

DIGITAL MARKETING



01



GETTING STARTED

D M N D P R O G R A M

Which product did you choose? (DMND Program)
I choose this option because my experience is limited
in marketing field so I think I can influence individuals
more than com companies , and I'm developing
android app with my friends for release after we get
the experience .

MARKETING OBJECTIVE

Provide the marketing objective for the product you chose?

My marketing objective is to get maximum of 300 e-mails from those who registered to benefit DMND course .

KPI

Number of enrolled e-mails in the DMND .

02



VALUE PROPOSITION

Value Proposition

FOR: Marketers or individuals Interested In Digital Marketing

WHO: Interested to Learn Digital Marketing

OUR: Digital Marketing nanodegree curriculum .

THAT: Offer everything marketers need to get effective Digital Marketing Knowledge .

UNLIKE : Digital Marketing curriculum offered through free sources with low quality Digital Marketing information .

OUR OFFER : Provide full understanding of Digital Marketing to guide a Digital Marketing career .

03



CUSTOMER PERSONA

Interview Questions

- What is your gender ?
- What is your age ?
- Where do you see yourself in five years ?
- What is the best way you like to learn with ?
- What is your relationship status ?
- What are the goals you want to achieve ?
- Do you have children ?
- What is your complete level of education ?
- What do you enjoy doing in your free time ?
- Do you see yourself as a digital marketer someday ?
- What are you interested in ?

INTERVIEW

Interviewee:



MARIA

technology field
working as freelance



AREEJ

fresh graduated of
marketing



AISHA

BA of marketing
working as marketer

EMPATHY MAP

Thinking

- Wants to work as a digital marketers .
- Believes Will Be More Satisfied With to know more about digital marketing .
- Want to owning company and improving professional .

Doing

- Works As A Marketer.
- Searching For Online Digital marketing Programs.

Seeing

- Watches series In Free Time.
- Reads books to know more .
- Exercise To Keep healthy.
- Picturing Himself As A Digital Marketer.

Feeling

- Tired.
- Overthinking .
- Optimistic about the future.
- Ready To Study digital marketing .
- Ready to work hard to be a good marketer.

TARGET PERSONA

Background

- Female , 24 years old .
- bachelor of computers science.
- work as translator .

Mary Frank

Hobbies

- Read .
- Watching series .
- Yoga

Goals

- Work as digital marketer.
- Owning home.
- Owning company .

Needs

- Real projects to learn digital marketing .
- Better job .

Barriers

- Lack of understanding the digital marketing .
- Too Many Responsibilities.
- lack of time .