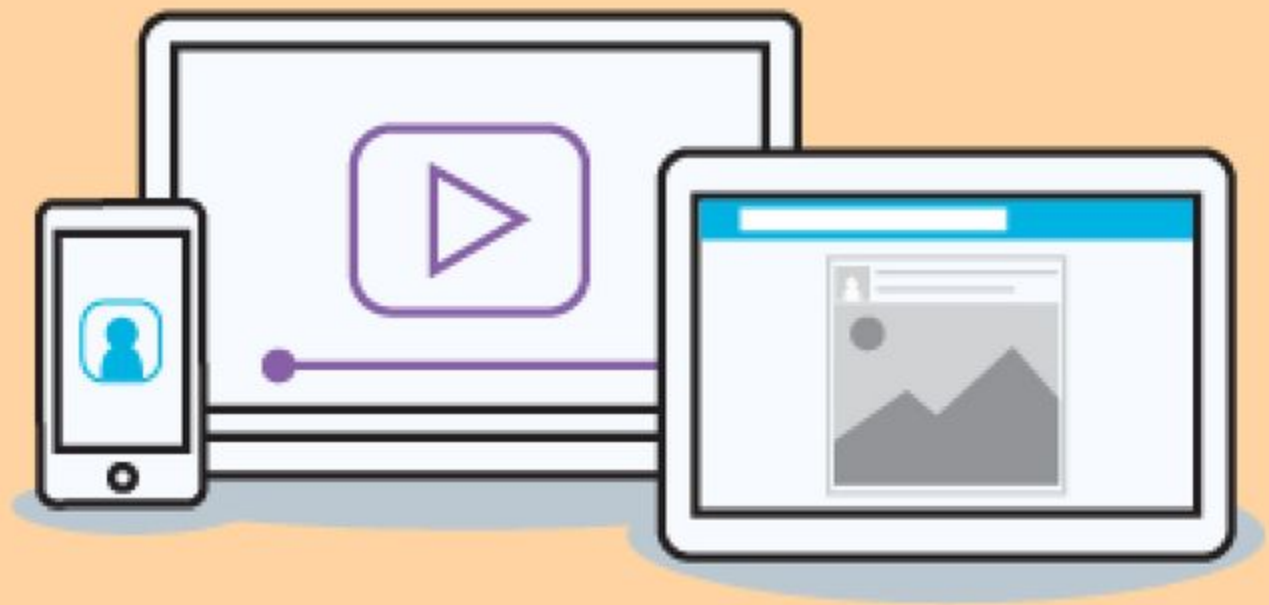


Project 2

Market your Content





Step 1

Getting Started


Marketing Objective

To add 30 new followers to my blog post between the 28th October 2018 to the 25th November 2018.

KPI

The KPI for my marketing objective is the number of blog post followers added between the predetermined date.

Target Persona

Background and Demographics	Michael Collins	Needs
<ul style="list-style-type: none">• MALE, 30 YEARS OLD• SINGLE, NO CHILDREN• BACHELOR DEGREE IN BUSINESS MANAGEMENT• LIVES IN FLORIDA• HAS GOOD WORK LIFE BALANCE• HH INCOME \$60K		<ul style="list-style-type: none">• RECOGNISED AND VALID SKILLS• TO BE KEPT UPDATED ON INDUSTRY CHANGES• GET PRACTICAL EXPERIENCE• BUDGET FRIENDLY COURSE HE CAN FIT IN SCHEDULE• CAREER ASSISTANCE
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• READING• NETFLIX• CROSSFIT• GAMING• SELF IMPROVEMENT	<ul style="list-style-type: none">• TO START CAREER IN MARKETING• ENJOY CAREER• OWN HIS OWN BUSINESS• WORK REMOTELY• FREEDOM TO LIVE WHERE HE CHOOSES	<ul style="list-style-type: none">• LACKS DM EXPERIENCE• PRICE AND TIME A CONCERN• INFORMATION OVERLOAD ONLINE• NOT SURE WHERE TO START• WANTS PRACTICAL EXPERIENCE



Step 2

Write a Blog Post

What is the theme and framework of your blog post?

Theme: Why have you decided to take the Digital Marketing Nanodegree Program?

Framework: SCQA

Situation: *Stuck in job he doesn't enjoy. Wants career in Digital Marketing and to be freelancer. Needs online course.*

Complication: *Not comfortable quitting job has bills to pay. Lots of info online, needs structure from education program.*

Question: *Which course would offer the best content and teaching? Which one would be up to date in the rapidly changing industry of Digital Marketing? Which would provide the best value?*

Answer: *Udacity's Digital Marketing Nanodegree Program because it offers a holistic and wide coverage of all Digital Marketing aspects, Live, Practical Campaign Experience. Real job skills.*

Write a blog post, with the theme you've chosen from the options above, in the space provided below.

