Project 1
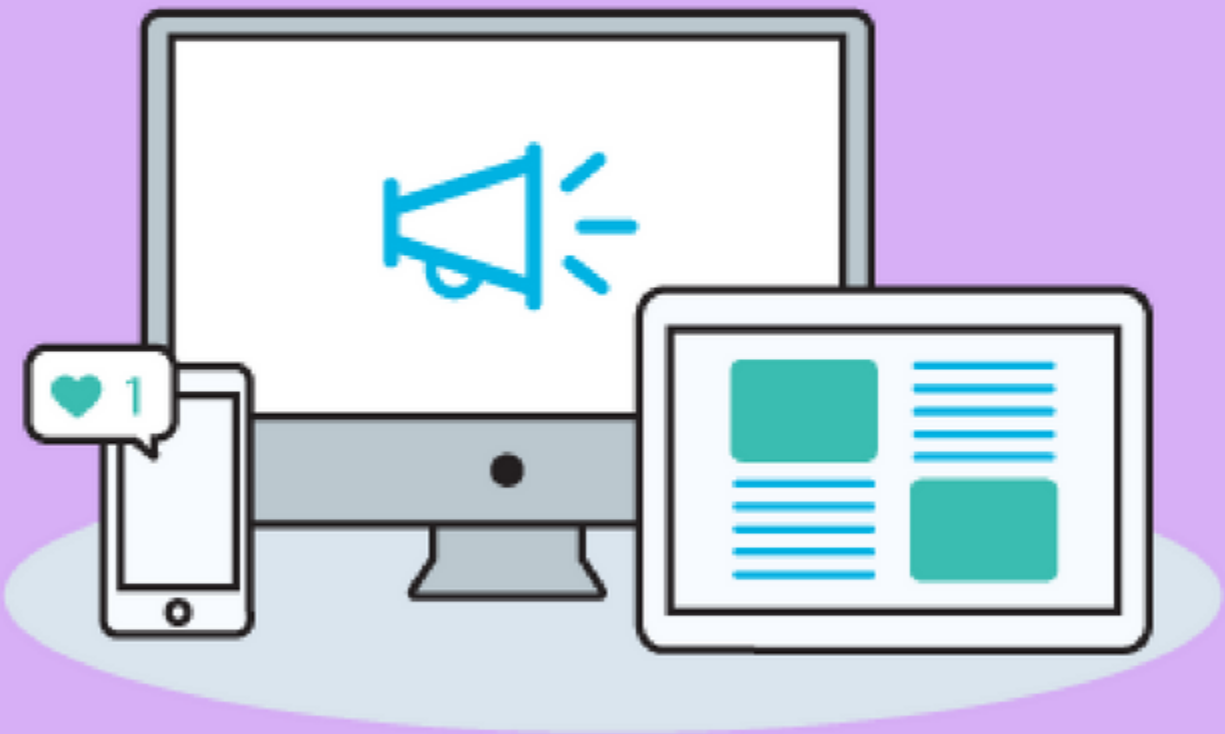# Prepare to Market

Marketing Challenge

Option 1

Digital Marketing

Nanodegree Program

Digital Marketing Nanodegree Program

UDACITY

Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program

DMND
SOCIAL MEDIA ADVERTISING GUIDE

SOCIAL MEDIA ADVERTISING GUIDE

Get your free copy of the eBook today!

✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat

✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads

✓ Everything you need to get started!

| Email | | **DOWNLOAD EBOOK** |

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DMND -DIGITAL MARETING NANO-DEGREE PROGRAM

ABOUT Udacity:

Udacity is where lifelong learners come to learn the skills they need, to land the jobs they want, to build the lives they deserve. Udacity began as an experiment in online learning, when Stanford instructors Sebastian Thrun and Peter Norvig elected to offer their "Introduction to Artificial Intelligence" course online to anyone, for free. Over 160,000 students in more than 190 countries enrolled. The potential to educate at a global scale was awe-inspiring, and Udacity was founded to pursue a mission to democratize education. It would take several years of intensive iteration and experimentation to clarify our focus on career advancement through mastery of in-demand skills, but today, Udacity proudly offers aspiring learners across the globe the opportunity to participate in—and contribute to—some of the most exciting and innovative fields in the world.

