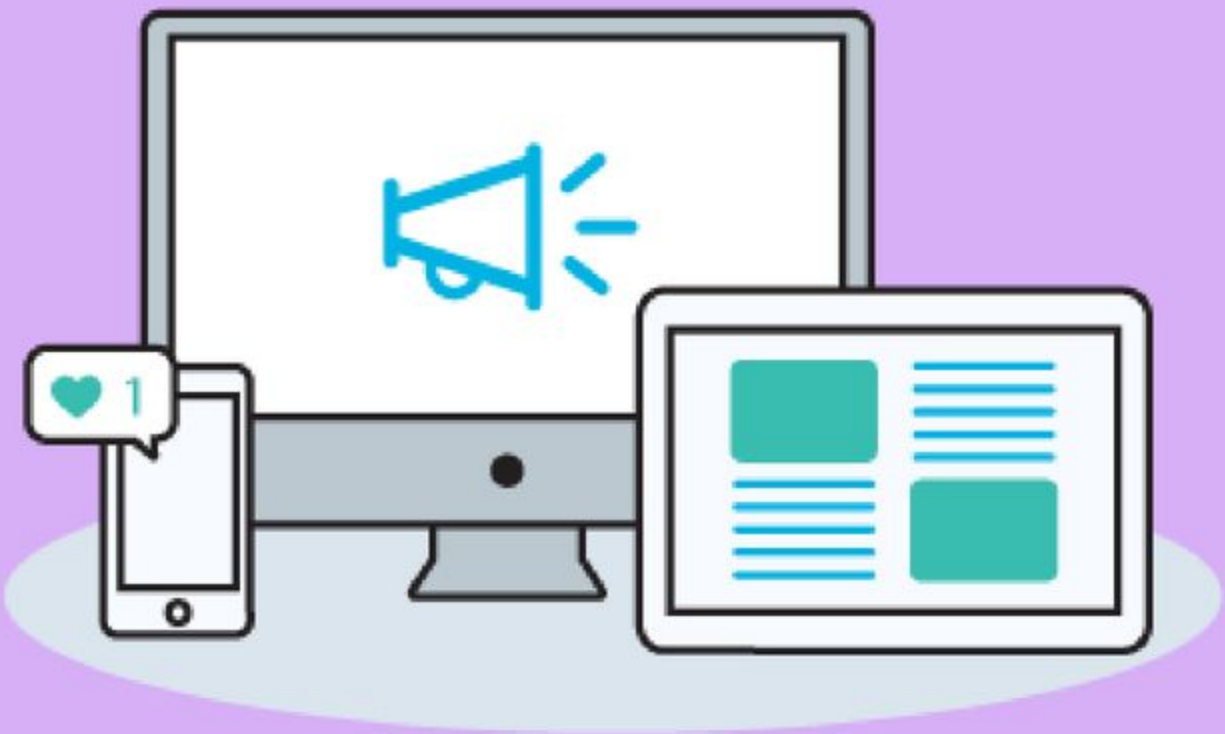


# Project 1

## Prepare to Market



# Project Summary

by Katerina Bosko, PhD

([www.cross-validated.com](http://www.cross-validated.com))

**Summary:** In this project, I defined marketing objective and KPI, developed a **Target Persona** and **Value Proposition** and planned a **marketing budget** with positive ROI

## **Details on slides that follow:**

1. Marketing Objective & KPI
2. Value Proposition
3. Empathy Map & Target Persona
4. Marketing Budget & ROI

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# Marketing Challenge

## Option 1

Digital Marketing Nanodegree  
Program

# Digital Marketing Nanodegree Program

You are tasked with attracting future fellow students for this Digital Marketing Nanodegree Program. More specifically, your objective is to collect email addresses of potential students, who could be interested in taking this course. In order to do this, we have [created a landing page](#), where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, content that you will see in the Social Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$15 per collected email address.



The screenshot shows a web browser window displaying a landing page for Udacity. The page features the Udacity logo at the top left. The main heading is "Free Social Media Advertising Guide" with a subtitle "An excerpt from the Udacity Digital Marketing Nanodegree Program". Below this is a purple eBook cover titled "DMND SOCIAL MEDIA ADVERTISING GUIDE". To the right of the cover, there is a call to action "Get your free copy of the eBook today!" followed by three bullet points with checkmarks: "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", and "Everything you need to get started!". Below the bullet points is an email input field and a blue "DOWNLOAD EBOOK" button. At the bottom, there is a small disclaimer: "By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here."

UDACITY

## Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program



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](#)

By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy here.



