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What is DataCamp?

“DataCamp is an interactive learning platform for **data science** that offers more than **350** courses.”



- R
- Python
- SQL
- Tableau
- Power BI



- ✓ high-quality video
- ✓ in browser & app coding
- ✓ gamification

And more!

DataCamp's Brand Challenges

- ★ **Maintaining user experience**
Existing users complain about user experience
- ★ **Product differentiation**
Pricing and services not competitive enough to attract new users

Data-driven Students



"If you torture the data long enough, it will confess."

Name: Jason

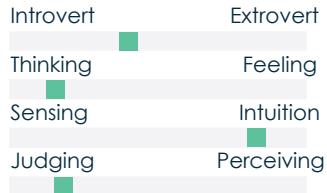
Age: 23

Major: Business Analytics

Location: Austin, Texas

Relationship status: Single

Personality



Analytical

Independent

Adventurous

Goals

- Become a data analyst/ business analyst in the short term
- Start a crowdfunding site for small businesses that uses data to find the best match

Psychographics

- A big fan of Apple - spent almost all his scholarships on phones and accessories
- Master of time management - always have a planner ready
- Values hard work, prefers work alone than in a big team
- Had several unsuccessful dating apps experience and always wanted to improve the algorithms

Purchasing Behaviors

- Loves to purchase everything online
- Sticks to a brand for a long time if satisfied the products or services
- Product effectiveness > Variety > Price

Motivation

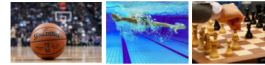
Incentive

Fear

Growth

Power

Hobbies



Preferred Media

Linkedin

Twitter

YouTube

Instagram

Target
Persona 1:
Student

Brand Positioning

Target Persona: Data-driven students

Target Audience: Studious, data-driven Analytics majored students (aged 18-24)

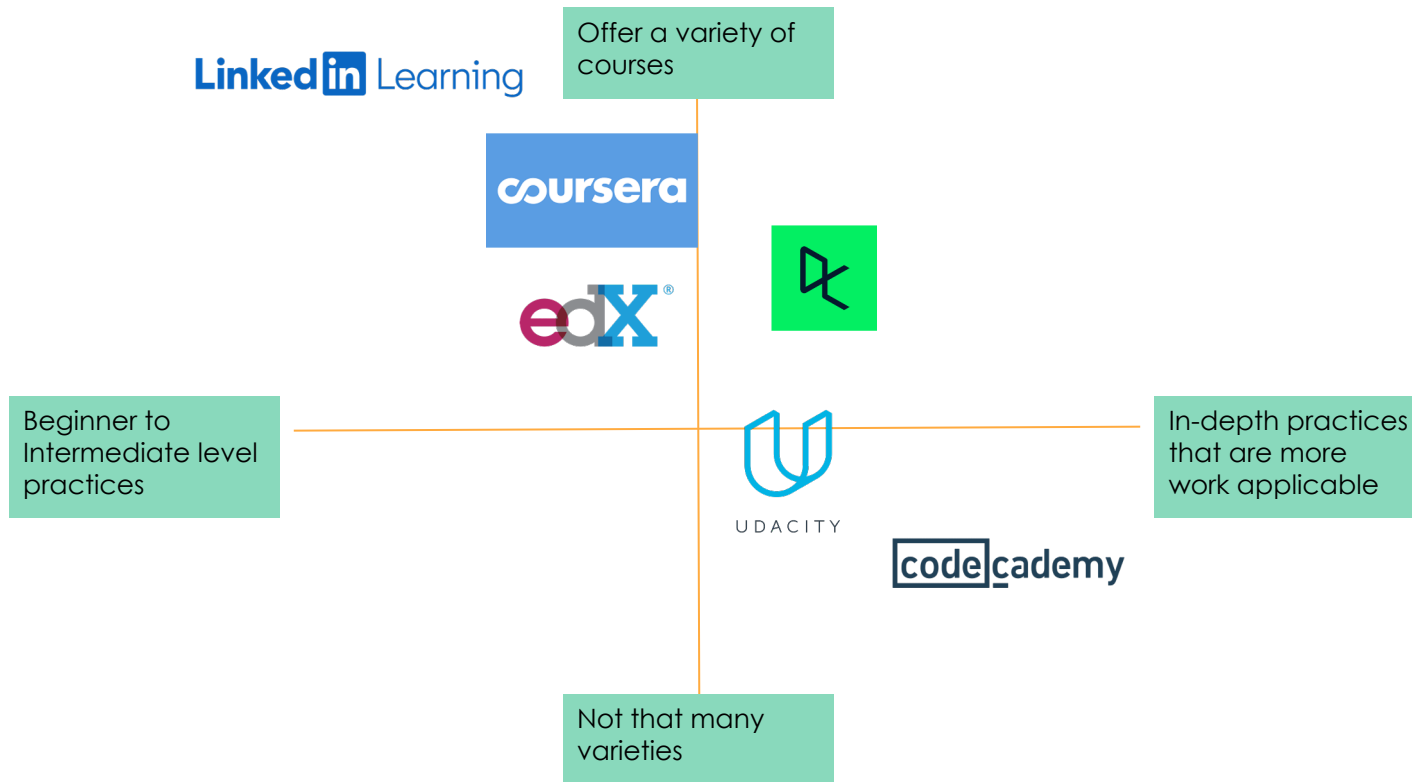
Competitive Set: Other MOOCs that offer data analytics courses and course certifications; Colleges that offer data related majors

