

# Udacity

# Marketing Analytics

Nanodegree Program

Project 7: Crafting an Analytic Brief

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# Business Story: Udacity School of Business

What relevant actionable segments exists?

- Job seekers looking to start a career in Marketing, Business Analytics or UX Design
- Udacity Alumni looking to add skill competency or start a career in Marketing, Business Analytics or UX Design
- Beneficiaries of corporate staff training or scholarship programs in Marketing, Business Analytics or UX Design
- Distance online learners seeking continuous education in Marketing, Business Analytics or UX Design

Which ones should we pursue and why?

All of them. These segments show a huge appetite in pursuing skills and knowledge in Marketing, Business Analytics and UX Design, fueled by prevailing hot trends in these industry sectors. Learners are particularly attracted to contents delivered by industry experts with real world projects, tailored to be completed in months and reasonably priced, via on-demand, learn-from-anywhere platforms. Udacity School of Business Nanodegree offers fit the bills perfectly.

# Customer Story

## Where is our target audience?

Online Search sites, LinkedIn, Twitter, Facebook, YouTube, Slack (Alumni) and professional job listing sites are where the target audience (professional job seekers, Udacity alumni, Udacity scholarship recipients and distance online learners) frequents and peruses.

## Where is our effort?

Udacity School of Business leverages a mix of

- owned media – Udacity website, social media (LinkedIn, Twitter, Facebook), blogs, customer email list.
- paid media – online ads, affiliate co-marketing.
- earned media – word of mouth, mentions on blogs and social media (LinkedIn, Twitter, Facebook, Reddit), news, publicity from corporate scholarship sponsorships.

## How effective is our effort?

Enrollment rate and revenue information on School of Business course offerings is not publicly available. However, observable past and recent changes to its marketing campaigns, price tweaking, discounts and support staffer structure, point to rising unfavorable customer sentiments towards the brand. Adjustments are needed to reverse negative customer perceptions and increase customer experience, in order to drive quarterly growth.

# Customer Story – cont'd

## Where should we focus changes?

- Sales and marketing should focus on reversing customer wariness of inconsistent and wildly fluctuating course pricing across marketing regions. Eliminate drastic price differentials among individual customers that appear to be administered to test a market or segment on a whim or on the fly. Clear communication to customers of pending price changes upfront.
- Efficient and creative spend (e.g. staff product discount, profit sharing, time off in lieu) on support staffer (including mentors) to incentivize providing quality support to students, in turn improving student experience.

## What should we do, now or later?

- Promote impressions and/or views of School of Business course offerings on LinkedIn, Slack (Alumni) and professional job listing sites where a significant audience of core segments is present to reinforce brand awareness and explain how the training can boost their competitive edge in landing hot Marketing, Business Analytics and UX Design jobs.
- Step up co-marketing effort with affiliates to increase referral volume.
- Start a customer royalty program to encourage repeat businesses, building brand loyalty and growing fan base.
- Remarket new courses to alumni with discount offers or loyalty credits for repeat business and new customer referral.
- Leverage alumni to help promote School of Business brand awareness in their social and professional networks in exchange for discounts or loyalty credits on future courses.

