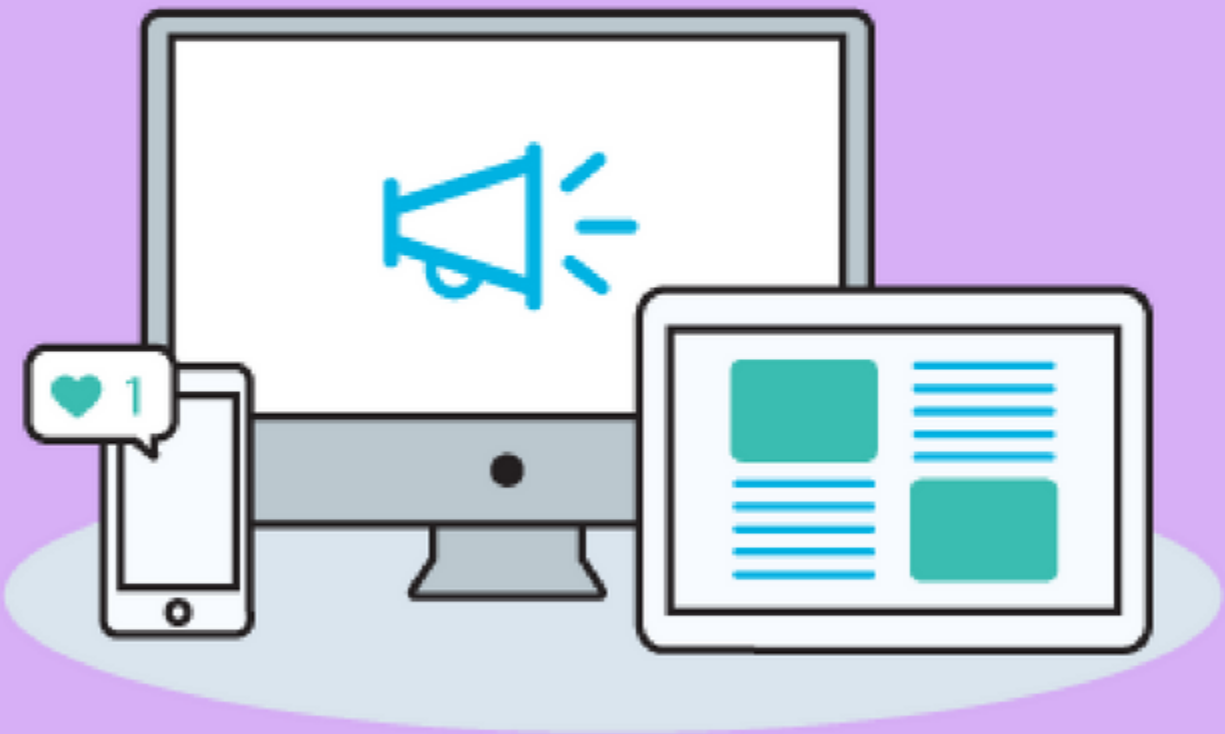


Project 1

Prepare to Market



DMND Program, Enterprise, or Your Own Company

- **Which option did you choose?** (Udacity)
- **If Udacity, which product did you choose?**
(DMND Program)
- **If your own company, tell us about your
product/service** (None)

Marketing Objective: DMND, Enterprise, or Your Company

DMND

We have a marketing objective to get 50 learner in 2 months

To get 50 learner we will target more than 2k to reach our goal

KPI: DMND, Enterprise, or Your Company

DMND

The KPI would be the number of learners after 2 months

Value Proposition

Write a value proposition using Geoffrey Moore's template for the product you chose:

For (target customer) who (statement of the need or opportunity) our (product/service) is (product category) that (statement of benefit). Unlike (closest competitor), our offer (primary differentiation).

DMND's value proposition might read:

FOR *Business students and anyone interested in digital marketing*

WHO *need to develop their skills or learn new things*

OUR *digital marketing nanodegree*

THAT *offer up to date tools and tricks about digital marketing*

UNLIKE *digital marketing courses in udemy or coursera*

OUR OFFER *learn tools and academic info about digital marketing & freelancing tools*

If you need more inspiration, see more on value propositions on [HubSpot](#).

Interview

Hello!

Introduce yourself?

- I'm ahmed from egypt 25 years old still single, I'm graduated from engineering mansoura university and now I'm a junior engineer at energy factory and freelancer digital marketing

- What is your job role? Your title?

works as mechanical engineer in small factory
freelancer digital marketing

- What are you interested in?

Football is my biggest, art , reading and writing

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

Surly yes my biggest fears is time

- What are your professional/personal goals?

Achieve a salary of 80.000 in a year so that I can got married
Become a senior in my career

- What are your biggest challenges professionally/personally?

Got married and fall in time without achieving any goal or live well

Empathy Map

SAYS

He need to got married

He need to live well

He need to be a senior in digital marketing

He need to improve freelancing skills

How can I start

THINKS

Thinks the DMND would be great for him

He like digital marketing

Wasting time



DOES

Check Facebook ads for courses and ND

Check websites

Compare between courses

Ask friends

More research

FEELS

Excited

Motivated

Fear

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">*Male*25 age*single*Annual HH income : 1200 \$*Lives in Egypt*graduated from faculty of engineering Mansoura university*works as mechanical engineer in small factory*freelancer digital marketing	Ahmed Yasser Elsherbiny	<ul style="list-style-type: none">*I need to get started in a new career like digital marketing because I know little about it
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Football• Art• Design• Reading• Writing	<ul style="list-style-type: none">• Achieve a salary of 80.000 in a year so that I can get married• Become a senior in my career	<ul style="list-style-type: none">• Getting stuck in a job because I hate routine• life passing him by too quickly