Point of Difference: DataCamp gives you a **step-by-step & interactive** learning experience that provides **instant feedback**

End Benefit: DataCamp helps you break into data science and gives you all the essential skills needed

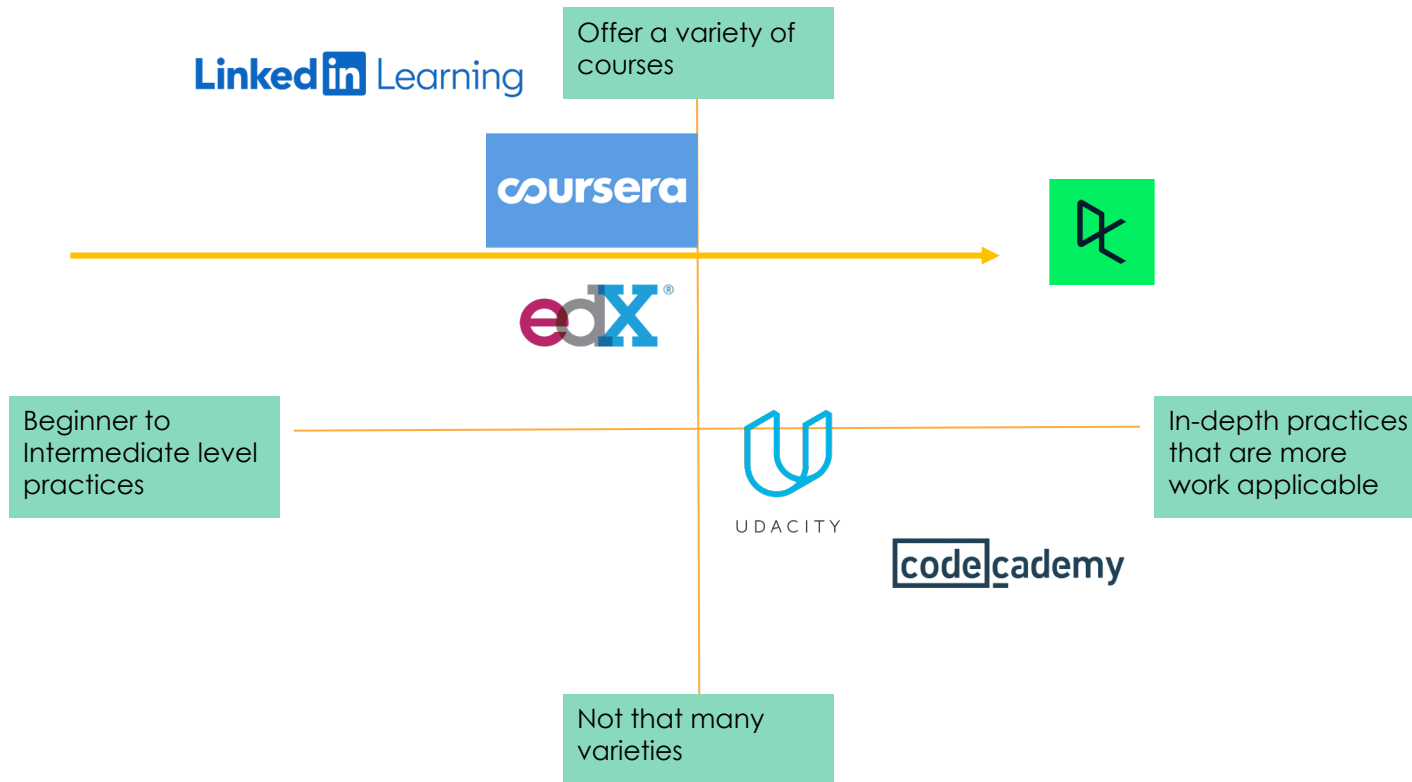
Perceptual Map: Data-driven-student persona

