Project 1
Prepare to Market
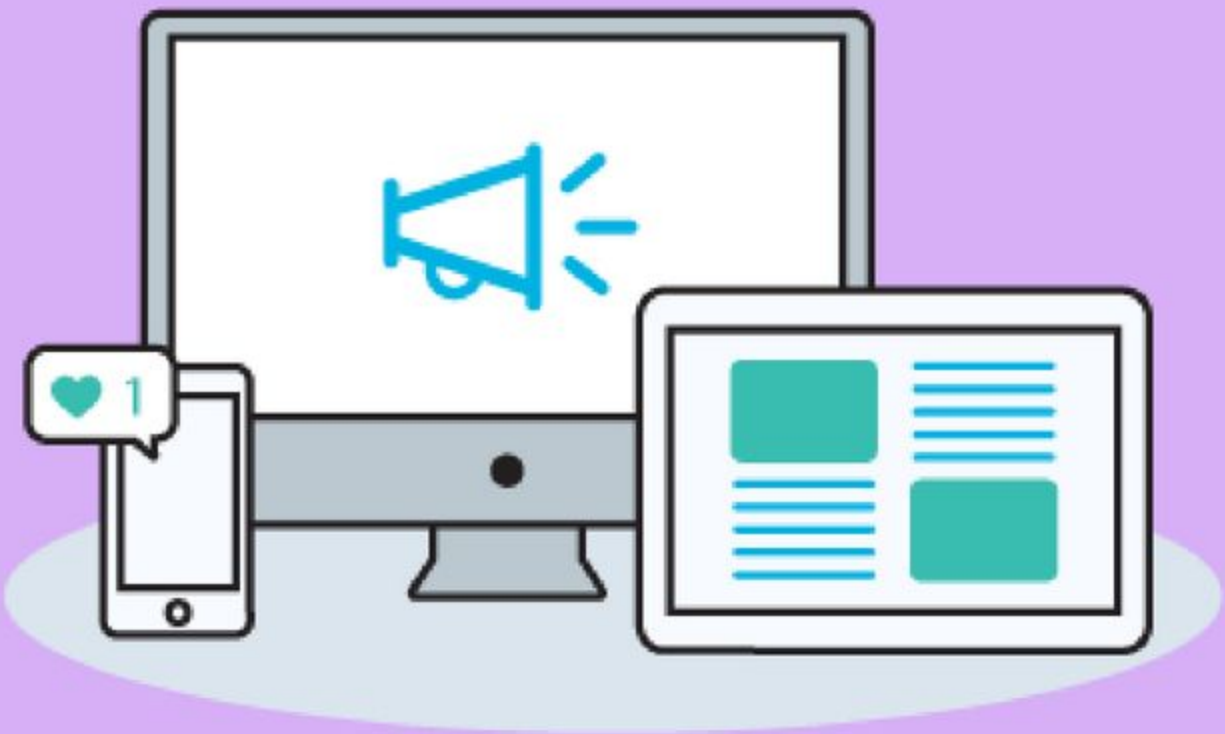
Sai Majety

Marketing Challenge

Digital Marketing Nanodegree

Program

Step 1:

Getting Started

DMND Program, Enterprise, or Your Own Company

- **Which option did you choose?**

  Udacity

- **If Udacity, which product did you choose?**

  DMND Program

Marketing Objective: DMND

The marketing objective for the DMND program by Udacity is to generate 1000 leads of potential students in October 2020, who are interested in digital marketing career prospects or looking to integrate digital marketing into their businesses.

KPI: DMND

The primary KPI to measure the marketing objective is the number of email IDs collected from the landing page (Social Media Advertising Guide) in October 2020.

Step 2:

Value Proposition

Value Proposition

Udacity DMND's value proposition reads:

FOR for students and professionals
WHO want to learn digital marketing for their business/career
OUR Udacity Digital Marketing Nanodegree Program
THAT offers comprehensive content in collaboration with industry experts, delivered by expert instructors
UNLIKE other MOOCs like edX, Coursera
OUR OFFER includes hands-on real live projects which can be shown to your potential employer along with personalized project reviewers and career services

Step 3:

Customer Persona

Interview

I interviewed three of my friends, one of them is pursuing a career in marketing, one of them has started an online music academy, and the remaining person is pursuing MBA in marketing.

[This document](#) has the Q&A's of the interview.

Empathy Map

Thinking

- Promote business online, improve organic growth
- Learn digital marketing tools
- Reinvent professionally
- Get good job after graduation

Seeing

- Often on social media - FB, Instagram etc
- Read blogs on Medium
- Subscribed to digital marketing journal

Doing

- Prepares online music syllabus
- Full-time job
- Full-time student

Feeling

- Overwhelmed by ocean of digital marketing tools
- Issues with managing professional and study time
- Curious about this emerging field

Target Persona

Background and Demographics	Target Persona Name	Needs
- Female, 22 Y/O - Single - Graduate degree in BBA and Diploma Holder in Music - Lives in Chennai, India - CEO of an online music academy - Household Income: More than ₹10 lakhs	*Preethi Ramesh*	- Single, comprehensive digital marketing course - Hands-on live projects to learn - Would like to get connected to digital marketing freelancers
Hobbies	Goals	Barriers
- Music - Singing - Photography	- Integrate digital marketing with her online music academy - Ability to reach across whole India	- Doesn't know where to start - Overwhelmed by a lot of digital marketing tools