# Testing and Learning Plan

## What should we study further?

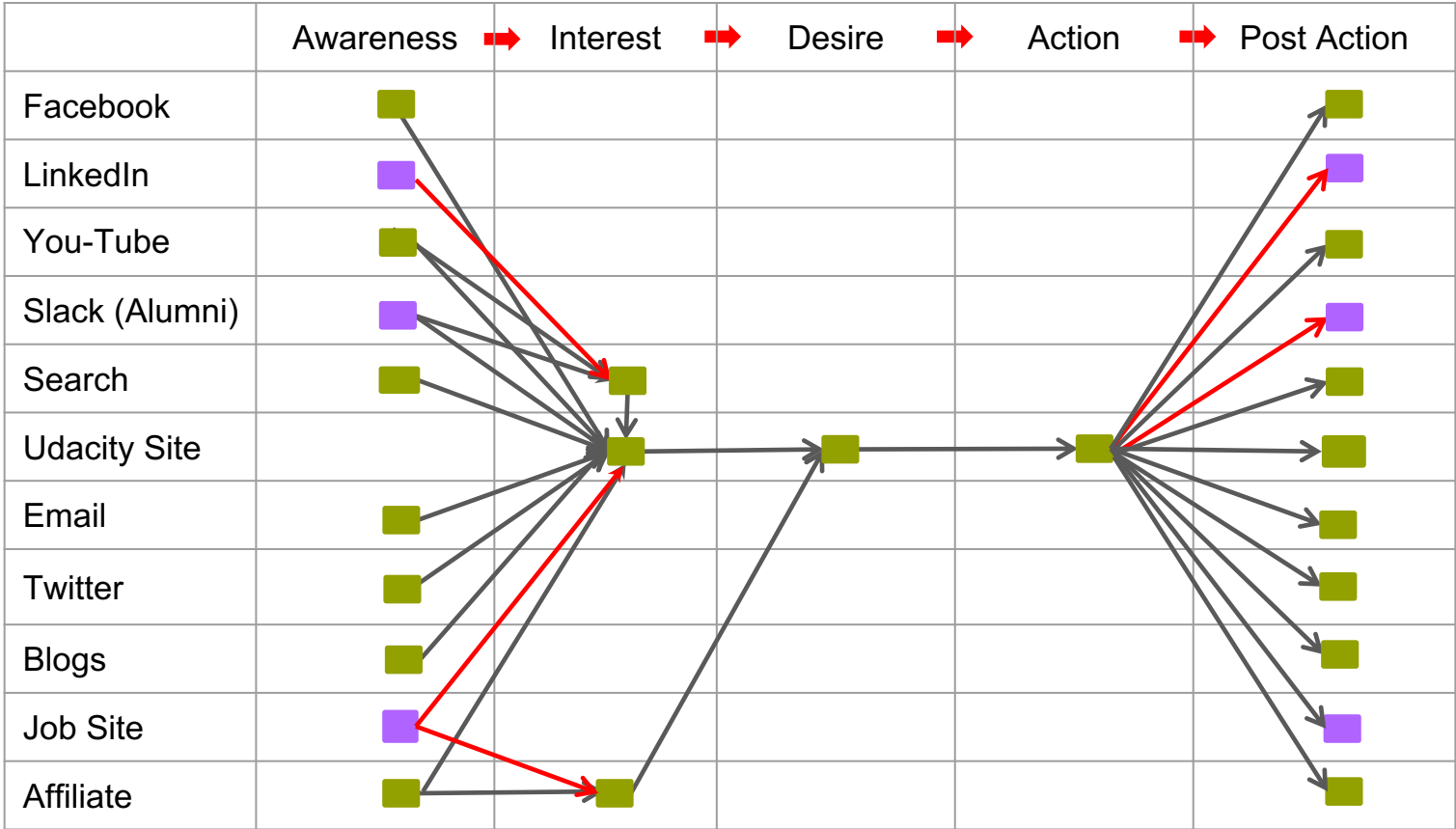
- Metrics from previous quarters to validate focus areas for improvement, establish base line metrics to compare pre and post change performance, and map out adjustments needed for focus areas.
- Course pricing and discount history to determine optimal pricing and discount for current offerings.
- Current co-marketing arrangement with affiliates to increase referral traffic.
- Previous and current customer demand on course contents, prioritize course offerings based on demand not variety.

## What should we try?

- Implement measures to reduce drastic price fluctuations and discount differentials across marketing regions.
- Responsive student support infrastructure to improve customer experience.
- Personalized email offering to alumni and prospective customers based on past purchases and/or indication of interests.
- Reward program incentives to encourage repeat businesses and new customer referrals, grow brand royalty.
- Promote impressions and/or views on LinkedIn, Slack (Alumni) and Professional job listing sites where a significant audience of core segments is present.
- Ramp up co-marketing effort with affiliates

# Purchase Process

Channels



impressions and/or views can be increased further to boost conversion rate

# Testing and Learning Plan

What analysis and data do we need?

- Analysis and data to drive changes needed to influence performance metrics on purchase process:

*Pricing and Discount Model*

Compare model performance of past and current course offerings by School of Business and competitors to devise a competitive model.

*Support Staffer SLA (service level agreement)*

Analyze customer feedback data to establish a clear and sustainable SLA to increase customer satisfaction and experience.

- Collection, monitor and analysis of pre and post change performance metrics on purchase process:

*Awareness*

Product impressions and views on LinkedIn, Twitter, Facebook, Slack (Alumni), search, blogs, affiliates and professional job sites.  
Email campaign open rate.

*Interest*

School of Business and affiliates websites: click through rate, unique visitors, time on site, bounce rate, contents drilldown  
Search: total visits resulting from keyword searches.

# Testing and Learning Plan – cont'd

## *Desire*

School of Business website: number of users (new and returning), sessions, average session duration, pages per session, bounce rate, views of introductory video clips, download of course syllabus.

## *Action*

School of Business website: all sessions, sessions with product views, sessions with add to cart, sessions with Check-out, Sessions with Purchase. Billing, payment and review drop-off rates, unique purchases, product revenue, quantity, product refund amount, average price and average quantity.

## *Post Action*

School of Business website: course rating, graduate badge for posting to social media account with a tag to School of Business.  
Facebook, LinkedIn, Slack (Alumni), Blogs, Affiliates: like, a review or posting with a tag to School of Business.  
You-Tube, Twitter: comment or like to course video on U-Tube, Tweet with a tag to School of Business.  
Email: news letter, promotional event, subscriber discount code.  
Search, Job Listing Sites: branded keyword search, display with a tag to School of Business.