Where we are



Perceptual Map: Data-driven-student persona

Where we want to be



Integrated marketing tagline

“Learn Data Science On Demand”

Objectives:

- Show DataCamp is a learning platform for data science
- Use “on demand” to indicate personalization: learn at your own pace & from the comfort of your browser or app

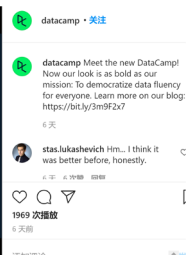
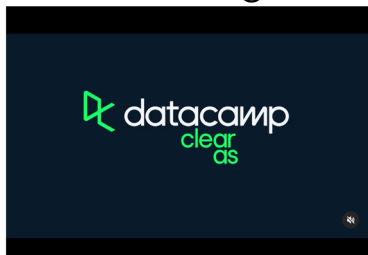
Key communications:

DataCamp is the No.1 online data science learning platform providing personalized experience that equip you with key skills to land a data science job

Discussion
Forum



Instagram



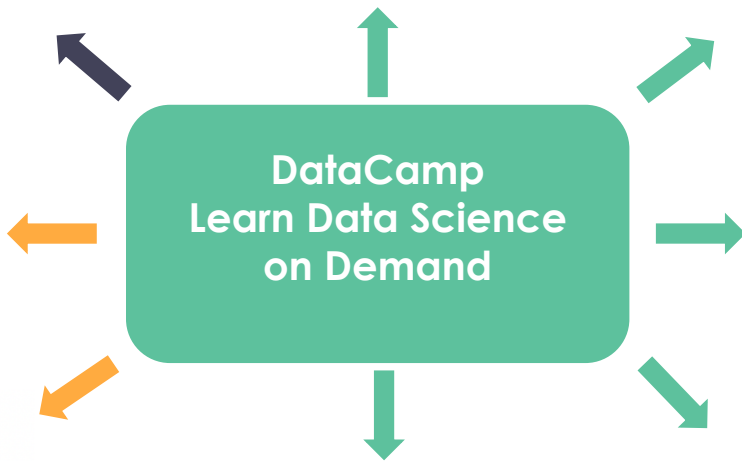
Twitter



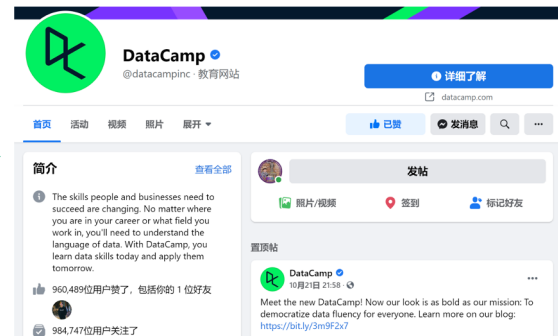
App Store



DataCamp: Learn Data Science 4+
Learn to code Python, SQL & R
DataCamp
★★★★★ 4.9 • 2K Ratings
Free • Offers In-App Purchases



