

Why I'm Taking Udacity's Digital Marketing Nanodegree Program

A few years ago, I decided to start an online business. This is something i had in mind for a while but never committed the time to plan and figure out the specifics.

My first attend was to use Alibaba to purchase "something" and try to sell it at a profit. My goal was not to maximize profit, but to create a successful online trade and see if that is something I would like to pursue further.

after long, dedicated research I decided to buy portable chargers on Alibaba to sell locally. Two weeks after my order the chargers had arrived, and I was stuck looking at them wondering how I would sell them.

I needed a plan to market and sell my products. Coming from a technical background, I created a quick WordPress commerce website and displayed the products there. Initially, my website wasn't gaining any traction, so I had to find a way to market my business.

Luckily, Facebook was becoming a popular medium to market businesses through pages and ads, so I bought a few ads and eventually managed to sell all my portable chargers using Facebook and word-of-mouth. My portable charger reselling venture ended here since I encountered much more trouble than I expected in sales, so decided it was not worth the effort.

Recently I was introduced to digital marketing and realised I was putting myself at a severe disadvantage by not utilizing important steps to creating a successful online business such as:

- Doing market research
- Building a brand
- Identifying target customers/market
- Having a clear objective and plan

I just jumped into sales without using the available tools and I learned to never do that again.

I still plan on pursuing an online business, but this time I will learn about digital marketing to greatly increase my chances of success.

I previously had technical training with Udacity and really liked their approach and found that they offered a digital marketing nanodegree, so I will complete this degree and aim to create a brand new online business.

Wish me luck!