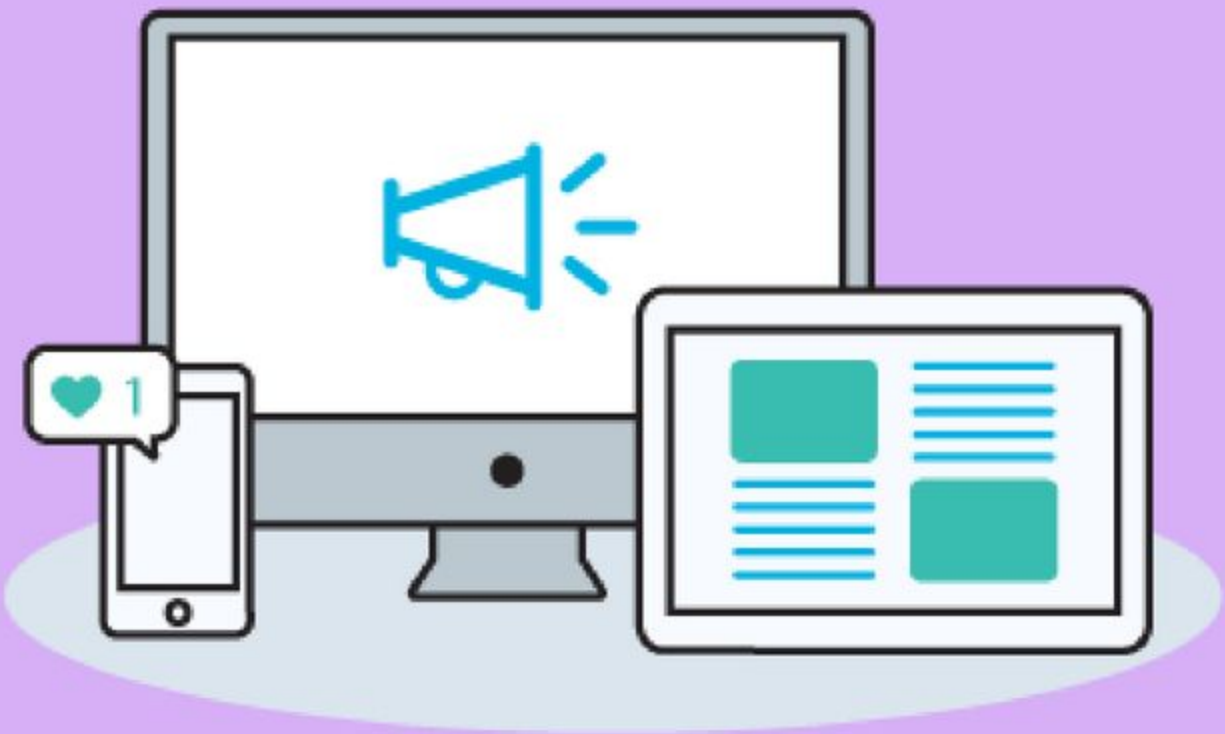


Project 1

Prepare to Market



DMND Program, Enterprise, or Your Own Company

- I chose Udacity and DMND Program

Marketing Objective: DMND

Raise DMND awareness by driving 100k new unique visitors to the DMND page within 3 months in 2022.

KPI: DMND

What is your primary KPI to measure marketing success?

Number of successful user sign ups.

Value Proposition

FOR individuals with an interest in Digital Marketing

WHO need to gain skills in digital marketing

OUR online self-paced digital marketing nanodegree

THAT offers high quality and hands-on training and learning experience

UNLIKE other digital marketing courses offered by MOOCs such as Udemy, Coursera and Pluralsight

OUR OFFER curriculum co-created with industry leaders, internationally recognized certificate, provide 1:1 mentorship, personalized feedback, Hands-on projects and career guidance

Interview

See link below for interview questions:

<https://gist.githubusercontent.com/mmphego/fbdf3672bc4026b8bd8f9fac1d77dcde/raw/0d31760f8a5a2be26b4666b91668e3d0891b63a3/markdown>

Empathy Map

Thinking

- Learn tools and tricks related to digital marketing
- Starting a new career in digital marketing
- Interests in tech and marketing

Seeing

- Often on social media
- Reads blogs related to digital marketing
- Subscribed to various digital marketing journals and researches on how to start a business

Doing

- Continuous learning
- Work/life balance
- Full-time job and part-time student

Feeling

- Overwhelmed and tired
- Eager to learn and use the skills acquired from digital marketing nanodegree

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Married, Male, 30 years of age• Degree in Electrical Engineering• Machine Learning Engineer• Passionate about writing and teaching• Lives in Cape Town, South Africa• Household-income: \$100000pa	John Doe	<ul style="list-style-type: none">• Skill in Digital Marketing for his side hustles and online teaching business• Would like to get connected to other digital marketing freelancers• Create job opportunities to the community
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Gaming• Hiking• Swimming• Traveling	<ul style="list-style-type: none">• Own an online and interactive teaching business• Be independent• Improve work/life balance	<ul style="list-style-type: none">• New to teaching with hand-on approach• Poor planning• Too noise and little signal on the internet