Facebook



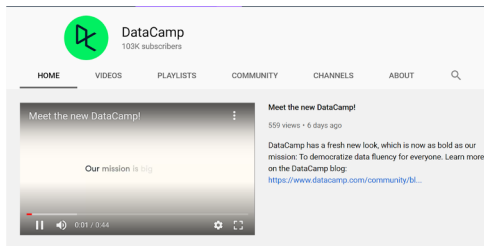
Email

Thank you for being a vital part of the **DataCamp** community as we enter this new chapter, and as we continue in our mission to democratize data skills for everyone.

Explore Our New Look

Sincerely,
The **DataCamp** Team

LinkedIn



YouTube



Objectives

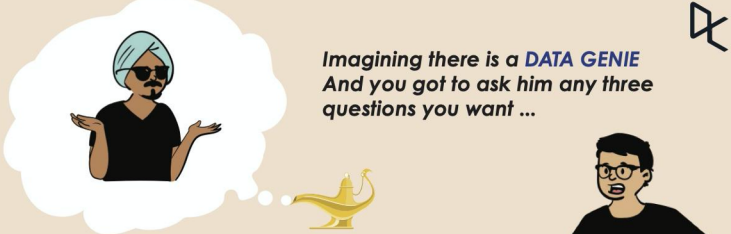
- Show **WHO** DataCamp is
 - Data Genie that solves all your data problems
 - Data Genie that improves your data analysis skills
 - Data Genie that helps you land a data job
- Show **WHY** should the targeted customers care
 - FAST forward the learning cycle of essential data analysis and coding skills + help you land a job
 - FUN!
- **KPI: LinkedIn followers growth & website traffic**



Learn Data Science
On Demand

How it works

- Purchase **LinkedIn ads**
- Add the poster into the ads with hashtags: #dataanalysis, #datascience, #machinelearning, #artificialintelligence, #AI, #coding, #programming, #tech



Imagining there is a **DATA GENIE**
And you got to ask him any three questions you want ...

HELLO, MY FRIEND. WHAT IS YOUR FIRST DATA ANALYSIS QUESTION?

DATA GENIE, HOW CAN I IMPROVE MY DATA ANALYSIS SKILL?

THAT IS S A PRETTY LAME QUESTION, BUT I GUESS I WILL ANSWER IT. YOU CAN WORK ON YOUR DATA VISUALIZATION SKILLS. YOU CAN IMPROVE YOUR PROGRAMMING SKILLS. YOU CAN BUILD MORE INDUSTRY INSIGHTS. YOU CAN DO A LOOOOOT OF THINGS.

UHHH, I MEAN YOU DIDNT ANSWER WELL! THIS IS TOO GENERAL! HOW CAN I ASK A BETTER QUESTION THEN?

BE EXTREMELY SPECIFIC ABOUT YOUR GOALS, MY FRIEND: WHAT ARE YOU TRYING TO ACCOMPLISH? WHERE DO YOU WANT TO APPLY YOUR SKILLS?

OKAY, I GET ONE Q LEFT AND I BETTER MAKE THIS RIGHT. DATA GENIE, WHAT IS THE BEST WAY TO LEARN ALL PROGRAMMING ESSENTIALS THAT WILL HELP ME LAND A JOB IN DATA ANALYSIS WHILE NOT COSTING A LONG TIME & NOT BORING?

NOW YOU ARE ASKING THE RIGHT QUESTION, AND I HAVE THE RIGHT ANSWER FOR YOU: GO TRY DATACAMP. I GUARANTEE YOU WILL FIND EVERYTHING THERE.