Marketing Objective: DIGITAL MARETING NANO-DEGREE PROGRAM (DMND)

To Achieve a total enrollment of 5000 Students/professionals for
this program within 12 months to upgrade it to a Nano degree
plus program.

KPI :DIGITAL MARETING NANO-DEGREE PROGRAM (DMND)

Number of enrollments per three months (per course cycle) is the primary KPI which will be tracked by the metrics such as Inbound links, Referral links, Traffic from social media and Returning vs new visitors to the website.

Value Proposition

FOR students and business professionals
WHO need a industry specific course to upskill and expertise and launch career in Digital marketing
OUR **Digital Marketing Nano-Degree Program***(DMND)*
THAT offers Real World Industry Grade Hands-On Projects .Also an exhaustive and complete understanding of the ecosystem **plus 30% Discount** on Actual Enrollment Price
UNLIKE   our competitors like Coursera,Udemy,
OUR OFFER is In partnership with industry giants like Google,Hubspot,Facebook etc alonside career services and mentorship services.

Interview

 As part of the project I interviewed working professionals of age group 23-32 .I asked them some of the basic questions regarding their personal and educational and professional background .Some questions were related to career aspirations and professional goals.

The working professionals are looking for courses that are challenging enough and can validate their expertise . They want to transition to next level in their field of work.

They want to test their marketing abilities with real campaigns to start their own agencies or get promoted at work. The main hurdle for them is lack of time and quality projects
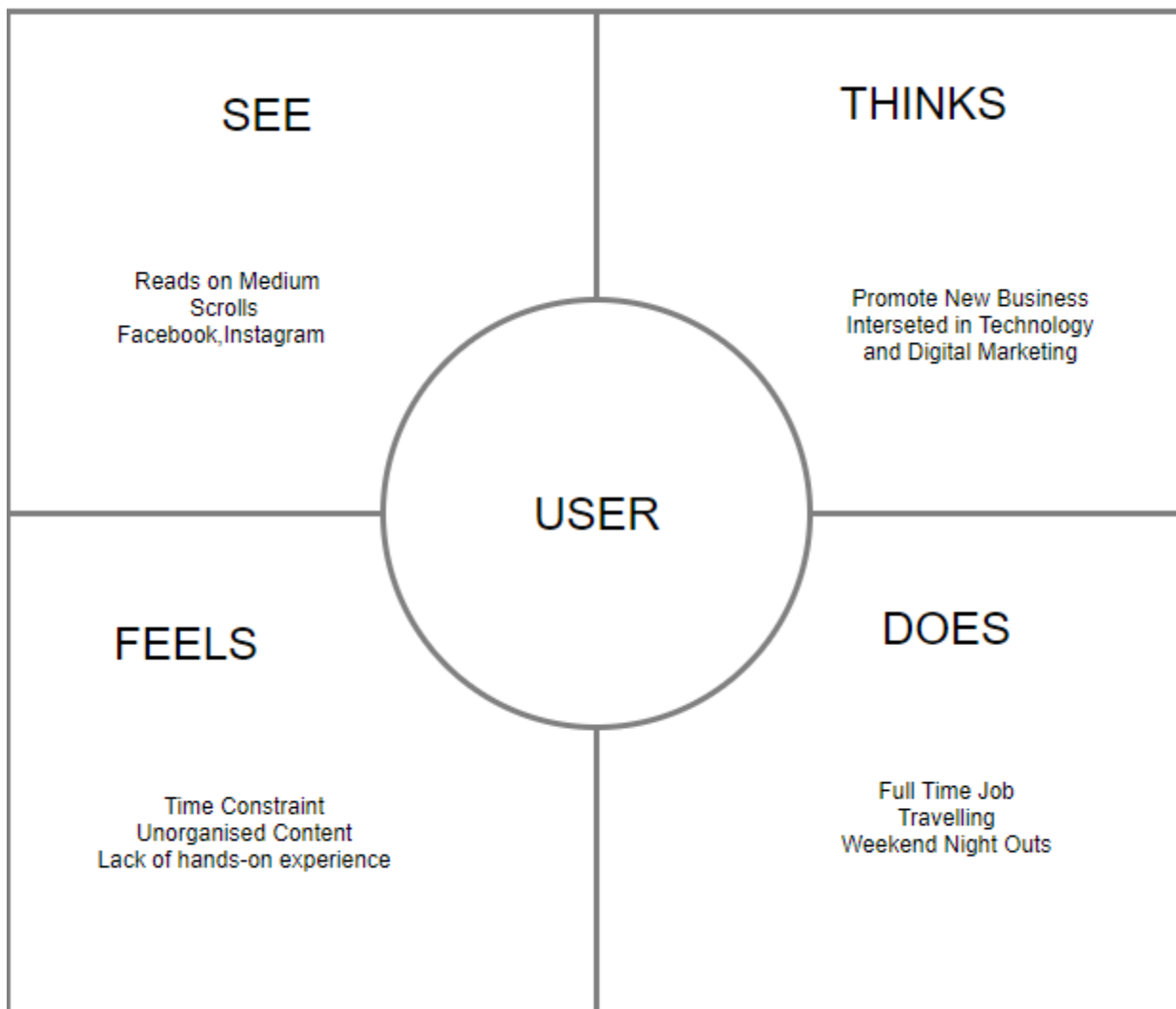
Interview Questions

