

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Business Story: Udacity School of Business

What relevant actionable segments exists?

- Students that want to enhance their skills or learn new skills in areas such as Marketing or Business.
- Persons that would like to start their careers in Marketing or Business.
- Learners who prefer distance learning.
- Employees or others persons who have been granted access to programs via scholarship or corporate training.

Which ones should we pursue and why?

Pursue these four segments, are they are very relevant and have strong reasons to opt for this kind of education, by offering courses on modern trends with real world projects by real experts in the markets.

Customer Story

Where is our target audience?

Facebook, Instagram, Twitter, Youtube, LinkedIn and online search sites.

Where is our effort?



Paid media, through online ads



Owned media, via our website social media, blogs and e-mail list.



Earned media, through word of mouth from other students and mentions on social media or blogs.

How effective is our effort?

Efforts seem effective, I discovered this website from a promotion for a free month, which made me recommend the course to a fellow coworker. These kinds of promotions seem effective at bringing in new customers. Regarding retention, more data would be needed to assess.

Where should we focus changes?

Focus changes on sales and marketing, to assist the customer in his journey to finding the right education for himself, by providing high quality content. Offering different discounts for different countries in order to adapt to the average money available per capita could prove valuable in attracting customers from more countries.

What should we do, now or later?

Promote a customer loyalty program to encourage new users that are coming in from discounts and particularly now that so many persons are home from covid to promote repeated purchases and cultivate brand loyalty.
Invest more on ads on LinkedIn where leads are highly qualified.
Use students help with their networks to assist in divulging the brand.

Testing and Learning Plan

What should we study further?

Study the course prices and discounts, in general and in between different countries.

Focus on quality over content, by offering very tailored and high quality content from highly specialized in market instructors and mentors.

What should we try?

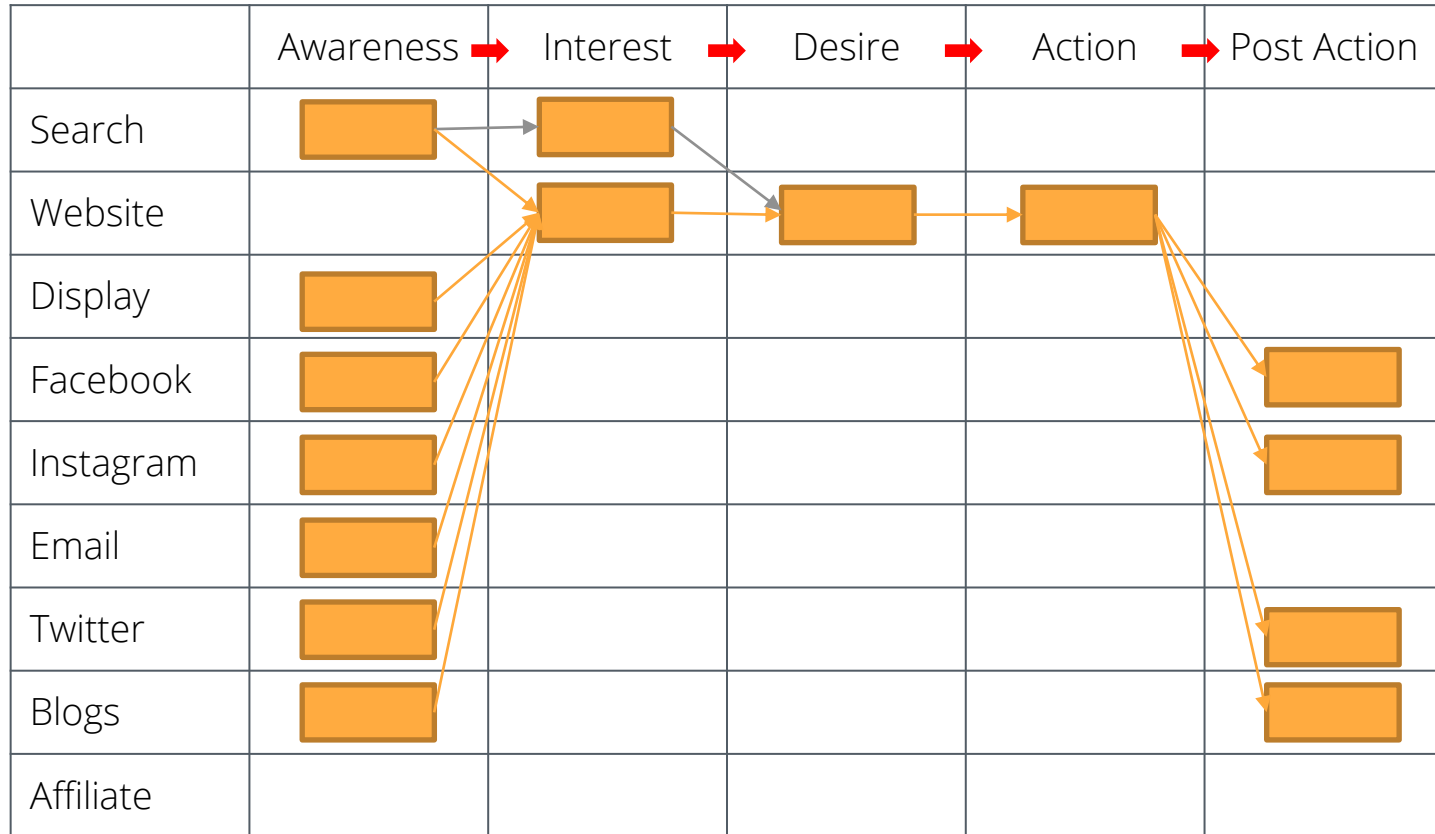
Improve customer experience by developing a mobile app as more and more students and potential students want to learn on the go.

Improve student support and identify pain points on the customer journey.

Try different prices in between countries.

Purchase Process

Channels



Testing and Learning Plan

What analysis and data do we need?

- Make sure that customer feedback is continually monitored and used to improve customer experience.
- Interest metrics: CTR, average time on site, bounce rate.
- Desire metrics: sessions, new and returning users, avg session duration, bounces, goal completions (such as syllabus reads or introduction video watches).
- Action metrics: sessions with check out, sessions with purchase, funnel abandonment rate, average price and quantity.
- Post Action metrics: Course ratings, likes and comments.