing, writing and reading - NY Times, The Atlantic, Inshorts.	<ul style="list-style-type: none">- Elevate copywriting- Make a career in the digital industry- Gain new skills such as digital marketing & knowledge of brand strategy.	<ul style="list-style-type: none">- Time is a barrier in gaining new skills, since she is working full-time.- Current work is challenging and exhausting.- Not sure where to start or who to ask for guidance.

: Awesome: The target persona successfully encompasses the key characteristics of your target customer and uses information from the empathy map. Great work developing your target customer persona