Project 1
Prepare to Market

Marketing Challenge

Option 2

Udacity Enterprise
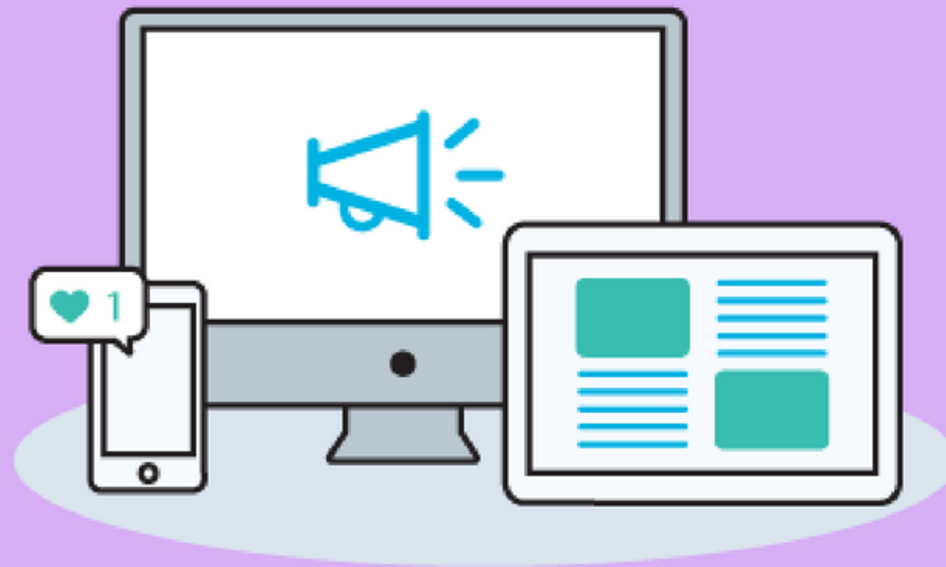
Udacity Enterprise

Your task is to generate new business for Enterprise's DMND Corporate Training, in order to equip a company's team into with the latest skills in digital marketing.

More specifically, your objective is to generate leads, i.e., collect contact information of companies that could be interested in the services offered by Udacity Enterprise.

In order to do this, we have created a landing page where prospective client companies can learn more about Enterprise's offerings for the Digital Marketing Nanodegree program.

From this page, clients can then request more information through a contact form after filling out required fields about their company that provides crucial information to the Udacity Enterprise team.

For the purpose of the project, assume a **cost of $0** since potential customers provide their email addresses for free, and a **conversion value (revenue) of $150** per collected lead.

Step 1:

Getting Started
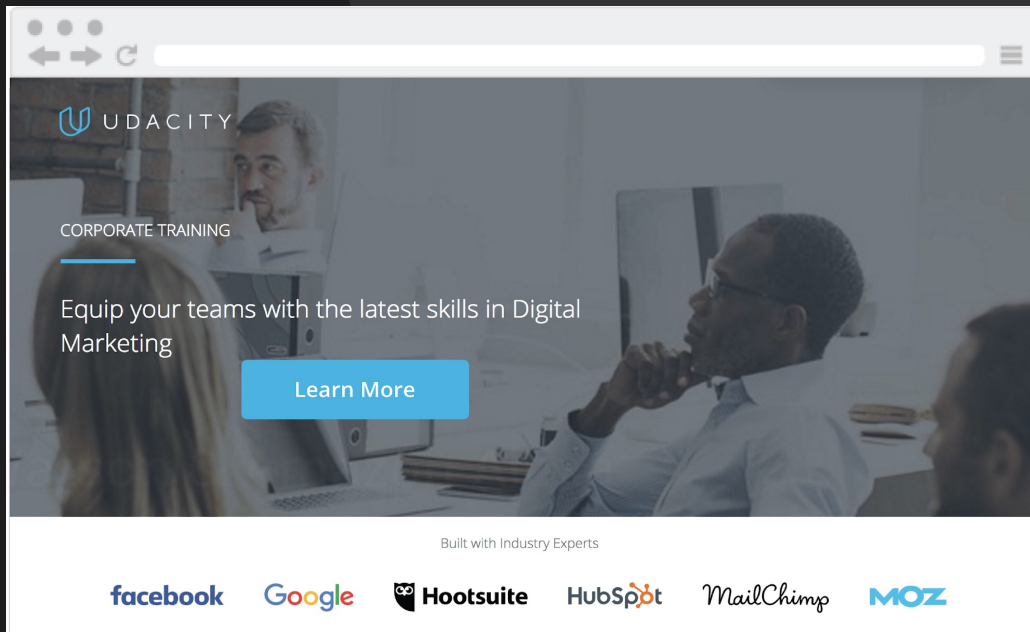
Marketing Objective

Increase number of incoming business leads 25% in the next quarter

KPI: Enterprise

Primary KPI to measure marketing success: Number of leads

Step 2:

Value Proposition

Value Proposition

FOR businesses

WHO want to improve or retain their talent

OUR Digital Marketing Nanodegree

THAT offers upskilling or skill-building with a supportive environment with best-in-class instructors

UNLIKE other MOOC platforms like Coursera or Udemy

OUR OFFER provides real-world experience through courses led by industry experts and online peer support

Step 3:

Customer Persona

Interviews

I asked questions to 3 professionals in managerial positions:

1. In which industry or industries does your company work?

2. What is the size of your company?

3. What is your job role/title?

4. Which skills are required to do your job?

5. Do you use the internet to research vendors or products? If yes, how do you search for information?

6. Is price or time a concern for the goals you want to achieve?

Link to interviews:
https://docs.google.com/document/d/1izGmN8ME OasMQSlrT3Z8_zywETGqkTrwvk54IUvTdCc/edit?us p=sharing

Empathy Map

THINKING

-Interested in "new tech" and
 learning to code
-Has previously taken short
 "courses on Udemy"
-Interested in personal and
 professional "development"

SEEING

-Active on "GitHub"
-Looks to Instagram for marketing
 ideas
-Watches "DIY" shows on TV and
 streaming
-Surfs LinkedIn for marketing info

DOING

-Listens to tech marketing
 podcasts
-Has a home gym or "fitness
 equipment" in-home
-Likes "eating out" weekly at new
 spots

FEELING

-Lack of clear path to "career
 progression"
-Feels "flooded with information"
 but unable to make a choice
-Wants to "spend more time with
 family"
-Unorganized

Target Persona

Background and Demographics	Target Persona Name	Needs
-Female -40 years old -Married -Mid-career -Manager	**Emily Acosta**	-Applicable skills for her staff -Learning that works around business schedule -Peer graded projects related to current job
Hobbies	**Goals**	**Barriers**
-Yoga -Live concerts -Eating out -Road trips	-To hire more entry-level staff to provide diversity and opportunity -To provide staff training through a reputable resource with brand recognition -To increase sales in her department	-No in-house training in her company -Overwhelmed by too many MOOC platforms to choose from -Hiring trainers to come in is too costly and takes away from current workload