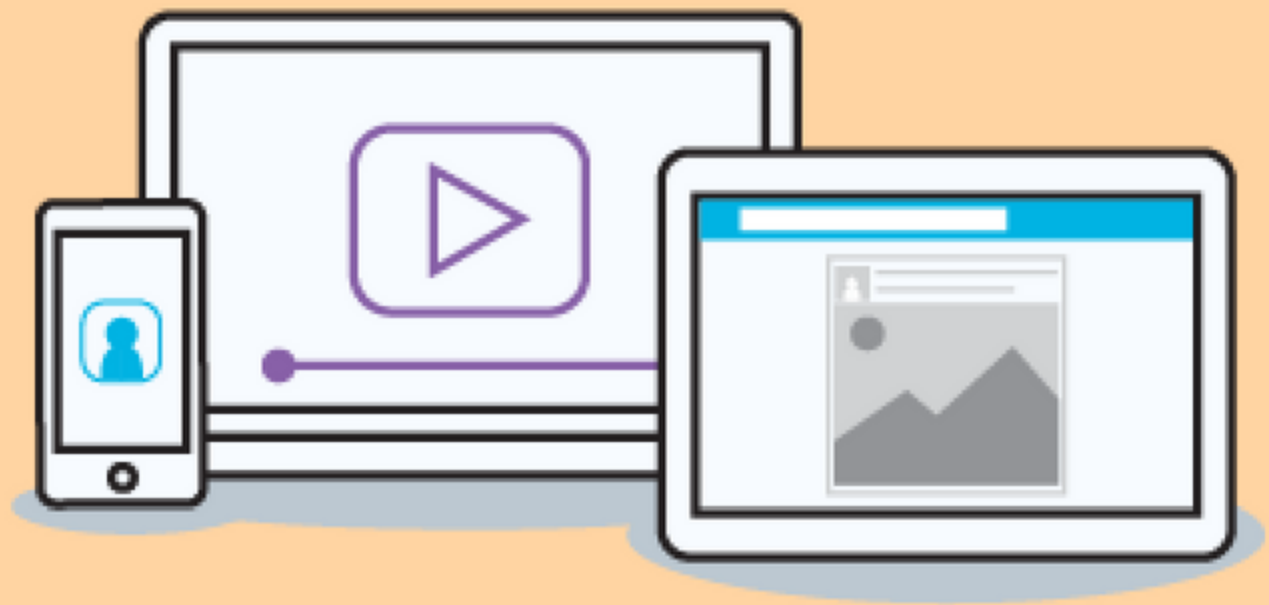


Project 2

Market your Content





Step 1

Getting Started

Marketing Objective

1000 people read the blog in March 2022

KPI

Number of readers by the end of March

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Age 19• Male• Undergraduate• Lives in cairo	Abdelrahman Ali	<ul style="list-style-type: none">• Flexible study schedule• Develop new skills• Learn about digital marketing
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Reading• Football• Watching documentaries• Listening to music	<ul style="list-style-type: none">• Become a digital marketer• Build a great career• Start his startup	<ul style="list-style-type: none">• Busy schedule• Limited time for studying/developing new skills• Confused and does not know from where to start



Step 2

Write a Blog Post

What is the theme and framework of your blog post?

Provide a brief summary of your blog post including the following:

1. Select a theme for your blog post:

- *Why I have decided to take the nano degree in digital marketing*

2. What is the framework of your blog post?

- *SCQA framework*

Blog Post

My journey into the digital marketing world



As an individual born in the 2000s, We are born in An era that witnesses technological development Every day and whoever does not develop himself Becomes lagging behind those around him.

As it seems that digital world is growing at the Speed of light I had to take a step to develop my Skills in the digital area, But where do I start?

First, I started to search inside me for I actually Love in the real world to connect it with the digital World and I realised that I love entrepreneurship And how to evolve an idea to be a startup, Supporting it until it tookoff in the business world. As we know there is no successful business without Marketing.

I started reading about marketing and the success Stories of the leading companies and how they used Different strategies to market themselves. One day my eyes fell on the word digital marketing and from this point things started to change, I felt that the digital world opened the door to me wide open.

I started taking course after course in digital marketing and I found it so interesting, one day my eyes fell again on a course in the same field generated by the Ministry of Communications grant in corporation with Udacity, from here another journey began, and the digital world still adds something new to me every day.

It's not too late, it's not hard like it seems, start now and cope with evolutionary digital world.

Yeah go and achieve your goal now !

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Step 3

Craft Social Media Posts

Platform 1 and Post

Twitter

I have chosen it because it has a massive audience potential, so it can be used to raise awareness about digital marketing and you can follow relevant hashtags.

The post



Platform 2 and Post

LinkedIn

I have chosen it because it make me able to share my experience/journey in digital marketing to take on work and start my career or to be beneficial for beginners.

The post

Abdelrahman Ali

Digital marketer

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My journey from zero to one in digital marketing. It's never too late, take action and develop your digital marketing skills now.

Click the link and read the full blog

<https://bit.ly/3HHqAGV>

**#IminDMND #digitalmarketing
#Marketingcourses**

عرض الترجمة



إرسال

مشاركة

تعليق

إعجاب

Platform 3 and Post

Facebook

I have chosen it because Facebook is the most popular social media platform, so I can use it to share my journey widely with high engagement expectations.

The post

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Ali Atya 
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The digital world is growing as fast as the speed of light and digital marketing is one of the keys to this world, don't miss the opportunity and develop yourself now.

Click the link and read the full blog now
<https://bit.ly/3HHqAGV>

#IminDMND #digitalmarketing
#marketing #digitaltransformation

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Extra Credit

Extra Credit: Post Online & Share Your Results

Put your social media plan to action and promote your blog on the platforms you chose. Share your results in the table below.

Platform	Traffic	Likes	Shares	Comments	Notes
Blog	24 views 12 total clicks				Blog link
Twitter	25 impression s 3 engagemen t				Twitter's tweet
LinkedIn	81 views 1 follower	1			LinkedIn post
Facebook	99 views				Facebook post

Extra Credit: Analysis

What would you do differently based on your results?

- Post a short video (30 sec to 1 min) illustrates the idea of the topic to encourage people to take action and increase engagement.
- Create more creative designs for the photos posted on different social media platforms.

What other topics might you feature on your blog and in social?

- How to boost your skills and be productive?
- How reading changed my life.

Platform 4 :Quora

I choose Quora because it's a wonderful platform to discuss hobbies and learn new things from the experiences of others, so I used it share my experience and let people see my journey in digital marketing. Post [link](#)