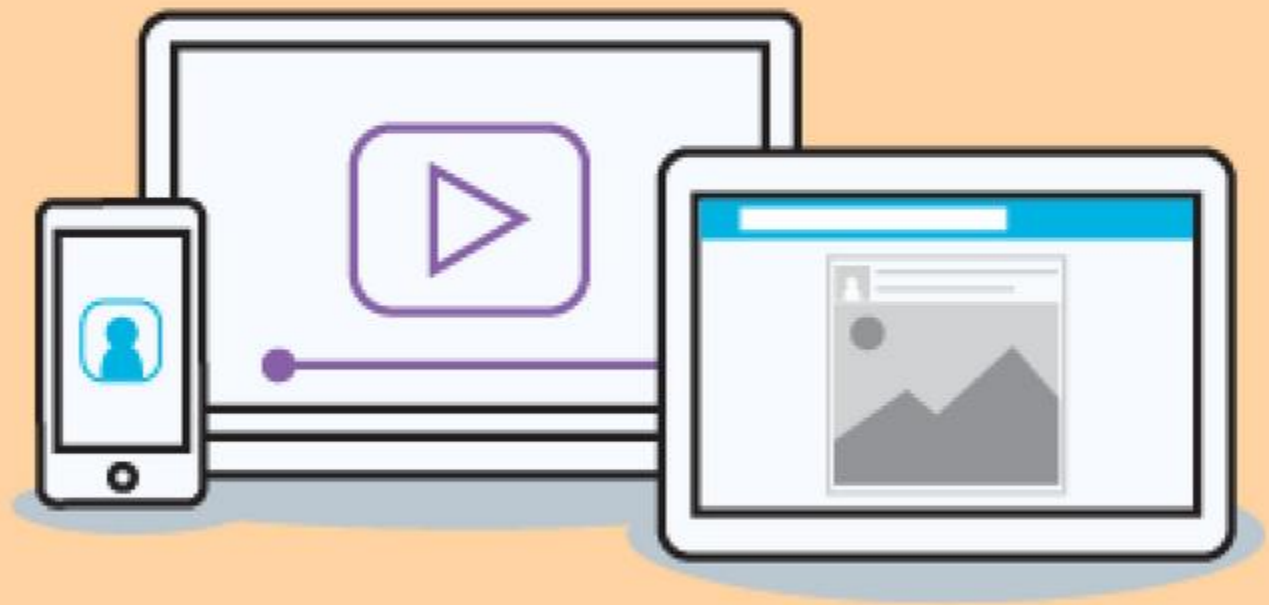


Project 2

Market your Content





Step 1

Getting Started

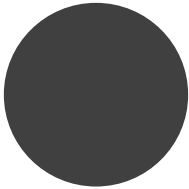
Marketing Objective

Getting 300 visits to the blog at one week.

KPI

Number of blog visits.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">Female.age between 26-30.Not married.English language.		<ul style="list-style-type: none">Continues learning.Manage Time and source.To Move on career path.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">Watch movies.Read.Socializing.	<ul style="list-style-type: none">Buy a plane- travel the world-have a business of my own.Improve my skills.	<ul style="list-style-type: none">Time management.PatienceKeep my passion



Step 2

Write a Blog Post

What is the theme and framework of your blog post?

Them:

Reason of choosing digital marketing DMND

Framework:

SCQA

Digital Marketing, these two words means a lot to our life recently, it's about how to connect with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet.

However, we can still see that many companies are relying the patterns of traditional marketing which is very ineffective today and that usually doesn't enough to awareness the costumers on the products or the services that companies offer, thus it's lead to unsatisfactory results.

