PROJECT 1

PREPARE TO MARKET



DMND PROGRAM, ENTERPRISE OR YOUR OWN COMPANY

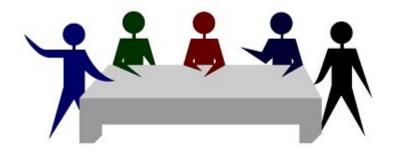
I have chosen to work on Udacity Digital
Marketing Nanodegree Program (i.e Option 1)



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.

<u>That</u> - Online programme to equip learners with vital skills in Digital Marketing.

<u>Unlike</u> - 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 skil (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





Think

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

See

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

<u>Do</u>

- Spend time in online learning
- Spread knowledge and experience

<u>Feel</u>

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

TARGET PERSONA

Background and Demographics	Target Persona Name	Traits
 Gender- Female Age-21 Mass Communication Student Hometown- Dehradun 	SWATI	PassionateOptimisticSociable
Hobbies	Goals	Barriers
 Photography Reading stuff related to Digital Marketing 	 Become an expert in Digital Marketing Start my own Digital Marketing Firm 	Network BarrierLack of Information