



## Digital Marketing: Prepare to Market

### DEFINITIONS:

**Marketing Objective:** What you want to achieve with your marketing efforts.

**KPI:** Key Performance Indicator - the most central activity you are measuring.

**Value Proposition:** Conveys what you are selling, what the benefit is in using that product or service, who the target customer might be, and what makes your offering different from the competition.

**Customer Persona:** A *fictional* character that summarizes and communicates the key characteristics of your target customer.

**Empathy Map:** A visual map usually broken into four quadrants (thinking, seeing, doing, and feeling) that is used to understand and summarize customer research.

### SMART OBJECTIVES

**SMART** objectives are: **S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**imebound

### VALUE PROPOSITION TEMPLATE

**FOR** ..... (target customer)

**WHO** ..... (statement of the need/opportunity)

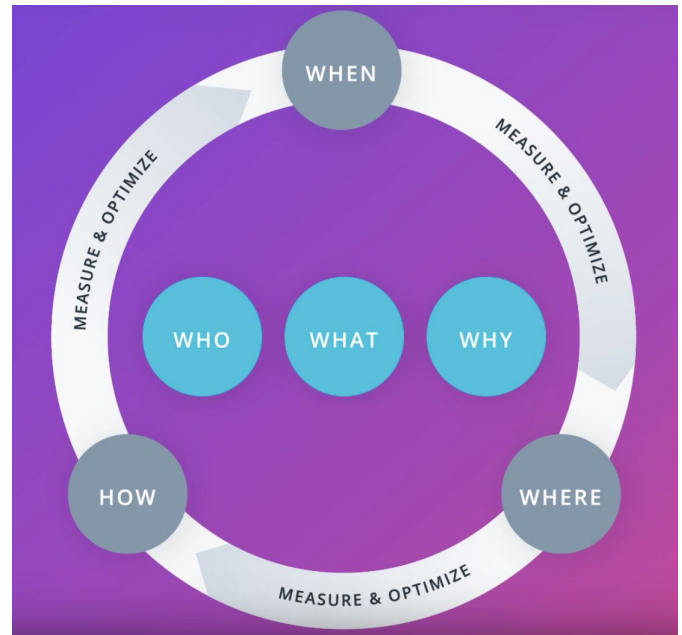
**OUR** ..... (product or service/category)

**THAT** ..... (statement of benefit)

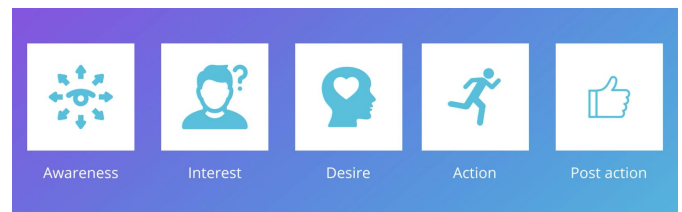
**UNLIKE** ..... (closest competitor)

**OUR OFFER** ..... (primary differentiator)

## DIGITAL MARKETING FRAMEWORK



## THE CUSTOMER JOURNEY



### QUICK LINKS:

- [Udacity Website](#)
- [Course Catalog](#)
- [Business Services](#)
- [Enterprise Offerings](#)
- [Udacity Blog](#)
- [Ebook Landing Page](#)
- [Corporate Training Landing Page](#)
- [List of Potential Interview Questions](#)
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- [Helpful Tips from Hubspot](#)