- Interview Questions Asked:

1. https://docs.google.com/forms/d/12fGAXHpDAitN9nc3LqLGR-G-AtHpbOP-tMYfaIBCJxo/edit?usp=sharing
2. https://docs.google.com/forms/d/1FMEKGF3YEO-ujEc5RrKsP0B38RsuJHJPyrbo35Sj_LY/edit?usp=sharing
3. https://docs.google.com/forms/d/1dgDhx24Rp15-YtuKjKPxiFavjgBPVZvVwFCLhDxAUZM/edit?usp=sharing

Interview Answers Received:

1. https://docs.google.com/forms/d/12fGAXHpDAitN9nc3LqLGR-G-AtHpbOP-tMYfaIBCJxo/edit#response=ACYDBNjZ9M-o63DCfWmIlgM93E6piMgg0HFwdgijRHoYtnAwy0eMDmcgRx0lkVunq-2pGD4

2. https://docs.google.com/forms/d/1FMEKGF3YEO-ujEc5RrKsP0B38RsuJHJPyrbo35Sj_LY/edit#response=ACYDBNjoBou3o96T9_L0wNiFRHr2XWMEsDlWXZNYmgNqlcof3_q6xVSVOKXA8x_IA4wGhr4

3. https://docs.google.com/forms/d/1dgDhx24Rp15-YtuKjKPxiFavjgBPVZvVwFCLhDxAUZM/edit#response=ACYDBNjLP5ML1JBjTYadaJ8Ms-b_hTPB4ZBaNXi-PJ7XCZyqEnkHeVlQ_VtuE6Zpm9w7Z28

EMPATHY   MAP

- Empathy MAP for DMND Buyer

SEE Reads on Medium Scrolls Facebook,Instagram	**THINKS** Promote New Business Interseted in Technology and Digital Marketing
FEELS Time Constraint Unorganised Content Lack of hands-on experience	**DOES** Full Time Job Travelling Weekend Night Outs

USER

Target Persona

Background and Demographics	Target Persona Name	Needs
• Male, 27 years • Single • Bachelor's Degree • Works at Service oriented firm • Earns 09 Lakhs per annum	Satish Matthew	• Working on real time projects • Creating Job opportunities • Ideas from field experts • Diagnose my skills and ability

Hobbies	Goals	Barriers
• Sports • TV & Movies • Reading • Blogging & Chatting	• To acquire skills for own marketing ideas • To begin a firm or business • To gain skills for my current job position • To launch my career	• Time restrictions • Inefficient Mentor relationship • Lack of Classroom interaction