



Project 1: Prepare to Market

Building the foundation to Market

Marketing Challenge #1: Digital Marketing Nanodegree Program

You are tasked with attracting future fellow students for this Digital Marketing Nanodegree Program. More specifically, your objective is to collect email addresses of potential students, who could be interested in taking this course. In order to do this, we have [created a landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, content that you will see in the Social Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$15 per collected email address.



Step 1: Getting Started

DMND Program or Enterprise

Which product did you choose? (DMND Program or Enterprise)

I have chosen the DMND Program.



Marketing Objective: DMND

Provide the marketing objective for the product you chose?

Collect 500 email address of potential students by end of March 2018.



KPI: DMND

What is your primary KPI to measure marketing success?

The primary KPI for DMND would be the number of emails collected from landing page by 31st March 2018.



Step 2: Value Proposition

Value Proposition

Value proposition for DMND :

FOR digital marketing career seeking individuals


WHO wants to acquire knowledge on digital marketing to change career or skill up

OUR Digital Marketing Nanodegree Program

THAT offer full immersion, full feature learning experience

UNLIKE Udemy's Digital Marketing Masterclass

OUR OFFER helps student gain real-world experiences running live campaigns as they learn from top experts in the field.



Step 3: Customer Persona

Interview

1. *How old are you?*
2. *What is your marital status*
3. *Where do you live?*
4. *What is your income level?*
5. *What is the highest level education have you completed?*
6. *What did you study?*
7. *What is your current employment status?*
8. *What kind of challenges do you face in your professional environment?*
9. *What is the biggest challenge regarding taking this course?*

[*Link to the google form of interview questions.*](#)

[*Spreadsheet with interview questions and answers.*](#)



Empathy Map



Thinking

- Growing an ecommerce business
- Wants to learn new skills in order to market the product
- Get real world hands on projects to learn.

Doing

- Works as a web developer
- Likes playing video games
- Backpack traveller
- Spending time with kid

Seeing

- Watches youtube videos regarding digital marketing
- Uses instagram and facebook to see how others market on social media
- Niche product pages that are selling well

Feeling

- He struggles because he doesn't have enough time to study.
- He has trouble catching up on learning new skills .
- Lack of knowledge in digital marketing to apply in business
- She is unsure where to start.

Target Persona

Background & Demographics

1. Male, 25 years old
2. Single
3. Bachelor's Degree in Software Engineering
4. Lives in Malaysia
5. Income is under \$20,000

Lim Man Choo



Needs

1. Learn Digital Marketing skills online.
2. Get practical experience
3. Get a certification for the skill

Hobbies

1. Play video games
2. Backpacking
3. Surfing the internet.

Goals

1. Start an ecommerce store
2. Market the product on digital platform to increase sales.
3. Get certified in digital marketing

Barriers

1. Not enough time to learn
2. Too many websites with no proper certification.
- 3.
4. Unsure where to start.