



Digital Marketing: Prepare to Market

DEFINITIONS:

Marketing Objective: What you want to achieve with your marketing efforts.

KPI: Key Performance Indicator - the most central activity you are measuring.

Value Proposition: Conveys what you are selling, what the benefit is in using that product or service, who the target customer might be, and what makes your offering different from the competition.

Customer Persona: A *fictional* character that summarizes and communicates the key characteristics of your target customer.

Empathy Map: A visual map usually broken into four quadrants (thinking, seeing, doing, and feeling) that is used to understand and summarize customer research.

SMART OBJECTIVES

SMART objectives are: **S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**imebound

VALUE PROPOSITION TEMPLATE

FOR (target customer)

WHO (statement of the need/opportunity)

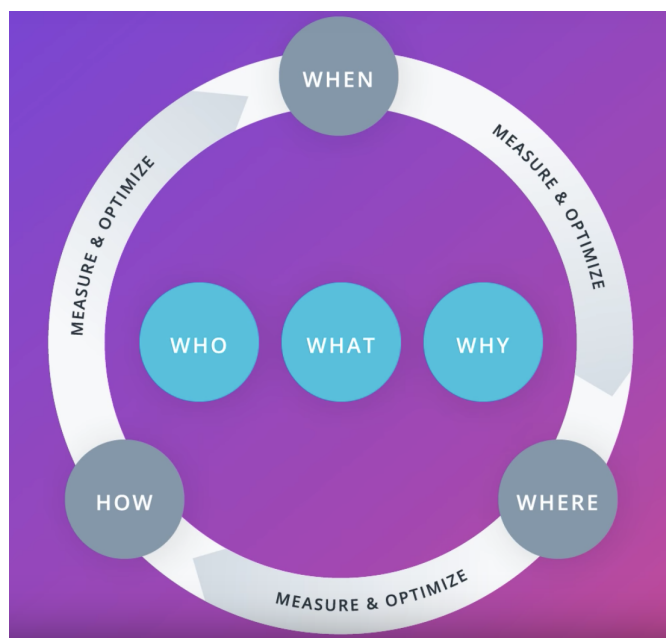
OUR (product or service/category)

THAT (statement of benefit)

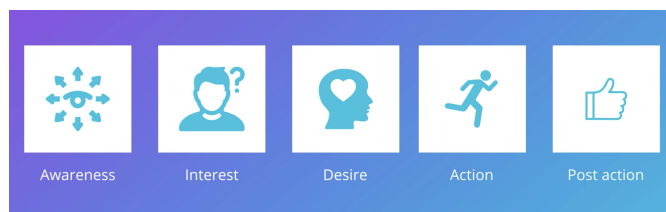
UNLIKE (closest competitor)

OUR OFFER (primary differentiator)

DIGITAL MARKETING FRAMEWORK



THE CUSTOMER JOURNEY



QUICK LINKS:

- [Udacity Website](#)
- [Course Catalog](#)
- [Enterprise Offerings](#)
- [Udacity Blog](#)
- [List of Potential Interview Questions](#)
- [Project Rubric](#)
- [Helpful Tips from Hubspot](#)