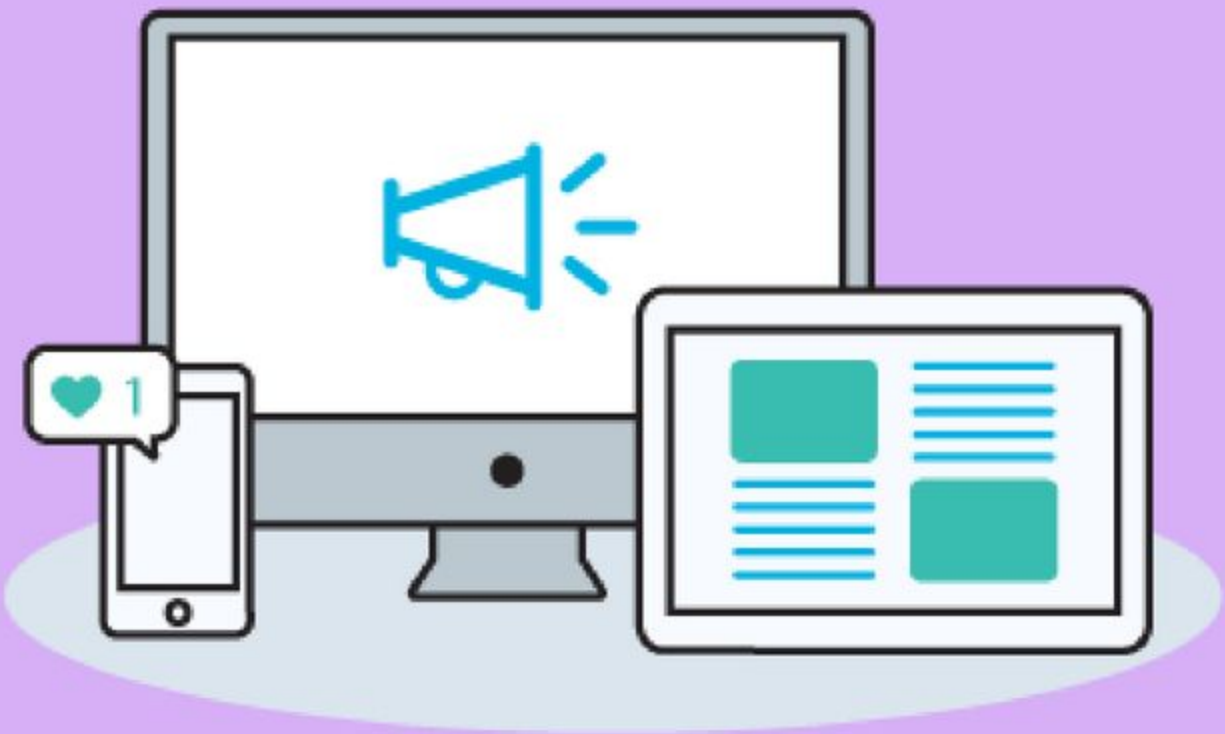


Project 1





Marketing Challenge

Digital Marketing Nanodegree
Program

Digital Marketing Nanodegree Program

You are tasked with attracting future fellow students for this Digital Marketing Nanodegree Program. More specifically, your objective is to collect email addresses of potential students, who could be interested in taking this course. In order to do this, we have [created a landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, content that you will see in the Social Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$15 per collected email address.



The screenshot shows a web browser window displaying the Udacity landing page for the 'Free Social Media Advertising Guide'. The page features the Udacity logo at the top left. The main heading is 'Free Social Media Advertising Guide', with a subtitle 'An excerpt from the Udacity Digital Marketing Nanodegree Program'. On the left, there is a purple eBook cover titled 'DMND SOCIAL MEDIA ADVERTISING GUIDE' with an illustration of a smartphone. To the right of the cover, the text 'Get your free copy of the eBook today!' is followed by three bullet points with checkmarks: 'A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat', 'Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads', and 'Everything you need to get started!'. Below these points is an email input field and a blue 'DOWNLOAD EBOOK' button. At the bottom, a small disclaimer states: 'By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here.'

UDACITY

Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program



Get your free copy of the eBook today!

- ✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- ✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- ✓ Everything you need to get started!

Email

DOWNLOAD EBOOK

By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here.

DMND Program, Enterprise, or Your Own Company

- **Which option did you choose?** (Udacity)
- **If Udacity, which product did you choose?**
(DMND Program)
- **product/service** (<https://dmnd.udacity.com/ebook>)

Marketing Objective: DMND

Provide the marketing objective for the product you chose?

The Udacity's marketing objective is to distribute at least 4 e-books to potential readers in college in December 2019.

KPI: DMND

What is your primary KPI to measure marketing success?

The KPI for Udacity's marketing objective would be the number of e-books distributed in December.