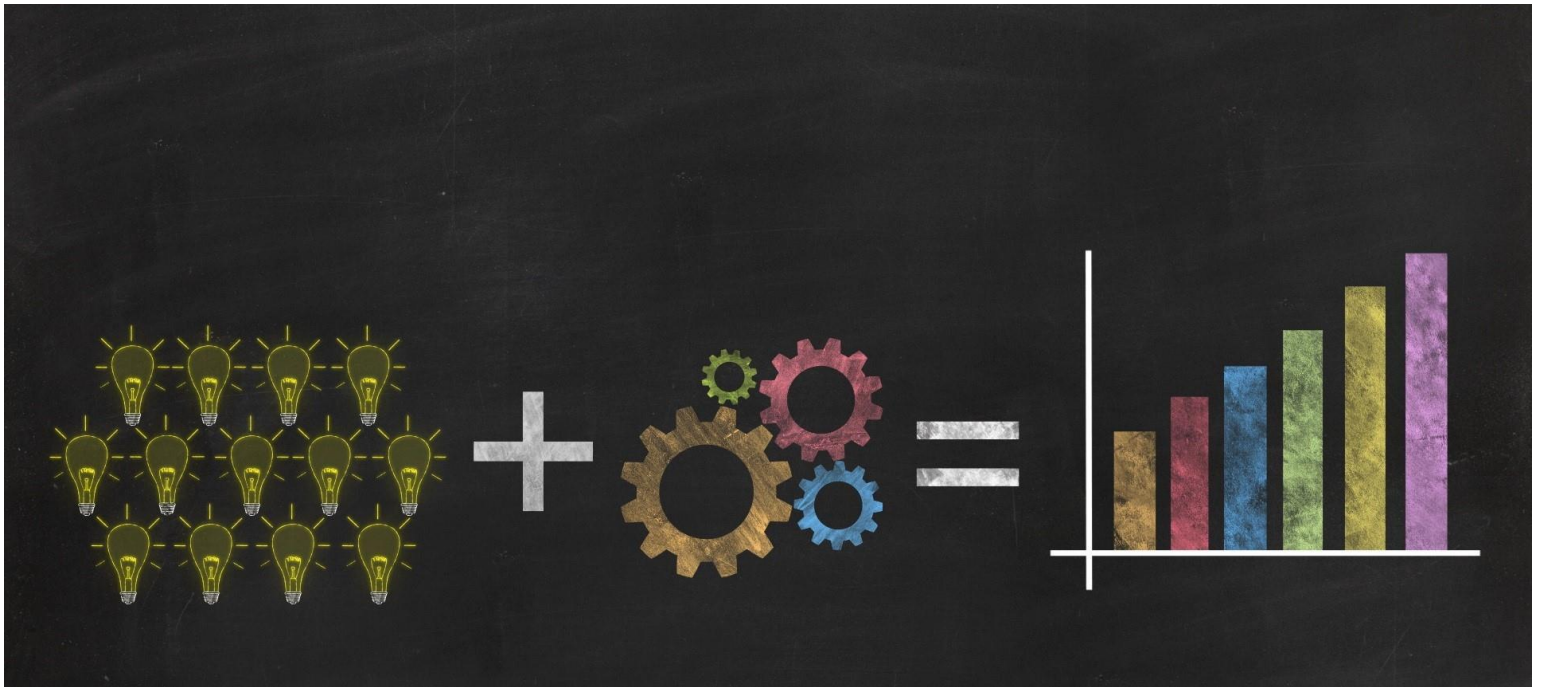
What is the solution to overcome the barriers of traditional marketing and achieving market success among the companies that competing with you? how to enter into strong competition in fiercer among companies?

We can say we obviously are living in era of speed. age of technology and age of internet. We can get and share the information very quickly and in a simple way. With the increasing of internet users, companies had to create digital platforms to reach the people and understand their needs, hobbies and interests. So, Technology of digital marketing is the backbone of the success of any project today. Udacity provide great opportunity which is Digital Marketing Nanodegree (DMND) that offering extensive content cognitive and practical skills to understand DIGITAL MARKETING the market, as well as it includes the systematic and effective approaches of digital marketing. The evolution of industry requires the development of marketing to be able to overcome competitors.

The evolution of industry requires the development of marketing to be able to overcome competitors.

Blog Post

Digital Marketing *__Tell Stories!__*



<https://caramellaapp.com/alshaimaa/HBBoXQrot/digital-marketing>



Step 3

Craft Social Media Posts

Twitter

Twitter is one of the most popular platform in Saudi Arabia. Short text ads with images or videos are very successful on Twitter Saudi Arabia.

