



Project 2: Market your Content

Exploring Blog & Social Content

Marketing Objective

Provide the marketing objective for your blog post.

Get 500 visitor to the blog post this quarter.



KPI

What is your primary KPI to measure marketing success?

Number of the blog visitors gained in this quarter.



Target Persona

Background & Demographics

1. 33 Years old, Male
2. Married and has Childs
3. Bachelor degree
4. Lives in Cairo
5. Full Time Employee



Needs

1. Where to take Digital Marketing Course?
2. How to work as a freelancer?
3. Flexible Time

Hobbies

1. Reading
2. Movies
3. Football
4. Fitness

Goals

1. Change career path
2. Learn Digital marketing
3. Work as a freelancer
4. Improve Income

Barriers

1. Limited time to attend traditional courses
2. High budget for the course.



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 have you decided to take the Digital Marketing Nanodegree Program?*
2. What is the framework of your blog post?
 - *SCQA also called the Pyramid Principle*

Blog Post



Learn Digital Marketing to Face the market changes and technology. Now you can Learn from Home with flexible schedule.

Click below to Learn More

<https://sandlikesales.blogspot.com/>





Step 3: Craft Social Media Posts

Facebook

Facebook is the highest platform that has an audience.



Ahmed Abdalla Elkott

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Want to improve your skills and make a career shift.

Want to work as a freelance and increase your Income.

Digital Marketing is one of the job market future 🤖

So, how to start! 💡

Read more 📖

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

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Hello Aspirants

Nowadays, the world becomes more digital, and more people rely on the internet for their daily needs. And We must keep pace with this change.

If you are looking to change your job or want to work as a freelancer and improve your income, you must improve your skills in the technological fields.

One of the most interesting fields is Digital Marketing.

Read more.....<https://bit.ly/3TzCMzI>

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Twitter

People always check for news and
it's good for engagement



Ahmed Elkottt @Ahmed_Elkottt · 13s

If you want to keep pace with the change in the job market.

And you heard about the Digital market and don't know how to begin!!!

Read this Article 📌

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