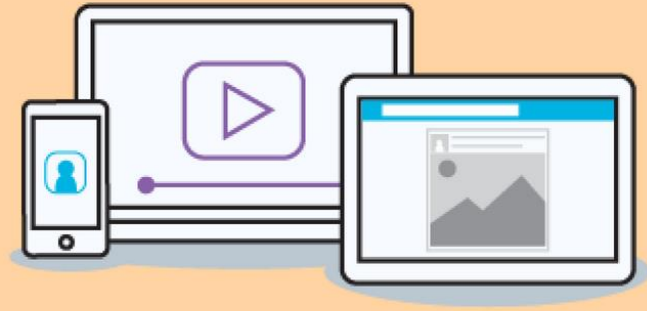


# Project 2

## Market your Content



**Prepared By**  
**Chamok Biswas**



# DMND Program

- **Marketing Objective:** To Acquire 100 blog followers in May 2020
- **Primary KPI:** To Acquire Number Of blog followers



# Target Persona

## Background and Demographics

**Age:** 26s

**Gender:** Male

**Education:** Bachelor's Degree

**Location:** Bangladesh

**Chamok Biswas**



## Needs

1. Better Work/Life Balance
2. What's Best For His Family
3. Projects To Practice Digital Marketing Skills
4. Videos To Learn Digital Marketing

## Free Time Activities

1. Watches Television
2. Sailing
3. Thinks About Working As A Digital Marketer
4. Life Itself As A Digital Marketer

## Goals

1. A More Fulfilling Job
2. See The Kids More Often
3. Work As A Digital Marketer
4. Learn The Skills To Become A Digital Marketer

## Barriers

1. Lack of Time
2. Too Many Responsibilities
3. Work Over 40 Hours Weekly
4. Cost of Udacity Digital Marketing Nanodegree
5. Is This Nanodegree Right For Me?

# THEME Of My Blog Post

Why I Chose Udacity's Digital Marketing Nanodegree Program

## FRAMEWORK

SCQA framework

## SITUATION

He wants to enhance her digital marketing skills so he is looking for an online course due to time restrictions and personal commitments.

## COMPLICATION

It was quiet difficult to decide the right online course because there are so many online courses avaliable on the market.

## QUESTION

How will He will find the right course for her?

## ANSWER

Finally he found the right course which is udacity digital markrttng nanodegree which provides an oppertunity to run live campaigns

# Why I Chose Udacity's Digital Marketing Nanodegree Program

- **Learn from the most experienced instructors.**
- **Running live campaigns gives real world working experience.**
- **Partnership with Google, Facebook, Hootsuite, MOZ etc.**
- **Teaches from beginners to an expert level.**



# Blog Post On Medium.com

This blog post is about Why I Chose Udacity's Digital Marketing Nanodegree Program. It is about my personal struggle to find a direction in my life and the path I took that led me to pursuing digital marketing and enrolling in the DMND.

Here Is The Link Of My Blog Post On Medium  
[shorturl.at/hKT14](https://shorturl.at/hKT14)

## Why I Chose Udacity's Digital Marketing Nanodegree Program



Chamok Biswas  
May 4 · 3 min read



### A Story Of A Frustrated Boy

This is a story about a boy and his desire to find the work he loves.



# Summary

I chose Facebook, Twitter and LinkedIn. The first two, because they are good places to share blog-articles and the most heavily used social networks, resulting in the highest probability of views and possible followers. LinkedIn because, as a networking site, it's a good place for career-related posts.

Anyone wanting to up his career game is there, which is what a Nanodegree is all about.



# Platform 1: Facebook

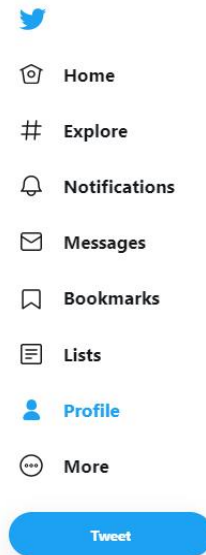
*Note: The blog-post is on Medium, so when sharing it, the title pic is shown on social media. That's why I don't post it here again.*





# Platform 2: Twitter


*Note: The blog-post is on Medium, so when sharing it, the title pic is shown on social media. That's why I don't post it here again.*



# Platform 3: LinkedIn

*Note: The blog-post is on Medium, so when sharing it, the title pic is shown on social media. That's why I don't post it here again.*

PREMIUM



Chamok Biswas


Search Engine Optimization Specialist at Perpetual IT World

Followers


500

Drafts

10


 Chamok Biswas

Search Engine Optimization Specialist at Perpetual IT World

3h • 


Writing this article for Udacity Digital Marketing Nanodegree Program


[#digitalmarketing](#) [#udacity](#) [#nanodegree](#)





Why I Chose Udacity's Digital Marketing Nanodegree Program


[link.medium.com](https://link.medium.com)


 33

 Love


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 Share

 90 views of your post in the feed



Tell them what you loved...



  
DIGITAL MARKETING  
NANODEGREE PROGRAM

## Extra Credit: Post Online & Share Your Results

Platform	Traffic	Likes	Shares	Comments	Notes
Blog	Medium	2	0	0	This is a new account and I have only very few friends. I will increase the amount of friends in few days.
Social Platform	Facebook	130	0	0	
Social Platform	Twitter	56	1	0	
Social Platform	LinkedIn	33	0	0	

# Extra Credit: Analysis

**What would you do differently based on your results?**

**I have to expand my social network among all the channels to reach more**

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

**“My learning experience with UDACITY”**

