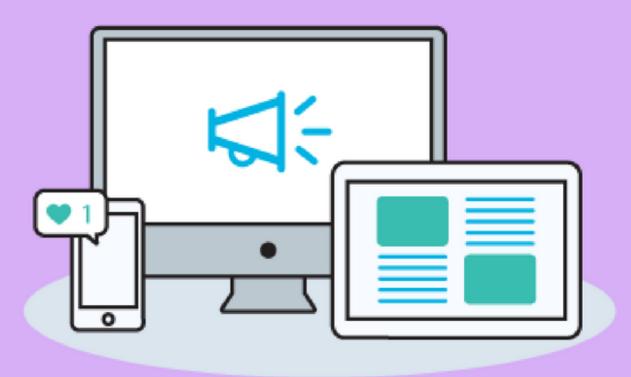
# Project 1 Prepare to Market





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 <u>HubSpot</u>.

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

- 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?

#### **Thinking** Seeing "How to grow our new business" "Low website page views" "How to start online ad and social "The current marketing team media campaigns" members are experienced in traditional marketing techniques, but are clueless about digital marketing" Lorna Moor **Doing Feeling** "Overwhelmed by all the different "Building out our digital hats I have to wear." marketing service line" "I would like more support from

my team."

"Planning an Online Brand

Awareness campaign"

#### **Thinking**

- Create an effective growth campaign
- "How to run a more successful email marketing campaign"
- "I would like to generate higher quality leads."

#### **Doing**

- "Revamping marketing plans"
- "Lots of meeting with Head of Global Sales, President, and CEO"

#### Seeing

- "Low conversion rates"
- "Lack of excitement from the team when it comes to digital marketing initiatives"

## Christine Alamo

#### **Feeling**

- "Pressure from the top"
- "Dissatisfied with last year's digital marketing attempts."
- "Like our clients do not know what makes us special"

#### Thinking

- "Ways to diversify our current talent pool skill set"
- "How to decrease employment turnover cost"

#### "A lot complain relevant training

 "A lot complaints about lack of relevant training programs for certain departments"

ratings on Glassdoor"

Seeing

"Low employment satisfaction

"Reports showing increase in employee turnovers"

### \_\_\_\_\_ Kathy Linberg

#### Doing

 "Revamping training programs for all departments"

#### **Feeling**

 "I'm skeptical, we haven't had much success with our training initiatives lately"

## **Target Persona**

Background and Demographics	Target Persona Name	Needs
<ul> <li>Head of Marketing</li> <li>Worked in Marketing for 10 years.</li> <li>Working at a mid size global technology company in New York City for 2 years.</li> <li>Single and career driven.</li> </ul>	Christine Alamo	<ul> <li>Motivate her team.</li> <li>Make up for last year's sub par digital marketing attempt.</li> <li>Plan and execute effective online marketing campaigns.</li> </ul>
Hobbies	Goals	Barriers
<ul> <li>Social Media</li> <li>Reading</li> </ul>	<ul> <li>Up her marketing team's skillset.</li> <li>Increase the company's marketing ROI.</li> <li>Positive recognition from team and higher ups.</li> </ul>	<ul> <li>Time</li> <li>No company training programs for marketing professionals.</li> <li>Team's lack of confidence and excitement for digital marketing initiatives.</li> </ul>