

Project 1

Prepare to Market



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DMND Program

I chose the udacity
DMND program

Marketing Objective:

**To collect 1000
emails of
potential
Demand students
within two
months**

Primary KPI

The total
number of



emails
collected

Value Proposition

:

FOR digital marketing skills interested individuals

WHO need a comprehensive course in digital marketing

OUR digital marketing nano degree programme

THAT offer comprehensive content anchored by industry experts

UNLIKE marketing course in coursera

OUR OFFER includes comprehensive practical and current industry led practices, that provides learners the capacity to freelance or get hired by top companies in the world

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Interview

Three individuals were interviewed, two graduate student who are into digital marketing and product design, and a civil servant who is into product design. The questions are presented in the document In the link below

[Interview Questions](#)

Empathy Map

Thinking

- To be among the best
- to achieve great things and great feats
- Digital marketing will benefits them (personally and professionally)

Seeing

- Digital marketing is one of the new thing to learn
- Learning new things through registered classes and you tubes
- Accessing Instagram, Facebook, twitter, medium, behance, dribbble for research, fun and certification


Doing

- Product Designing
- Digital marketing
- Getting task complete when needed
- Using the internet to learn and socialize

Feeling

- Tired
- Improving daily
- Stressed from work
- Feel good

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Age: 36• Gender: Female• Occupation: Civil servant and product designer• Marital status: Married• Location: Edo state Nigeria	<p>Mrs Plumoral</p> 	<ul style="list-style-type: none">• Knowledge, expansion and capacity.• More skills for better opportunities• Digital marketing skills (selling her skills) online
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Designing• Being creative and innovative• Researching, sourcing for information and learning online• Like to learn new things	<ul style="list-style-type: none">• Establishing great feats• increasing in knowledge, expansion and capacity.• Have more time for work, family and learning• Learn digital marketing	<ul style="list-style-type: none">• Limited recognition due to gender and marital status• Time to balance work, learning and family• Funds to learn digital marketing