# Marketing Objective: DMND

***Provide the marketing objective for the product you chose?***

*To collect 300 email leads of prospective DMND students in May 2020.*

*It's **specific** - because it states the objective to generate leads*

*It's **measurable** - 300 emails*

*It's **achievable** - 300 email in 30 days means that we need to collect about 10 emails per day on average, which seems a reasonable number.*

*It's **relevant** - because it is aligned with our KPI - number of leads*

*It's **time-phased** - because we should achieve this goal in May 2020.*

# KPI: DMND

*What is your primary KPI to measure marketing success?*

*Number of Leads*

*This KPI is well aligned with our Marketing Objective to collect 300 email leads of prospective DMDN students in May 2020.*





# Value Proposition

**FOR** prospective students interested in digital marketing  
**WHO** want to get a skill in running marketing campaigns

**OUR** Digital Marketing Nanodegree  
**THAT** provides engaging project-based experience

**UNLIKE** other educational providers like Coursera,  
**OUR OFFER** teaches you digital marketing by actually running real campaigns, accompanied by lectures from the best practitioners in the field.



# Interview

*Here's a link to my questionnaire:*

<https://forms.gle/qSUM2mbNDWcA1fLo7>

*Few Highlights:*

**How would you describe yourself? \***

Student  
Unemployed  
Working Professional  
Self-employed / Business Owner  
Career Changer

**Are you interested in completing a program in Digital Marketing? Yes/ No**

**Where do you see yourself in the next three years? \***

same role at my current company  
senior role at my current company  
completely new role in the same industry  
completely new role in the new industry

**How do you prefer to learn? \***

listening to a lecture at the university  
1:1 with a mentor  
completing online courses  
learning-by-doing on a job  
project-based / unstructured - I figure out on my own

# Empathy Map

## Thinking

Open own business

Launch a career in new industry

## Seeing

Watches Wolf of Wall Street

## Doing

Studies Computer Science


Works in Insurance Sales

Reads a lot

## Feeling

Fear of failing due to a lack of experience

# Target Persona

Background and Demographics	Target Persona Name	Needs
<p>Male, in Mid-20s, Computer Sci student working in Insurance Sales, Married without kids with up to 50,000 USD income (middle-class)</p>	 <p><b>Ambitious Andy</b></p>	<p>Money</p> <p>Grow own business</p> <p>Career Support &amp; Mentoring</p>
Hobbies	Goals	Barriers
<p>Reading</p> <p>Wolf of Wall Street favorite movie</p>	<p>Get a PhD</p> <p>Start a lead generation company</p> <p>Launch a career in new industry</p>	<p>Never completed online courses before</p>



# Option 1:

## Digital Marketing Nanodegree Program

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

**Budget:** \$50,000

**Profit:** Assuming the cost of the Nanodegree to be \$999 and a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

**Campaigns:** We want to aggressively grow the program, but, we want to do it without losing money.

# Marketing Objective:

## Digital Marketing Nanodegree (DMND) Program

Create a Customer Journey Based Marketing Plan with a budget of \$50,000 and a goal to enroll 200 new students into the DMND Program between July 1-October 1, 2020 and maintain a positive ROI.

### **KPI:**

Total number of conversions measured as enrollments into DMND



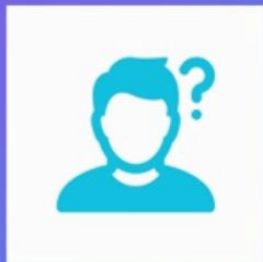
# Phases of the Customer Journey

Marketing Budget is allocated to media in three phases in the customer journey:

- Awareness
- Interest
- Desire



Awareness



Interest



Desire



Action



Post action

# Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$5,000	\$1.25	4,000	0.05%	2
AdWords Search	\$4,000	\$1.40	2,857	0.05%	1
Display	0	\$5.00	0	0.05%	0
Video	\$1,000	\$3.50	286	0.05%	0
<b>Total Spend</b>	\$10,000	<b>Total # Visitors</b>	7143	<b>Number of new Students</b>	4

# Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$2,250	\$0.50	4,500	0.1%	5
AdWords Search	\$2,250	\$1.50	1,500	0.1%	2
Display	\$4,500	\$3.00	1,500	0.1%	2
Video	\$6,000	\$2.75	2,182	0.1%	2
<b>Total Spend</b>	\$15,000	<b>Total # Visitors</b>	9,682	<b>Number of new Students</b>	10

# Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$17,500	\$0.30	58,333	0.3%	175
AdWords Search	0	\$1.50	0	0.3%	0
Display	\$3,750	\$3.00	1,250	0.3%	4
Video	\$3,750	\$2.75	1,364	0.3%	4
<b>Total Spend</b>	\$25,000	<b>Total # Visitors</b>	60947	<b>Number of new Students</b>	183

# ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	10000	7143	4	\$299	\$1,067.86	(\$8,932.14)
Interest	15000	9682	10	\$299	\$2,894.86	(\$12,105.14)
Desire	25000	60947	183	\$299	\$54,669.43	\$29,669.43
<b>Total</b>	<b>\$50,000</b>	<b>77772</b>	<b>196</b>		<b>\$58,632.15</b>	<b>\$8,632.15</b>