

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

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Business Story: Udacity School of Business

What relevant actionable segments exists?

- Young graduates seeking career shift.
- Professional seeking Business and Technology updates.
- Business leaders seeking soft skills enhancement.

Which ones should we pursue and why?

By facilitating young graduates in their career transition, we have the potential to build brand loyalty. Professionals will benefit from learning and gaining relevant information, attracting competitive individuals. Additionally, supporting business leaders in their professional growth will help us establish brand value. Therefore, it is advantageous to target all three segments to achieve our objectives.

Customer Story 1/3

Where is our target audience?

- People around the world who want to learn business at their own pace and convenience, without disrupting their 9-to-5 jobs, as long as there is a reliable internet connection and they are able to understand English.

Where is our effort?

- Sending an email newsletter on a quarterly basis and providing discounts can help retain customers. Moreover, utilizing marketing channels, such as display ads, can effectively increase brand awareness and drive conversions.

Customer Story 2/3

How effective is our effort?

- Relying solely on display ads to target young graduates may not be effective in achieving desired results. Additionally, sending an email newsletter sporadically might not create a substantial brand presence or drive significant conversions.

Where should we focus changes?

- The effort will focus on sharing more engaging content and optimising online marketing to either acquire new customers or retain existing customers.

Customer Story 3/3

What should we do, now or later?

- Promote programs to existing customers that are tailored to their interest and preference based on their past activity on the platform.
- Allocate additional funds to promote the brand through diverse marketing channels, effectively expanding its reach and visibility
- Implement personalized discounts based on individual user needs as a strategy to enhance user retention and conversion

Testing and Learning Plan

What should we study further?

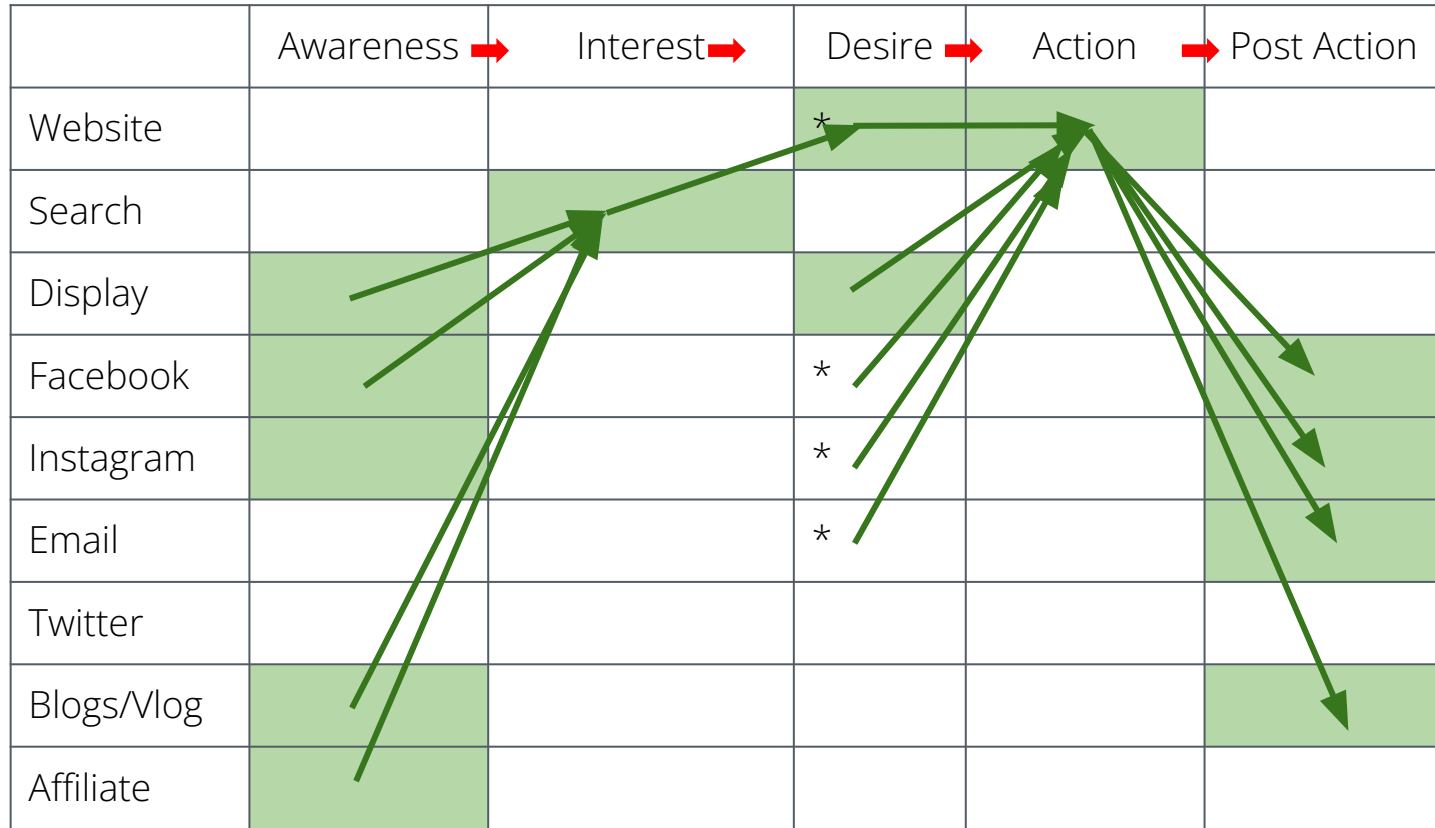
- Gain insights into the key metrics of the company over the past year to develop a comprehensive understanding of its performance and trends.
- Create essential market segments and outline the appropriate targeting approaches for each segment

What should we try?

- Allocate more budget for online advertising to drive targeted traffic.
- Collaborate with education-focused influencers to promote the brand.
- Optimize SEO techniques to improve search engine visibility

Purchase Process

Channels



↑ *Re-engage existing customers

Testing and Learning Plan

Before initiating any marketing efforts, it is important to establish baseline metrics, such as the number of active users, monthly revenue generated, conversion rate, and average total new users from the previous year. Additionally, assessing the market sentiment towards the brand is crucial.

During and after conducting marketing efforts, it is necessary to compare the number of new users acquired, revenue generated, and evaluate the effectiveness of different marketing channels. Adjustments should be made accordingly. Evaluating the conversion rate within specific market segments and assessing the market sentiment towards the brand are also essential steps in the analysis process.