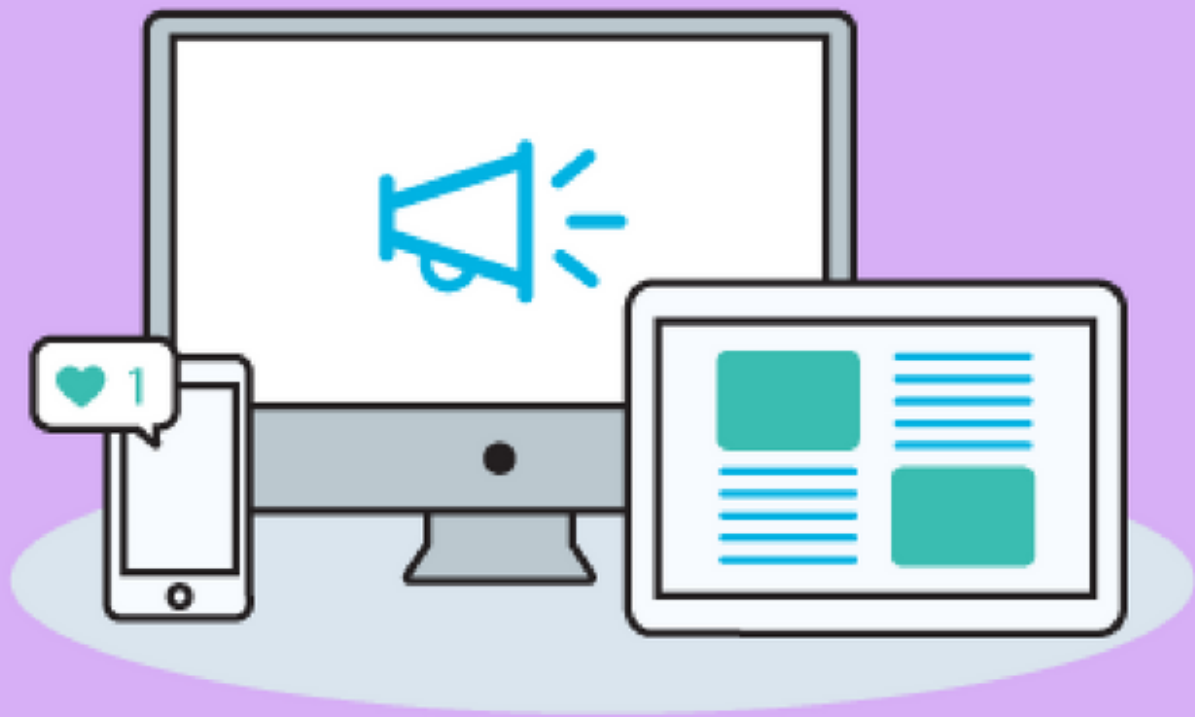
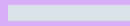


Project 1

Prepare to Market





Step 1: Getting Started

DMND Program, Enterprise, or Your Own Company

- Which option did you choose?

Udacity

- If Udacity, which product did you choose?

Enterprise

Marketing Objective: DMND, Enterprise, or Your Company

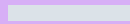
Provide the marketing objective for the product you chose?

The marketing objective is to have 100 companies interested in Udacity's Enterprise DMND Enterprise Training Program submit a "Learn More" form in March 2019.

KPI: DMND, Enterprise, or Your Company

What is your primary KPI to measure marketing success?

The primary KPI for the marketing objective is the total number of leads generated (from form submissions) in March 2019.



Step 2: Value Proposition

Value Proposition

Write a value proposition using Geoffrey Moore's template for the product you chose:

For (target customer) who (statement of the need or opportunity) our (product/service) is (product category) that (statement of benefit). Unlike (closest competitor), our offer (primary differentiation).

FOR forward thinking companies

WHO need to “up” their employees digital marketing skills

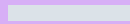
OUR cutting edge digital marketing nano-degree program

THAT offer flexible online corporate training

UNLIKE online learning platform Simplilearn

OUR OFFER is exciting, comprehensive, relevant, reliable, and high-quality.

If you need more inspiration, see more on value propositions on [HubSpot](#).



