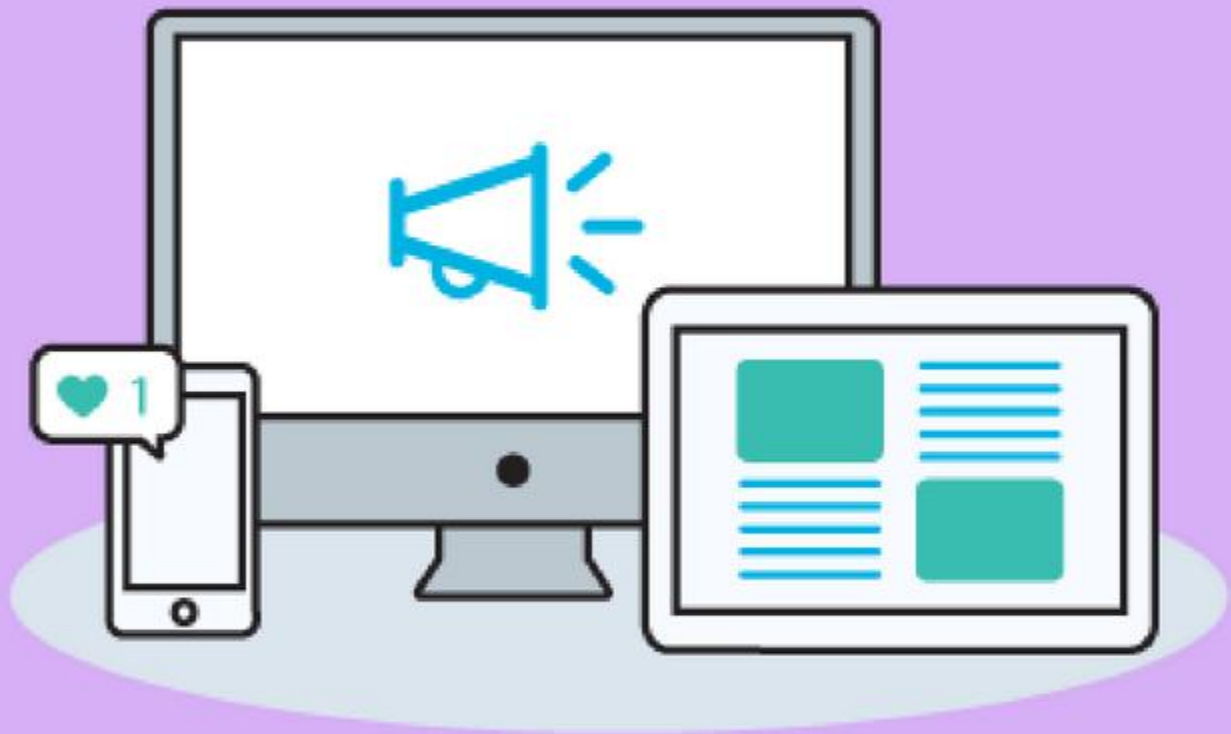


# Project 1

## Prepare to Market



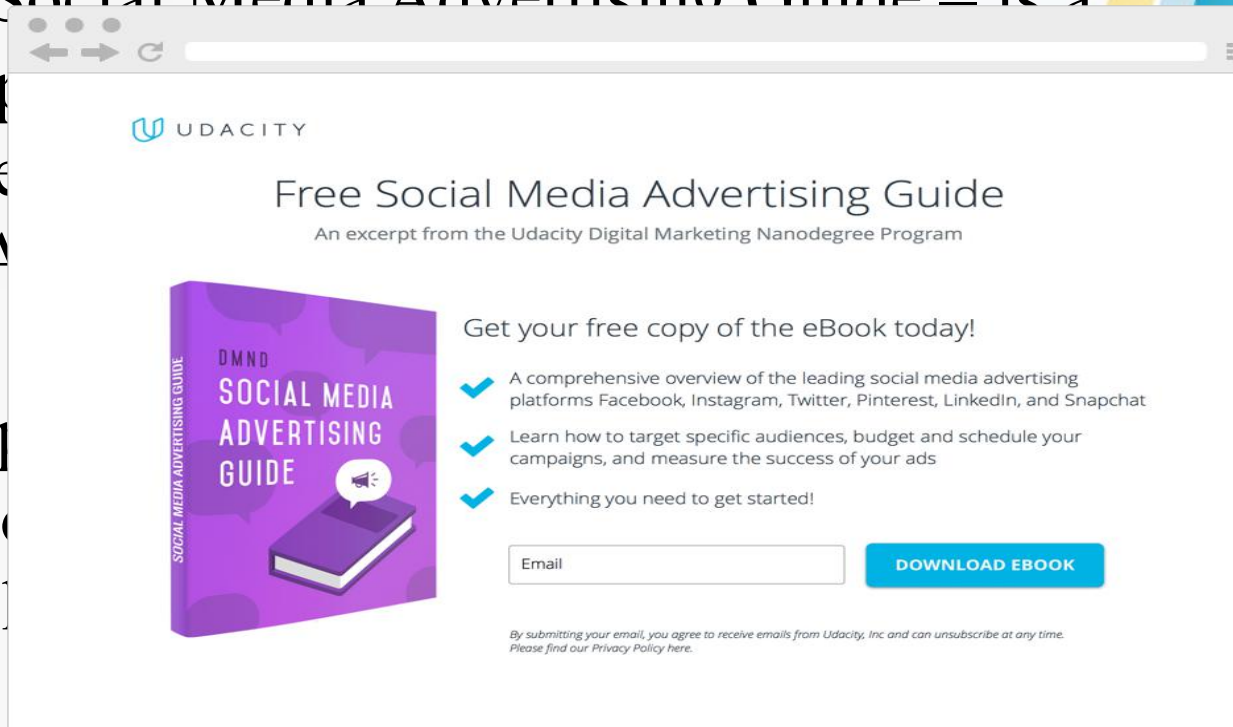
BY: PEACE NGOZI AGHEDO



# 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 Udacity Digital Marketing Nanodegree Program.

For the purpose of this assignment, you will be responsible for the eBook. The cost of the eBook is \$15 per copy.




