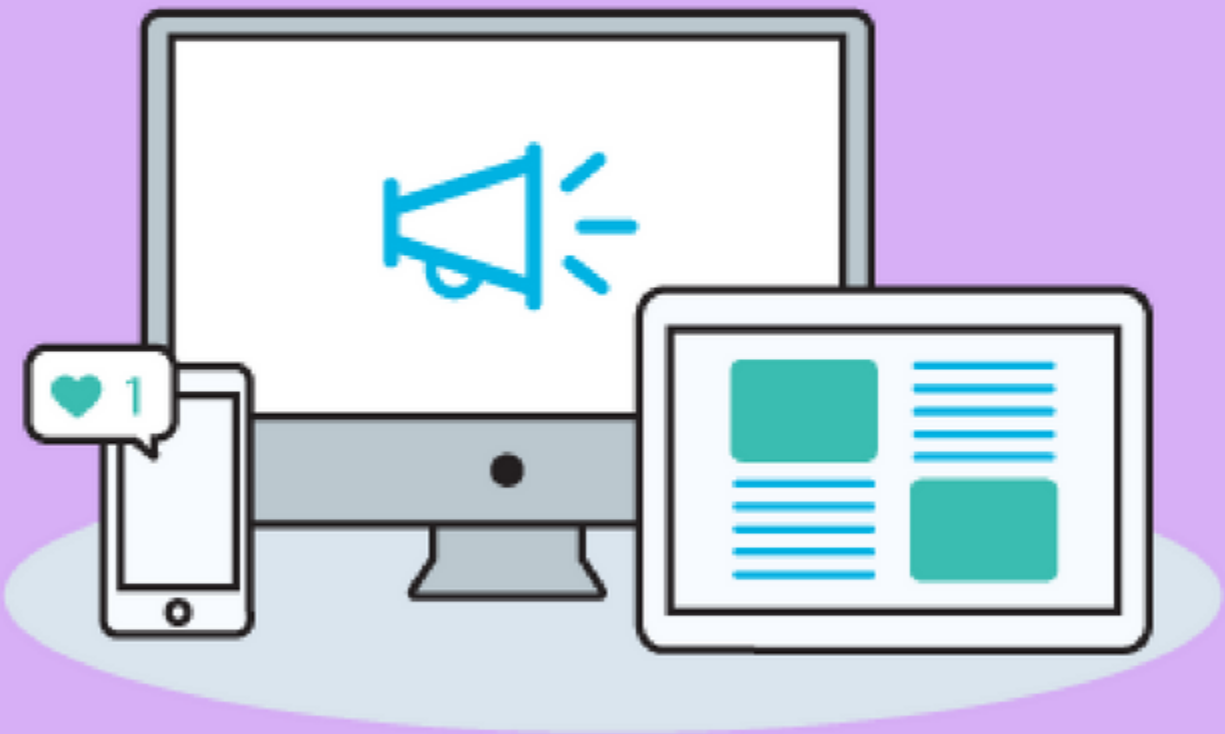


Project 1

Prepare to Market



DMND Program, Enterprise, or Your Own Company

I chose Udacity, DMND Program

Marketing Objective:

To generate 1500 lead for Udacity DMND program in three months from starting the campaign.



KPI: DMND

Number of leads (emails) collected

Value Proposition

FOR self employed people interested in learning digital marketing to empower their business

WHO need a platform to learn from professional trainers and acquire reputable certification

OUR online digital marketing nano degree program

THAT offer high quality and reputable training with certification.

UNLIKE other online platform like coursera

OUR OFFER recognized certification, training material & experience that match market demand, provide mentoring service, hands on experience and support for hire by leading digital marketing firms.

Interview

Link to interview questions and answers

<https://1drv.ms/x/s!AtOLgfiXXefqhPc-jjDX50LcokRdeg?e=i8p66X>

Empathy Map

Thinking

- How to incorporate technology and digital marketing in business
- Online presence is very limited
- Lots of competition in the market
- Use other channels to offer services such as Instagram, YouTube, twitter, TickTok, etc..

Seeing

- YouTube channels to running business
- Learning about social media and digital marketing
- Subscribed to newsletters for starting online business

Doing

- Searching for suppliers to buy jewelry
- Subscribed to multiple pages of current jewelry online stores
- Keep learn about running a business
- Trying to balance work with personal life

Feeling

- Exhausted and overwhelmed
- Unfocused but curious
- Excited to learn and use potential of digital marketing

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">- Female, single 23 years of age- Lives in Toronto Canada- Passionate about jewelry and design<ul style="list-style-type: none">- Currently self employed	Liana	<p>Learn new skill about running online store</p> <p>Lean about digital marketing and use of technology</p> <p>Stay aware of new trends and customer needs</p>
Hobbies	Goals	Barriers
<ul style="list-style-type: none">- Baking- Arts and crafts- Reading	<ul style="list-style-type: none">- Own a business- Build a brand in jewelry- Be independent and have balance in life / work	<ul style="list-style-type: none">- New to online business- Lack of technical skills to manage and run online store and use social media- Finding reliable suppliers and deal with logistics