Step 3:

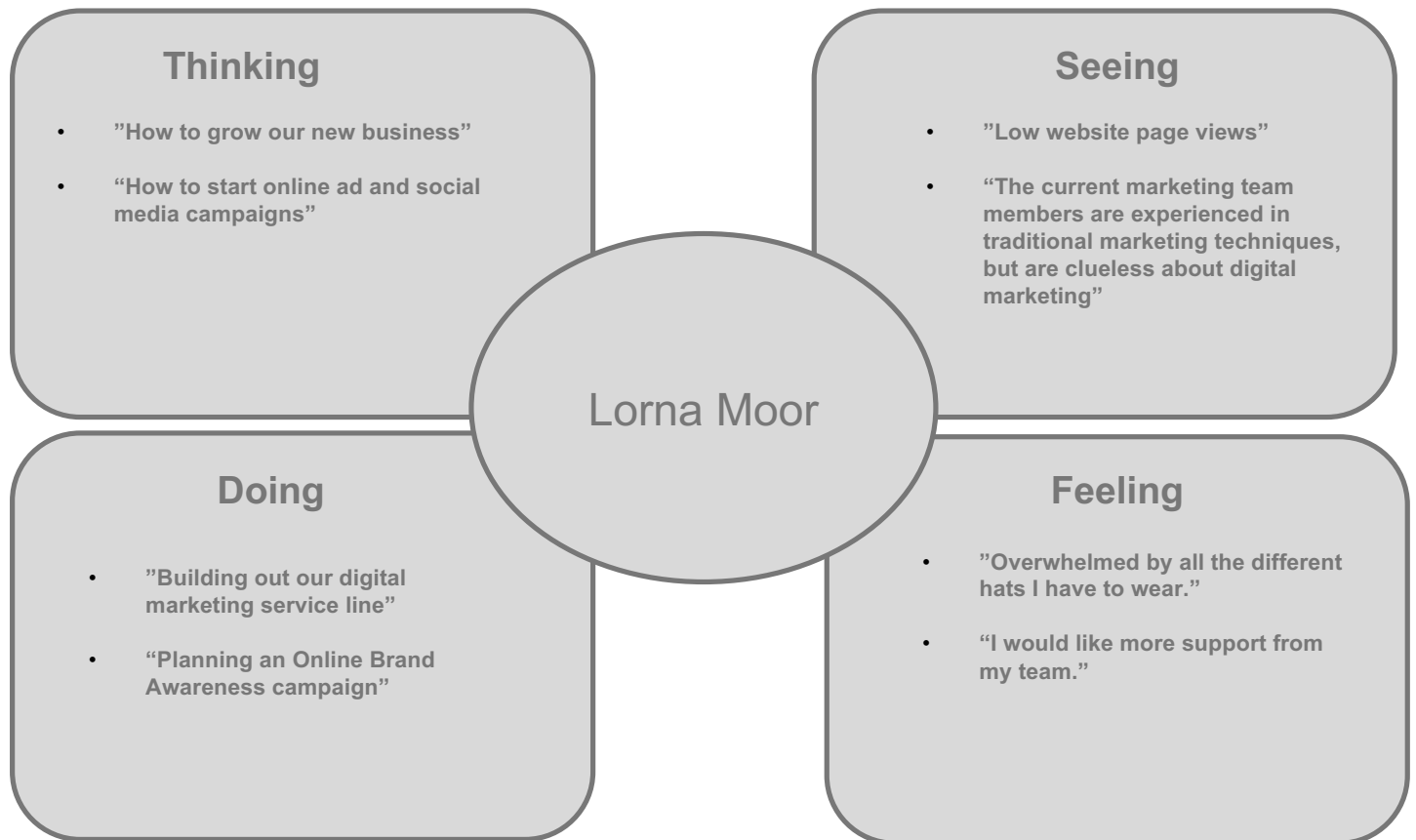
Customer Persona

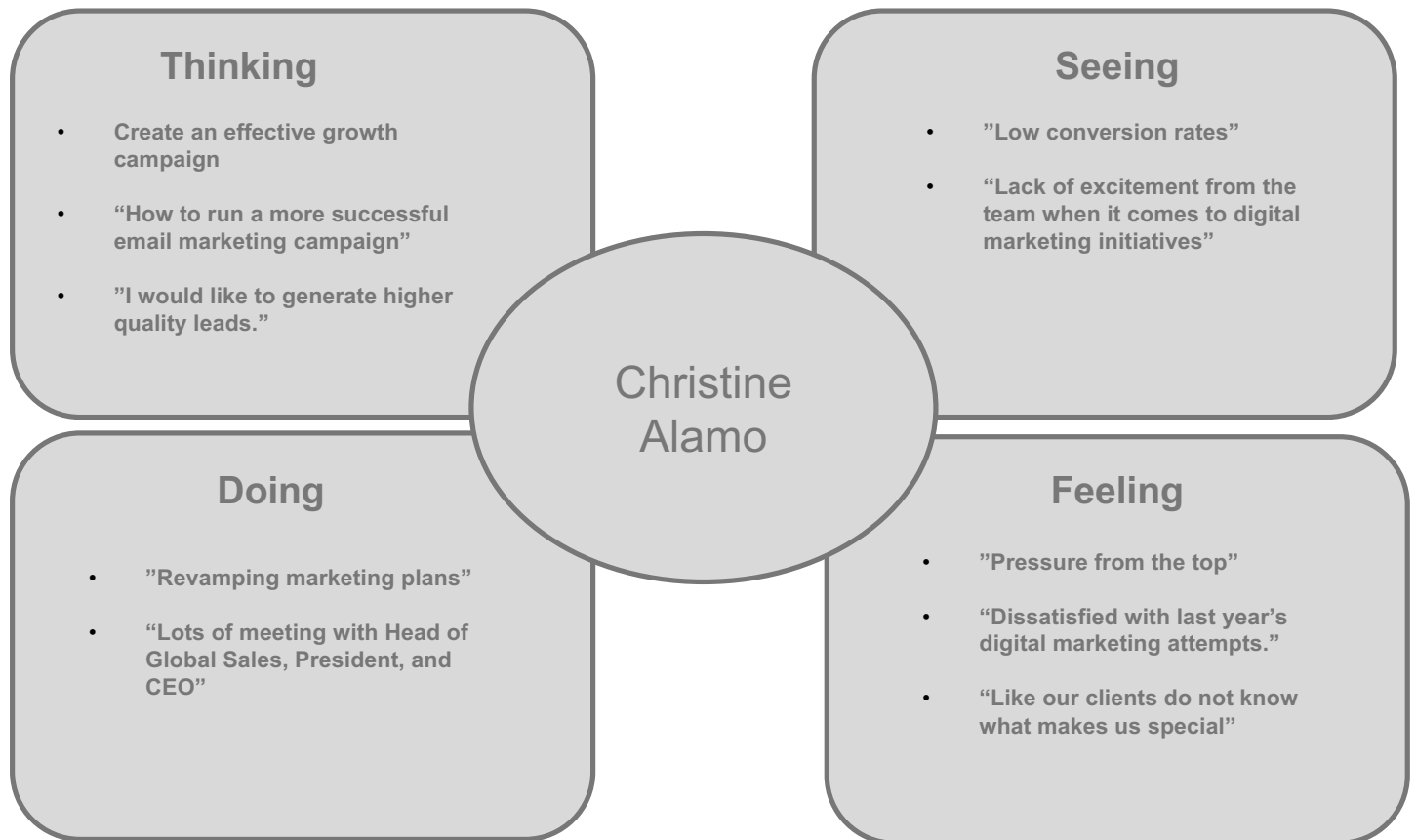
Interview

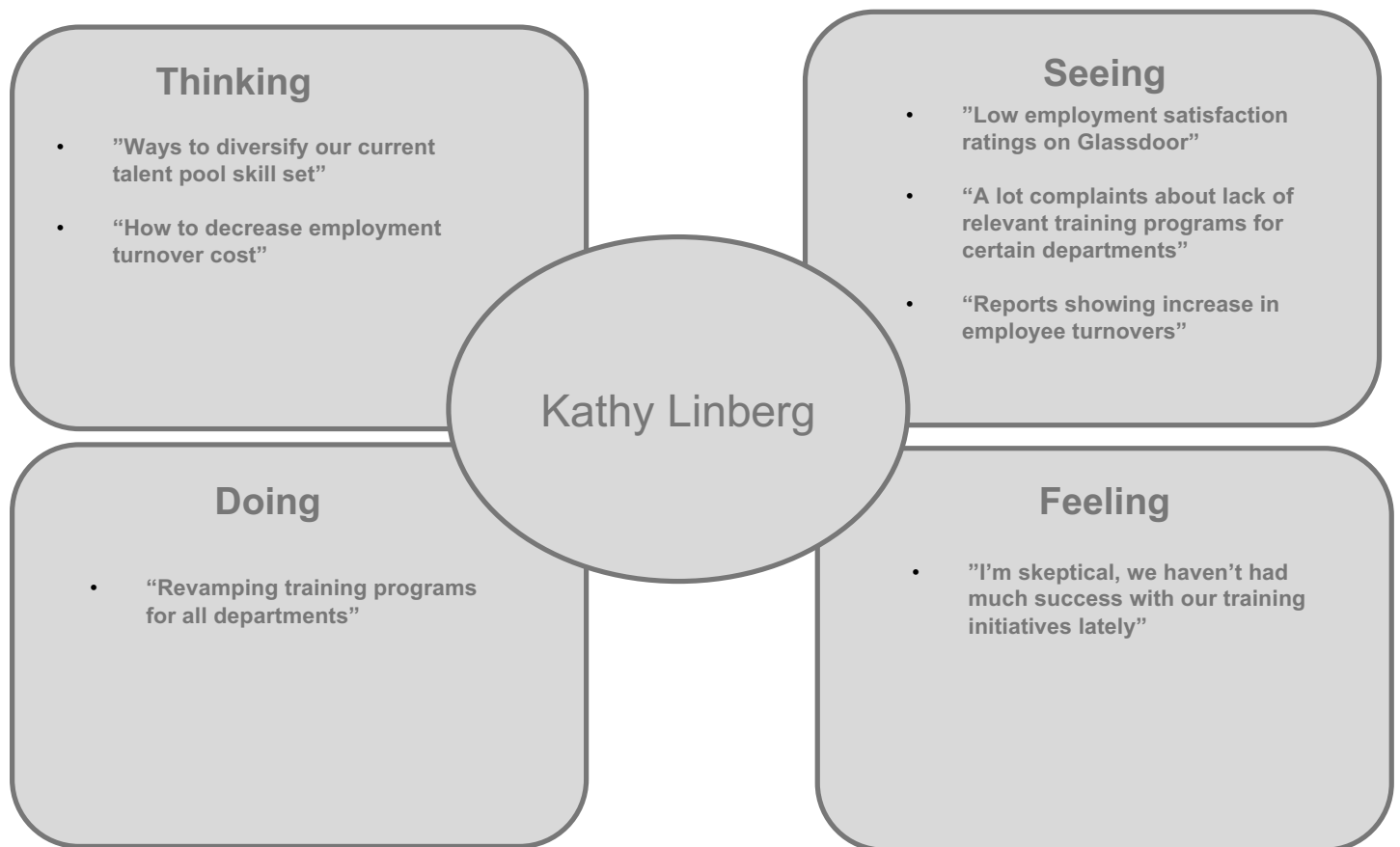
What questions did you ask your interviewees? If there isn't enough space you can link to the questions and answers and simply put a few highlights here.

[Interview Link](#)

1. Company industry?
2. Years in business?
3. Company location (Country, State, City)?
4. Company size?
5. Do you have a dedicated Sales and Marketing team?
6. Company's Marketing ROI satisfaction
7. Company's Digital Marketing initiatives satisfaction
8. What are your company's greatest marketing challenges?
9. What is your role in the company?
10. What are your professional goals?







Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Head of Marketing• Worked in Marketing for 10 years.• Working at a mid size global technology company in New York City for 2 years.• Single and career driven.	<p>Christine Alamo</p> 	<ul style="list-style-type: none">• Motivate her team.• Make up for last year's sub par digital marketing attempt.• Plan and execute effective online marketing campaigns.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Social Media• Reading	<ul style="list-style-type: none">• Up her marketing team's skillset.• Increase the company's marketing ROI.• Positive recognition from team and higher ups.	<ul style="list-style-type: none">• Time• No company training programs for marketing professionals.• Team's lack of confidence and excitement for digital marketing initiatives.