# Udacity
# Marketing Analytics

Nanodegree Program

Project: Crafting an Analytic Brief

# Business Story

college graduate−

-job seeker

-employees

All of these job seekers are attracted to Udacity to add new skills to them that help them get jobs and distinguish them in the labor market. Also, employees are attracted to Udacity to develop their jobs and get promotions. Also, university graduates are attracted to Udacity to add new skills that help them acquire new skills in the labor market and accelerate the opportunity to get the job

# Customer Story

Where is our target audience?

LinkedIn ,YouTube , job posting sites ,face book ,twitter, Instagram , employment forum.

Where is our effort? social media(LinkedIn ,YouTube ,face book ,twitter )

Online ads ,Udacity website or the awarding body's website

How effective is our effort?

The number of subscriptions will increase 10% last year

Where should we focus changes? We should  focus change digital marketing compaigns .

What should we do, now or later? increasing the number of ads and digital marketing compaigns
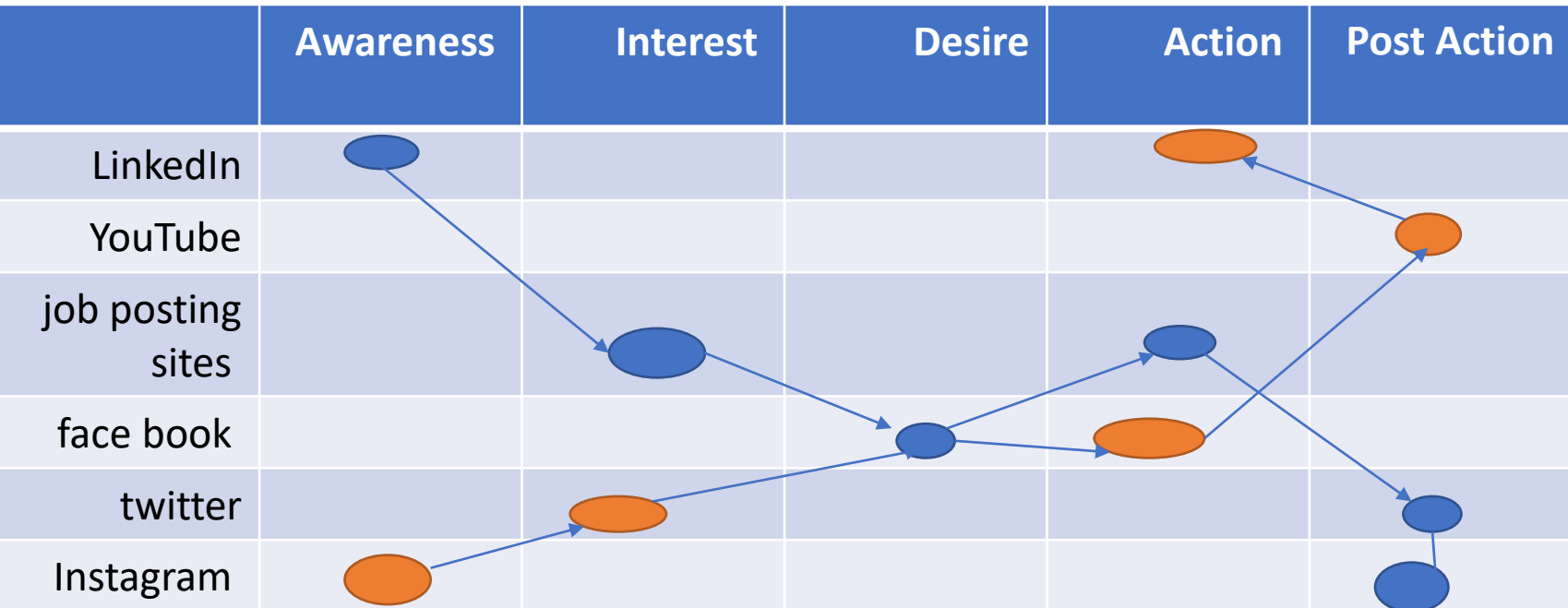
# Testing and Learning Plan

What should we study further?

We need to study marketing campaigns and their effectiveness, such as marketing campaigns on Instagram ...etc., and compare them with competitors' marketing campaigns.

What should we try?

We must motivate people who pass courses quickly and effectively , reward them and offer them discount , as well as free scholarships, and We need to use appropriate marketing campaigns for each segment to attract them

# Purchase Process

| Channels | Awareness | Interest | Desire | Action | Post Action |
|---|---|---|---|---|---|
| LinkedIn | ⬤ | | | ⬤ | |
| YouTube | | | | | ⬤ |
| job posting sites | | ⬤ | | ⬤ | |
| face book | | | ⬤ | ⬤ | |
| twitter | | ⬤ | | | ⬤ |
| Instagram | ⬤ | | | | ⬤ |

# What analysis and data do we need?

Awareness: LinkedIn-published, Instagram- posting picture ,writing

Interest:job posting sites-number of visitors and clicks, twitter- book-number of followers

Desire:face book-number of followers

 :Action

-job posting sites –transactions through traffic, twitter-writing a review, posting picture, LinkedIn-published

Post Action:twitter- writing a review, posting picture

 Instagram -, posting picture, YouTube : published , writing a review through traffic