Value Proposition For The Product

FOR learners wanting to better their skills in the digital marketing field

WHO want an educational service that's accessible to them and is understandable

OUR educational services

THAT offer a unique experience

UNLIKE other educational companies

OUR OFFER free educational services, available to the potential student anywhere

Interview Questions:

Personal Background:

- 1. What is your first name?**
- 2. What is your gender and age?**
- 3. Are you currently studying or working?**

Hobbies:

- 1. Name 3 hobbies you like to do in your free time?**

Goals:

- 1. What would you as a potential learner want from a book?**

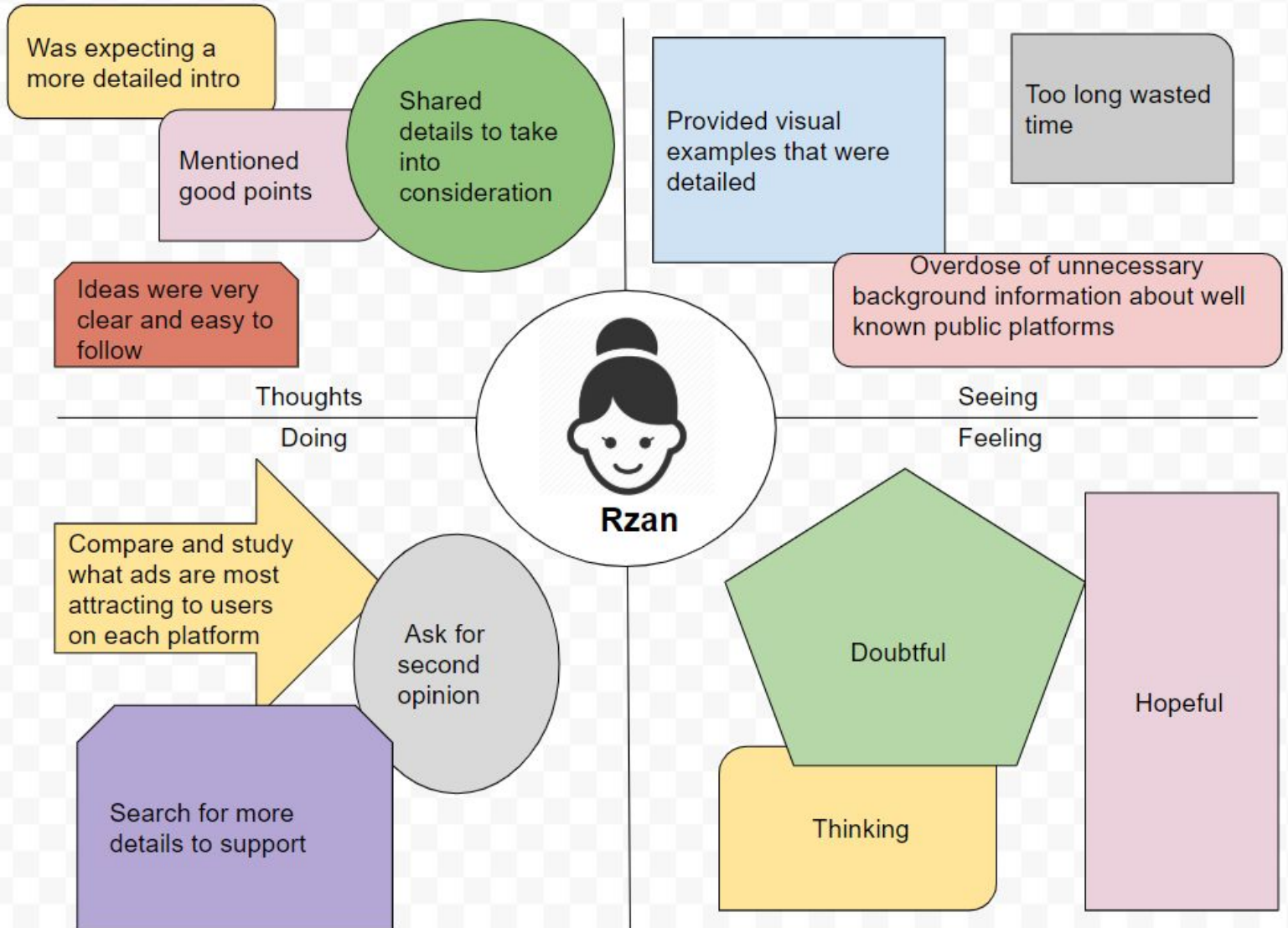
Barriers:

- 1. What would be the type of barriers that would prevent you from obtaining or even buying a book?**

Needs:

- 1. What are needed for you to consider that a book is successful?**

Empathy Map



Target Persona

Background and Demographics	Target Persona Name	Needs
Female 22 Years Old College Student	Rzan Rzan097@gmail.com	Cost efficient Entertaining Time-saving
Hobbies	Goals	Barriers
Reading Writing Painting	Entertaining Enhancing Vocabulary Learning Experience	Too Complicated Expensive Not Accessibility