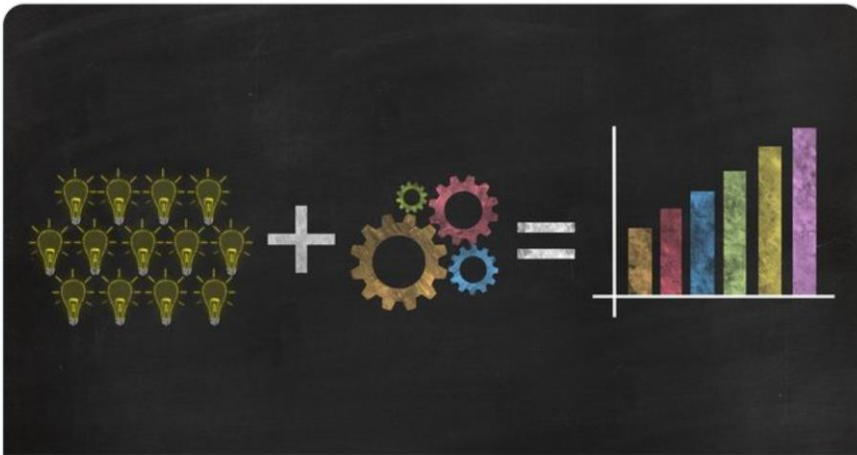


شيمز

@_AlShaimaa_

لطالما كنت أندهش من الدعايات الإعلانية وعن كمية العمل التي تكون خلف هذه التحف الفنية التي تُقدم، وبعدما دخلت هالعالم مع يوداستي كتبت مقالة عن الديجتال ماركتنق اللي كان ورا كل هذه التحف الفنية 😄
أتمنى تشاركوني آراءكم ✨

[Translate Tweet](#)



Digital Marketing | Caramella

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1:00 PM · Oct 7, 2020 · Hootsuite Inc.

“I have always been amazed at the advertisements and the amount of work that is behind these masterpieces that are being presented and promoted, and after I entered Digital marketing world with Udacity I wrote an article on Digital Marketing that was behind all these masterpieces. 😄

I hope you share your opinions. ✨”

LinkedIn

LinkedIn platform is suitable for this types of posts that could improve labour market, and share information with people who seek to improve themselves.



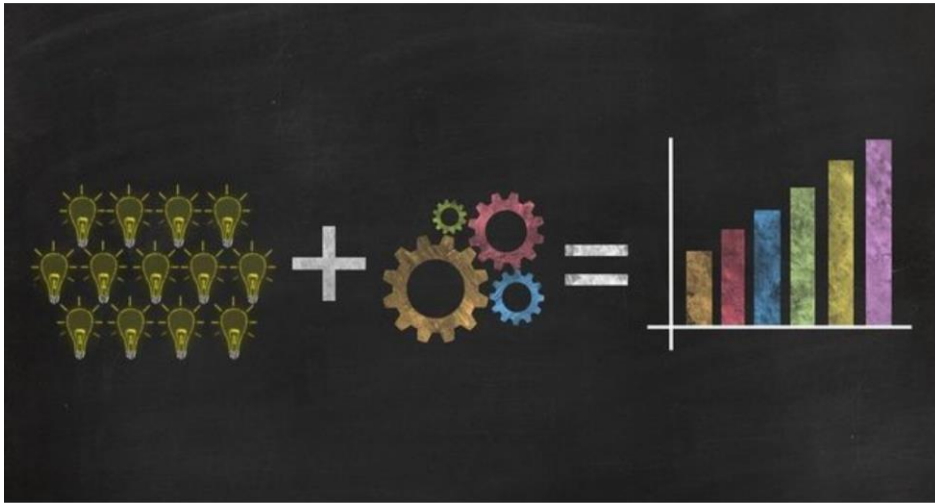
Aishaima Yahya

Programmer | Front-End Developer | Technical Assistant At UQU

37m •

...

لطالما كنت أندهش من الدعايات الإعلانية وعن كمية العمل التي تكون خلف هذه التحف الفنية التي تُقدم، وبعدما دخلت هالعالم مع يوداستي كتبت مقالة عن الديجتال ماركتنق اللي كان ورا كل هذه التحف الفنية 😊
أتمنى تشاركوني آراءكم ✨



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caramel.la • 2 min read

“I have always been amazed at the advertisements and the amount of work that is behind these masterpieces that are being presented and promoted, and after I entered Digital marketing world with Udacity I wrote an article on Digital Marketing that was behind all these masterpieces. 😊

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Facebook

Facebook platform is suitable for long text with images and videos, with ability to manage comments clearly and neatly at the bottom of the post.



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I hope you share your opinions. 🌟”

Extra Credit

Extra Credit: Post Online & Share The Results

On 7 hours I had this result since I share my blog.

Platform	Traffic	Likes	Shares	Comments	Notes
Carmella Blog	Almost 100 visits.	-	-	-	-
Twitter	53 views.	4 likes.	4 retweets.	-	15 clicks on shared link.
Facebook	-	2	1	-	-
LinkedIn	268 views.	8	1	1	-

Extra Credit: Analysis

What would you do differently based on your results?

Most interactives I got from Twitter and LinkedIn, I think I should focus on this two platforms.

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

I had fun when I was talking about digital marketing so I think I might share tips and tricks when I move on with DMND course.