



Project 1: Prepare to Market

Building the foundation to Market

Digital Marketing Nanodegree Program

Marketing Objective | Digital Marketing Nanodegree Program

Achieve 1000 leads of potential students in Brazil in May 2018.



KPI | Digital Marketing Nanodegree Program

The KPI of Udacity's Marketing Objective is the number of 1000 downloads from Brazil of the Free Social Media Advertising Guide in May 18.



Value Proposition

Value Proposition | Digital Marketing Nanodegree Program

FOR people who work or want to work with digital marketing

WHO needs gain a complete understanding of digital marketing

OUR Digital Marketing Nanodegree

THAT offer the skills to launch a successful career as a digital marketer

UNLIKE courses from Udemy

OUR OFFER was developed with industry leaders like Google, Facebook, HubSpot, Hootsuite, Moz, and MailChimp, who together power innovation across the entire digital marketing ecosystem.



Customer Persona

Interview | Digital Marketing Nanodegree Program

Questions	Interviewee 1	Interviewee 2	Interviewee 3
What is your gender?	Female	Female	Female
How old are you?	29	27	31
Where do you live?	Sobradinho, Brazil	Brasília, Brazil	Brasília, Brazil
What is your civil status?	Engaged	Engaged	Engaged
Do you have children?	No	No	No
What is your annual household income?	More than €36k	€18k - €27k	€27k - €36k
What level of education did you complete?	Master's degree	Graduate degree	Graduate degree
Which school did you attend?	Uniceub/UnB	Anhanguera	Uniceub
What did you study?	Journalism	Journalism	Advertising and Marketing
What is your job title?	Social Media	Social Media	Business Intelligence Manager
How long have you had this role and title?	6 years	5 years	11 years
What do you like to do in your free time?	Reading, traveling and cooking	Reading and watching TV series	Reading and watching TV series

[Click here to read all the questions and answers](#)

Empathy Map | Digital Marketing Nanodegree Program

THINKING

Thinks that price or time is a concern for the goals
Needs more professional training and knowledge
about the changes in the market
Wants to have a new role in the same industry

SEEING

Uses Social Medias to keep informed
Likes to watch TV series
Likes to read books

DOING

Has been working with digital marketing for 7 years
Interests by social issues
Working hard to achieve the goals

FEELING

Lack of recognition
Lack of time
Lack of opportunities
Too much information to administer



Target Persona | Digital Marketing Nanodegree

Background & Demographics

1. Female, 29 years old
2. Engaged, no children
3. Lives in Brasília
4. HH income 36k
5. Graduate degree
6. Journalism in Uniceub
7. Social Media



Karen Fernandes

Hobbies

1. Watching TV series
2. Reading
3. Cooking

Goals

1. To be an important Digital Marketing professional
2. To work in a large company
3. To have more qualification

Needs

1. More professional training and knowledge about the changes in the market
2. More focus

Barriers

1. To have more knowledge in the area of digital marketing
2. Lack of time, opportunities and recognition