This is a short post that will explain my reasons for enrolling on to the Udacity "Digital Marketing Nanodegree Program".

I'm a 30-year-old single male with no children or other significant commitments. I have a Business Management degree from a great college, and I have a high-income job. I should be pleased with my life right now, right? Wrong.

I work for a large financial institution, and while I wouldn't say I hate my job, it has left me feeling professionally unsatisfied for many years. It wasn't my passion. The world of digital marketing has always fascinated me, but when I was back in college, there was never really any obvious path into it. No college was offering a degree in Digital Marketing, and 9 years later I believe none still do.

For a long time, I've dreamed of working remotely as a Digital Marketer and being able to live anywhere in the world. I want to feel the sense of freedom that is truly enjoying ones career can provide. As the ancient Chinese sage, Confucius put it " Choose a job you love, and you will never have to work a day in your life."

With a wealth of free and paid Digital Marketing education and resources online and the determination to change my life for the better, it was time for me to once again "become a student."

The complication that I have is that I am not one of those people who can just quit my job with no regard for the consequences. I have a mortgage that needs to be paid, so I need to be able to study, work and fulfill my other commitments at the same time. My best option would be an online course. I could access the learning materials at a time most convenient for me. Now I don't know about anyone else, but when it comes to searching for Digital Marketing courses online, the sheer amount of information can be overwhelming. It's hard to know who to trust or where to start.

Which course would offer the best content and teaching? Which one would be up to date in the rapidly changing industry of Digital Marketing? Which would provide the best value?

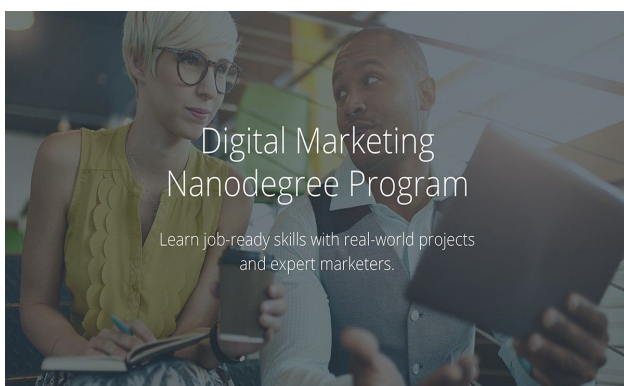
After spending what must have been weeks researching online, one course kept coming up again and again. Udacity's "Digital Marketing Nanodegree Program." It ticked all the boxes for my needs.

Udacity's Digital Marketing Nanodegree Program offers a complete overview of the whole Digital Marketing landscape. You will learn everything from Marketing Fundamentals, creating Content & Content Strategies to Social Media, SEO, SEM, and Email Marketing. The balance between diagrams, videos and reading is just right and assists with retaining information.

But the one aspect of the course that is huge is that you will run live campaigns on major marketing platforms, such as Facebook, Google Adwords, Twitter, and Instagram to name a few. No one else does that.

Udacity's Digital Marketing Nanodegree program is the best online course on the market right now. I am well on my way to realizing my dreams of becoming a freelance Digital Marketer.

The future looks bright.



Blog Post

The blog post on Medium is about my Target Personas frustration in his current job, his desire to freelance in his passion, Digital Marketing. To overcome his problem of not being able to study full time he has decided on an online course but he has doubts about which provider to go with. After much research he decides to learn with Udacity because of its many unique features and advantages.



Post Link: <https://goo.gl/kVJL9x>



Step 3

Craft Social Media Posts

Summary

Linkedin: Being a work based professional platform makes it relevant to the content I am promoting.

Twitter: My target demographic uses it. Tweets indexed by Google so useful for SEO. People more likely to buy or sign up on platform.

Facebook: World's biggest social media platform and target demographic engage with it.

Platform 1 and Post

Linkedin



Alex Malenco

Digital Marketing Specialist at ACL Express
now



Change your life. Live anywhere with Digital Marketing skills. Find out more
<https://bit.ly/2OUhgZH>



Like Comment Share

Platform 2 and Post Twitter



Alex Malenco @AMalenco · 10s

Change your life. Live anywhere with Digital Marketing skills. #IminDMND
#freelancer

Find out more bit.ly/2OUhgZH



Platform 3 and Post Facebook



9 mins · 🔒 ▼

Change your life. Live anywhere with Digital Marketing skills. Find out more.
<https://bit.ly/2OUhgZH>



👍 Like

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