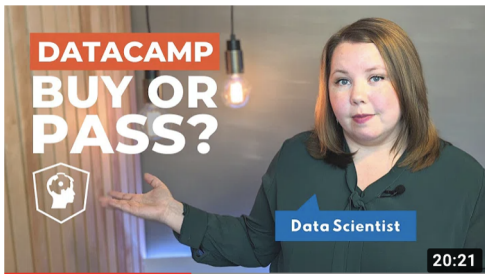
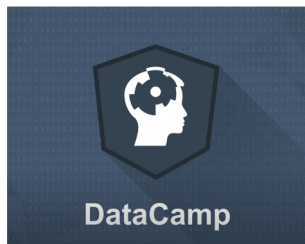
DataCamp
Learn Data Science On Demand





Get started with YouTube Ads

START NOW



Objectives

- **Communicate what DataCamp offers**
 - the variety of courses and career tracks
 - interactive coding challenge
 - instant & personalized feedback
- **Show that DataCamp is worth buying**
- **KPI: Click through rate** 📈

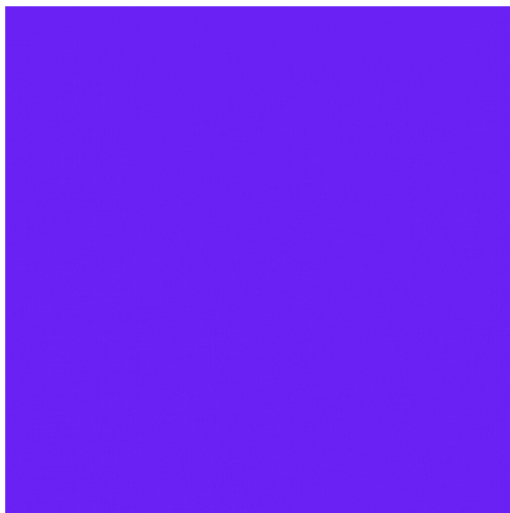


How it works

- Purchase **YouTube ads**
- Create a campaign that clearly shows DataCamp's unique features in the first 10 second. Be sure to use the word "data science" to hook the audience

AND
&

- Partner with **data science YouTube influencers**
- Sponsor them to do a review video on DataCamp's pros and cons (cons that won't affect your purchase decisions
- OR do a DataCamp vs XXX (one of its competitors) video
- Make sure they recommend DataCamp in the end of the video



**EVERYTHING
FREE**

datacamp.com

#datacampFreeWeek



Objectives

- **Boost subscriptions sales**
 - FREE
 - Holiday discounts
- **KPI: Number of New subscriptions**



How it works



- Offer discounts and free occasionally (New year's eve, Summer just before schools start, Black Friday)
- Purchase **Instagram ads** + post promotions on DC's **Instagram account**
- #DataCampFreeWeek - create a hashtag challenge so users can share the progress they have made on DC on **Instagram**



PIAZZA
Ask. Answer. Explore. Whenever.

Awareness

Consideration

Subscribe

Post-subscription

Refer

Objectives



- **Engage and understand customers**
 - Understand what they like & dislike about DataCamp
 - Understand what issues have they encountered
- **Create a community**
 - Let users have a platform to do self introductions, Q & As and communicate with each other
- **KPI: Brand sentiment**

How it works

- On **Instagram**, share piazza's community info with followers
- Once followers registered for piazza, have a dedicated **customer service team** to actively and promptly answer users' questions
- Create **discussion topics** on piazza so users can engage with each other
 - Self introductions
 - One thing you like about DataCamp
 - One thing you would like to see improvements on DataCamp

Engage with current users by doing
Q&As, Polls, Announcements ...

Post Type Question if you need an answer Note if you *don't* need an answer Poll/In-Class Response if you need a vote

Post to Entire Class Instructor(s)

Select Folder(s)

Summary
(100 characters or less)

DataCamp's latest unguided project: Yay or nay?

