

# PROJECT 1

## PREPARE TO MARKET





## **DMND PROGRAM, ENTERPRISE OR YOUR OWN COMPANY**

I have chosen to work on Udacity Digital Marketing Nanodegree Program (i.e Option 1)



# DIGITAL MARKETING NANODEGREE PROGRAM

DESIGNED FOR

- Students
- Professionals
- Business Owners



## TIME ESTIMATIONS

- 3 Months
- At 10 hours/week
- Self paced online course





## IN COLLABORATION WITH

- Google
- Hubspot
- Hootsuite
- Moz
- Mailchimp





## MARKETING OBJECTIVE

The marketing objective is to reach the maximum of potential learners and provide them with a free syllabus ebook on their emails with an overview of the entire course, with a minimum of 20 % conversion rates of every visit per month.

# KEY PERFORMANCE INDICATOR



Number of new customers, leads and conversions at the end of every month.



## VALUE PROPOSITION

For - Potential learners.

Who - Want to enhance skills according to the change in the market trend.

Our - Online self paced DMND Programme.

That - Online programme to equip learners with vital skills in Digital Marketing.

Unlike - Online courses like Udemy, Coursera, Skillshare.

Our Offer - Online course for Digital Marketers.





## CUSTOMER PERSONA : INTERVIEW

For Creating the customer persona I have interviewed 6 different people.

### Frequently Questions Asked are-

- Current Job role (Mostly Studying)
- Do they prefer Online Course (Yes)
- How much they can spend in a day to enhance a new skill (2-3 hours in a day)
- What setbacks prevent them from achieving their goals (Concentration/ Comfort Zone)



## LINK TO MORE QUESTIONS

[https://docs.google.com/forms/d/e/1FAIpQLScEp0ZGcc0XvmxDM2RYVPBNRD-GG2tHESYOoVXzMqbAe1M95g/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScEp0ZGcc0XvmxDM2RYVPBNRD-GG2tHESYOoVXzMqbAe1M95g/viewform?usp=sf_link)

# EMPATHY MAP



## Think

- How to come out of comfort zone
- How to concentrate

## See

- There is lack of consistency
- There is lot to achieve in life


## Do

- Spend time in online learning
- Spread knowledge and experience

## Feel

- They can achieve their goals in life
- Physically and Mentally fit

# TARGET PERSONA

Background and Demographics	Target Persona Name	Traits
<ul style="list-style-type: none"><li>• Gender- Female</li><li>• Age-21</li><li>• Mass Communication Student</li><li>• Hometown- Dehradun</li></ul>	 <p>SWATI</p>	<ul style="list-style-type: none"><li>• Passionate</li><li>• Optimistic</li><li>• Sociable</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Photography</li><li>• Reading stuff related to Digital Marketing</li></ul>	<ul style="list-style-type: none"><li>• Become an expert in Digital Marketing</li><li>• Start my own Digital Marketing Firm</li></ul>	<ul style="list-style-type: none"><li>• Network Barrier</li><li>• Lack of Information</li></ul>