Project 1: Prepare to Market

Building the foundation to Market

Step 1: Getting Started

DMND Program or Enterprise

I choose the DMND Program (Challenge #1)

Marketing Objective: DMND

Collect 200 email addresses of potential students in 2 weeks

KPI: DMND

The KPI for DNMD program B2C reach-out campaign would be the number of valid email ids collected in the next 2 weeks

Step 2: Value Proposition

Value Proposition

FOR *people interested in developing a career in Digital Marketing*
WHO *need to learn the skills involved and develop her/his portfolio*
OUR *Digital Marketing Nano Degree Program*
THAT *offers a comprehensive curriculum developed in association with Google itself and other leading companies in the digital marketing space, delivered by experts in an easily understandable manner*
UNLIKE *digital marketing courses from other MOOCs, websites and colleges*
OUR OFFER *includes well orchestrated learning plan with meaningful feedback, an industry recognized 'nano degree' and options to get hired by leaders in Digital Marketing*

Step 3: Customer Persona

Interview

I interviewed a few (3) middle level managers in my office – men who lead large teams ('roll-up' roles). Questions I asked were:

- How old are you?
  Answer1: 36 yrs
  Answer 2: Late 30s
  Answer 3: 36 yrs

- Where do you live?
  Answer1: Bangalore, India
  Answer 2: Bangalore, India
  Answer 3: Mangalore, India

- Do you have children?
  Answer1: Yes, I have one son
  Answer 2: I have a child
  Answer 3: Yes I do

- What are your hobbies? What activities give you happiness?
  Answer1: I am into travel and photography. I read about the latest gadgets for photography
  Answer 2: I love to travel. I love watching movies, and also reading about technology – I subscribe to technology magazines. I also spend quite a bit of time on social media – FB, Linkedin, Insta etc which helps me to some extent.
  Answer 3: Like most in the IT industry, I read a lot about technology, and also try to learn new technology to keep me abreast of what is happening. With the changing trends in the job market, I believe picking up new skills is essential at my age, or I may get outdated

Contd.

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Interview

- What level of education did you complete?
  Answer1: I am an engineer
  Answer 2: B.Tech in Electronics, have taken some certificate courses related to my job
  Answer 3: Bachelors degree

- Which school did you attend?
  Answer1: JC College of Engineering
  Answer 2: RV Engineering College
  Answer 3: TKM College of Engineering

- Do you like learning new things? How do you learn new things? Do you use technology a lot?
  Answer1: Yes, but nowadays time is a premium. I try to do self paced courses, but most times not able to keep up
  Answer 2: I like to learn new things, and try to pick up new trends in my job. I do use my tab a lot
  Answer 3: Yes, I try to learn things that I love, though may not necessarily directly relate to my current job. I feel happiest when I learn. Due to travel, I rely on my mobile a lot for my studies, and MOOCs and online courses are a boon to me.

- What is your job role? Your title? What is your income?
  Answer1: Group Manager, 28 Lacs/ annum
  Answer 2: Delivery Manager, 2.4 Lacs/ mo
  Answer 3: Business Manager, 30 Lacs/ annum

- Do you travel a lot?
  Answer1: Yes I do
  Answer 2: Yeah, mostly domestic
  Answer 3: Atleast 2-3 trips a month

Contd.

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Interview

- What are your aspirations – where would you want to be a few years from now?
  Answer1: Well, I would like to specialize in something hands-on. I am looking for a course that is credible, recognized by industry and helps me get some offers..
  Answer 2: I am a creative, technology person stuck in a managerial role. I want to definitely move out of a 'roll-up' kind of job and work on some new ideas. So I would like to look at courses that are in-demand, and aligns to my strengths
  Answer 3: I was doing a bit of studies – something that can help me switch careers. I am looking at the way things are shaping up in the tech industry – AI, data and such and feel like I am in the middle of a technology change where I am outdated. I do feel scared at times.

- How do you plan to meet your aspirations? What are you doing about meeting them?
  Answer1: I have started researching credible courses, and also planning to take a sabbatical once I decide
  Answer 2: I will have to make time – weekends, holidays, nights – and learn online. I plan to do that.
  Answer 3: I need to prioritize my learning time. But again, I worry if at this stage of my career would it make sense to do a hands-on course like DMND.

- How do you feel in your job – do you have opportunities to learn new things?
  Answer1: I have got comfortable with it, so there's not a whole lot of new things to learn
  Answer 2: Can't say no – there are things I need to learn. But my passion seems to be elsewhere. Sometimes I feel hollow in the job.
  Answer 3: Atleast 2-3 trips a month

- How is your work-life balance?
  Answer1: Let's not go there ☺
  Answer 2: hmmm, I could do with some personal time
  Answer 3: I do try not to get overwhelmed with work, and slot in some time for exercise and family.

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Empathy Map

Thinking

- In the middle of a Technology transformation
- Wants to learn and specialize on something that he could freelance, if he loses his job
- Needs a credible degree
- Would like to learn something that plays to his strengths, and is in demand

Seeing

- Reads all the technology magazines, is abreast with latest news in the tech field
- Uses social media like Facebook, Instagram, Linkedin – spends quite a bit of time there
- Learns courses online

Doing

- Leads a team, and is at a mid-senior level position
- Has a creative and technology bent, but not able to utilize it fully in his job role
- Wishes to turn freelancer to get more time on hand
- Travels quite a bit

Feeling

- Slightly scared with the news of a technology shift happening
- Feels 'hollow' due to lack of learning in his job role
- Feels good when he learns something

Target Persona

Demographics
- Male, 36 yrs old
- Married, one child
- Works as a midlevel manager in an Indian IT company
- Interested in technology, but job role does not entail much new learning
- Income is around INR 30,000,00 per annum

Sam
'IT MidManager'
Chakravorty

Needs
- Would like to learn from basics, at his own pace
- Would like it to be credible
- Would like to get connected to industry for freelancing options

Hobbies
- Travel, Photography
- Watching movies
- Reading about technology

Goals
- Learn some technology and earn credible degrees outside of job
- Turn Freelancer in a few years
- Be able to make time for himself

Barriers
- Travels quite a bit, and hence time is premium
- Age/Stage of career – a perception that it may be too late in the career for such kind of a 'hands-on' course
- Does not have too many contacts outside of office, so does not know where to start, how to start