Details Rich text editor Plain text editor Markdown editor

Insert Format Table



Hi, fellow data enthusiasts,

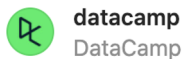
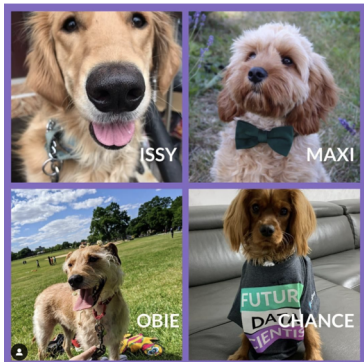
Have you checked out DataCamp's latest unguided project?
- if not, make sure to take some time and challenge yourself

- for those who are in progress or already completed the project:
What do you think? We'd love to see all of your comments 😊



Objectives

- **Keep building up engagement & customer retention**
 - Increase customer stickiness & loyalty
 - Animal friends
 - Funny & data/coding related filters or AR
 - Educational content
- **KPI: Earned Media Value** 📈



How it works

- Create data/coding related filters or AR, educational content (eg. SQL cheatsheet) and pets wearing data science clothes
- Post the above content on **Instagram**
- Engage with users!

What the query looks like	How it's executed	Why it works this way
SELECT	FROM	SQL starts with which table your query is taking data from.
FROM	WHERE	This is how SQL filters on rows.
WHERE	GROUP BY	This is where your SQL query checks if you have an aggregation.
GROUP BY	HAVING	HAVING requires a GROUP BY statement.
HAVING	SELECT	Only after all these calculations have been made will SQL "SELECT" which columns you want to see returned.
ORDER BY	ORDER BY	This sorts the data returned.
LIMIT	LIMIT	Lastly, you can limit the number of rows returned.

Hi Jason,
YOUR SUBSCRIPTION ENDS IN 14 DAYS

IT'S TIME TO RENEW YOUR SUBSCRIPTION!

Amazing - You've now officially been a DataCamp's user for 1 year!

Though your subscription is coming to an end, we hope that you will join us for more over the next year and Beyond - all you need to do is to click on the button below and follow 2 easy steps.

We're excited to have you back!

[Renew now](#)



Refer a friend

Get 1 month additional subscription for every bestie who joins



Remember:

Sharing is Caring



Objectives

- **Keep customer acquisition cost minimum**
 - Refer-a-friend-program
- **Boost up conversion rate**
 - Renew subscription
- **KPI: Customer Acquisition Cost**
- + **Renewal conversion rate**



How it works

- Design a refer-a-friend program so that users will get reward for every friend who subscribes; Set up a renewal reminder 14 days before users' subscription ends
- Make a poster about this
- Send the information to all subscribed users on the **email list**

“B2C marketers who leverage [email marketing] automation have seen conversion rates as high as **50%**.”

- eMarketer

52 Week Integrated Marketing Flowchart

	Q1 2021			Q2 2021			Q3 2021			Q4 2021			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Customer Jounery Stage	Awareness			Consideration		Subscribe			Post-subscribe		Refer		
Campaign													
Learn Data Science On Demand	[Light Blue Bar]												
Social													
Youtube				Youtube kol/ads									
Instagram	[Light Blue Bar]					Promotion			[Light Blue Bar]		AR filter		
Twitter	[Light Blue Bar]												
Linkedin	Purchase LinkedIn ads			[Light Blue Bar]									
Trade Promotions	[Light Blue Bar]												
14days free trial	[Light Blue Bar]												
limit time free							[Light Blue Bar]					Black Fri	
Service	[Light Blue Bar]												
Piazza	[Light Blue Bar]								Engagment		[Light Blue Bar]		
Email	[Light Blue Bar]										refer a friend		

Priorities

Must haves

Awareness: LinkedIn ads

Consideration: Youtube ads & Youtube data science influencers

Subscription: Instagram ads

Post-subscription: instagram & piazza

Refer: instagram & email list

Tiktok

Snapchat

Podcast

Career Fairs

Nice to haves



Thank you!