

DMND Program, Enterprise, or Your Own Company

I have choose to Market the Udacity Digital Marketing Nanodegree Program. My goal is to Market this Program to Greek Citizens.

I believe that Greek Citizens will be a good customer target because of the big unemployment rate that exists in the country which is the result of the economic crisis.

Currently many people between age 23-45 in Greece are looking for a job or want to change job industry. Also social media are very popular in Greece and they are used from the majority of greek people. Digital Maketing currently is a hot topic and offers many job oportunities local and remotely.

Marketing Objective: DMND,

Get 1000 email subscriptions from people who are living in Greece in 3 months period.

KPI: DMND

*The primary PKI is LEAD to Customer Rate. More specific
10-20% LCR*

*Lead is Considered if the visitor subscribe by giving his
email address in order to download the e-book.*

Value Proposition

*For Greek Enthusiastic and Open Minded People
Who they want to change job field or get knowledge in
the new area of digital marketing
OUR Udacity Digital Marketing Nanodegree
That offers a 360 degree overview of Digital and Social
Media Marketing guided by mentors who are experts in
the field of Digital Marketing
UNLIKE Coursera
OUR OFFER give you a practical approach by real world
projects in cooperation with the biggest companies in the
field*

Interview

The questions that I have ask the customers are the following:

Demographics:

Age

Marital Status

Where to they Live

If they have Children

If they are planning to Married or planning to have children

Educational and Job Related Questions:

What they have Study

Which School

IF they have a Job

The title of the current job

Small description about what they are doing in their current job

How many years they work in the current job and to the specific role

If they like their job

If they have good relationship with new technologies

If they use Email and Social Media

How many time per average they are spending in Social Media Per Day

Hobbies:

What they are doing in their free time

If they have some hobby

Challenges/Barriers

If they want to find a job

If they want to find a job in a different field

If they want to get additional knowledge in the digital marketing field

If they want to learn about digital marketing in order to promote their current job

If it is the price or the time a concern for the goals they want to achieve

If they don't know from where to start

If they have enough information about what is digital and social marketing.

Empathy Map

Thinking

Change Career because of the economics crisis in Greece and Job insecurity which prevails currently in Greece.

Seeing

Watching Videos at YouTube.
Reading posts and opinions about Digital Marketing Career at Quora.

Doing

Doing Yoga, Reading books and attend open seminars and events for personal development.

Feeling

Job insecurity
Tired searching for Job
Creative but cannot find a way/job to express it.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">➤ Male 42 YEARS OLD.➤ MARRIED, 1 KID (7 YEARS OLD)➤ Bsc(Hons) in Computer Science from university of Sheffield.➤ Lost his job after 20 years and currently working a contractor.➤ Lives in Thessaloniki.➤ HUSBAND DOES NOT WORK➤ ANNUAL INCOME 12000 EUROS	MENELAOS	<ul style="list-style-type: none">➤ Find a permanent job➤ Change job industry by getting online learning courses in order to get the knowledge and the credentials which are required for such a transition.➤ Find a job where he can feel and be more creative.➤ Have the change to work remotely from home.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">➤ Yoga➤ Reading Books➤ Attend workshops and events about personal development	<ul style="list-style-type: none">➤ Find a permanent Job in new industry.➤ Combine IT technical knowledge and experience which already has with Digital Marketing in order to be more competitive in Job Market➤ Express Creativity through Digital Marketing	<ul style="list-style-type: none">➤ Time because of Family Duties➤ Money because of low income