The screenshot shows a web browser window displaying the Udacity landing page. The page has a white background with a blue header bar containing the Udacity logo. The main heading is "Free Social Media Advertising Guide" in a large, bold, black font, followed by the subtitle "An excerpt from the Udacity Digital Marketing Nanodegree Program" in a smaller, gray font. On the left side, there is a purple eBook cover titled "DMND SOCIAL MEDIA ADVERTISING GUIDE" with a speech bubble icon. To the right of the cover, the text "Get your free copy of the eBook today!" is followed by three bullet points, each with a blue checkmark: "A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat", "Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads", and "Everything you need to get started!". Below the bullet points is a white input field labeled "Email" and a blue button labeled "DOWNLOAD EBOOK". At the bottom, there is a small line of text: "By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here."

UDACITY

## Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program



Get your free copy of the eBook today!

- ✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- ✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- ✓ Everything you need to get started!

Email

[DOWNLOAD EBOOK](#)

By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here.

# DMND Program

- **Which option did you choose?**

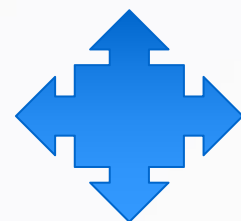
Udacity

- **If Udacity, which product did you choose? DMND Program**



# DMND PROGRAM

- **MARKET OBJECTIVE:** To have 300 Digital Marketing Nanodegree Program prospective students download the free eBook with a 30% conversion rate of individuals who originally visited the page in February 2022.
- **PRIMARY KPI:** The KPI for the Udacity marketing objective would be the number of persons who downloads the eBook by providing us with their email.



# DMND PROGRAM



## ➤ VALUE PROPOSITION

**FOR:** Individuals interested in pursuing a course in Digital Marketing.

**WHO** need a curriculum to guide them in the pathway of the Digital Marketing course.

**OUR** Digital Marketing Curriculum/Guide

**THAT** offer efficient Digital Marketing Lessons

**UNLIKE** Digital Marketing Courses at Coursera

**OUR OFFER** equips you with vital knowledge necessary to become highly proficient in Digital Marketing and a person of value and interest in the Digital Marketing World.



# DMND PROGRAM

## INTERVIEW QUESTIONS

Kindly find below a google link for the interview questions.

[Interview Questions](#)

# DMND PROGRAM

## THINKING

- Believes the world has gone tech all round,
- Wants to pursue a course in Digital Marketing.
- Dissatisfied with his current job.
- Believes he will find fulfillment in Digital Marketing.

## DOING

- Newly wedded with a baby boy.
- Works as a cashier to a microfinance bank.
- Searching for an online Digital Marketing Program.
- Compares cost to run a Digital Marketing course with Udacity.

## EMPATHY MAP

## SEEING

- Exercise fanatic
- Already sees himself as a digital marketer.
- Sees Movies at leisure

## FEELING

- Exhausted
- Frustrated
- Has doubts about the future
- Ready to pursue the Digital Marketing Program
- With digital Marketing Skills I can now make more money to take care of my family.

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"> <li>• AGE: 40</li> <li>• GENDER: Male</li> <li>• MARITAL STATUS: Married</li> <li>• NUMBER OF CHILDREN: 3</li> <li>• COUNTRY: Nigeria                             <ul style="list-style-type: none"> <li>• STATE OF RESIDENCE: Edo</li> </ul> </li> <li>• EMPLOYED: Yes</li> <li>• ANNUAL INCOME: 1 million naira                             <ul style="list-style-type: none"> <li>• HIGHEST CERTIFICATION: Masters Degree</li> </ul> </li> </ul>	 <p>MATTHEW</p>	<ul style="list-style-type: none"> <li>• Sufficient internet network.</li> <li>• Projects to practice Digital Marketing.</li> <li>• Better work and better cash inflow.                             <ul style="list-style-type: none"> <li>• Tutorial videos</li> </ul> </li> </ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"> <li>• Play FIFA PES                             <ul style="list-style-type: none"> <li>• Travel</li> <li>• Singing</li> <li>• Dancing</li> <li>• Chess</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• A better job</li> <li>• Does not see self in this same industry in the next 3 years.</li> <li>• Sees self as a high profiled Digital Marketer in the next 3 years.</li> </ul>	<ul style="list-style-type: none"> <li>• High cost of data                             <ul style="list-style-type: none"> <li>• poor Internet</li> </ul> </li> <li>• Financial constraints                             <ul style="list-style-type: none"> <li>• Too many responsibilities at work.</li> </ul> </li> </ul>



**THANK YOU**

A decorative graphic on the right side of the slide, consisting of several overlapping, curved, wavy bands in shades of light blue, yellow, and a darker blue, creating a dynamic, flowing effect.