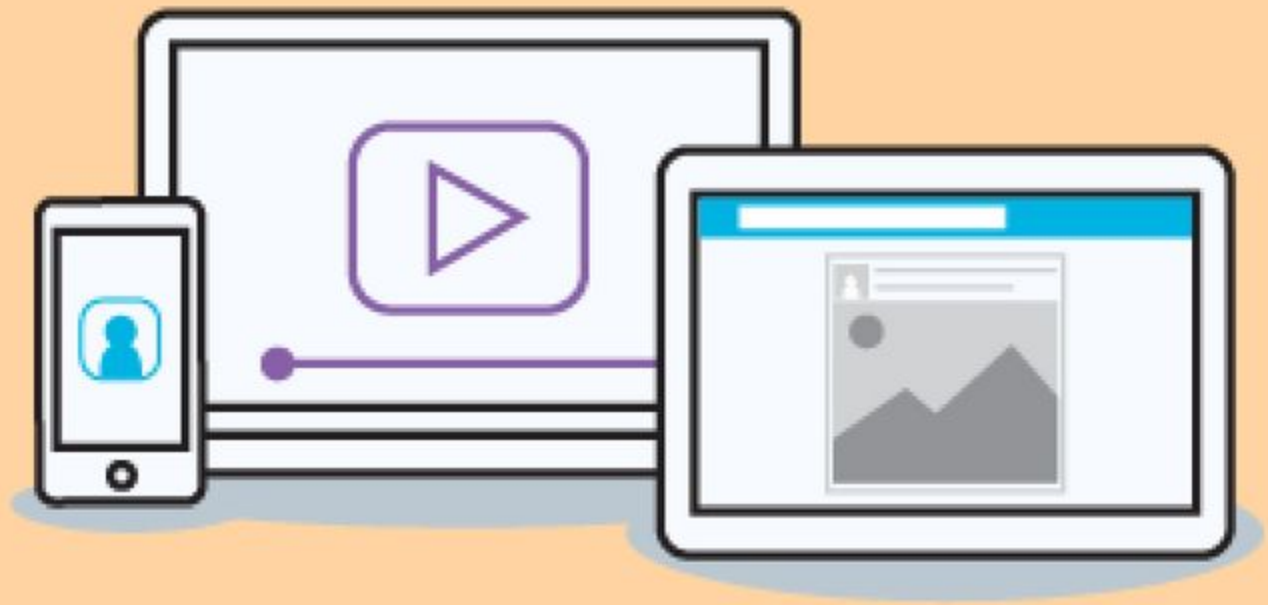


# SOCIAL MEDIA MARKETING PROJECT USING A CONTENT STRATEGY

## Market my Content



**BOLENA CAMPO**



# I wrote content defined by:

**Purpose:** To get people to DMND page through different channels on social media.

**Format:** Blog, Facebook post, Instagram post, taking into account my buyer persona and their media habits.

**Topic:** Why digital education and DMND? taking into account my customers and where are they in the buyer's journey (awareness). On the other hand I identified this topic through a keyword research . I wanted to solve a problem with educational content.

## I planned create hub content because:

- The Hero content was already made by content creators of the DMND website.
- Is the content that I 'push' out there because I believe it could be of interest to my customers. I want this content to be engaging and helpful for my customers

# I leveraged content through social media distribution

Because I created the right content but I need put it in front the right person at the right time and then attract visitors to the DMND site. Social media is a great tool to use when promoting content.

## Social Media Channels:

I chose these social media channels thinking about the buyer person and where they might be spending their time.

The landing page built has informative and complete content about the promoted program, a defined offer and two clear CTAs.

# DMND landing page

NANODEGREE PROGRAM

## Become a Digital Marketer

Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.

[DOWNLOAD SYLLABUS](#) [ENROLL NOW](#)

**07**  
DAYS

**01**  
HRS

**06**  
MIN

**20**  
SEC



ESTIMATED TIME

**3 Months**

At 10 hrs/week

ENROLL BY

**December 24, 2019**

Get access to classroom  
immediately on enrollment

PREREQUISITES

**No Experience  
Required**

IN COLLABORATION WITH

facebook  
blueprint

Google

Hootsuite

HubSpot

MailChimp

MOZ

# I wrote a blog post following the Pixar narrative framework to promote the DMND.

Please visit the link to view the full post. <http://bit.ly/MedDMND>

## This is why I decided to start a career in Digital Marketing and how I discovered the power of online education.



Bolena Campo  
Apr 2 · 2 min read

World Bank warns about a “learning crisis” in global education and history of humanity has shown that acquiring new skills would improve your change in life. So I challenged myself to leave the confort zone.



Photo by Mantas Hesthaven on Unsplash

# I chose three social media platforms to promote my blog

**FACEBOOK:** <http://bit.ly/FBDMND>

Facebook is the largest social network, it was named by all the respondents, it also offers the formats that most appeal to my target audience, and friendly tools.



**Bolena Campo**

3 de abril a las 19:07 · 🌐 ▼



Why digital education and DMND?

In the face of doubts about my professional career and with the certainty of going back to school, I began a long journey, get to know it!

<http://bit.ly/2FZdl6P>



5

1 vez compartido



**INSTAGRAM:** <http://bit.ly/InstDMND>

Instagram allowed me to categorize the content through the Hashtags, so I can find and generate interest in a specific audience.



just\_bolena

just\_bolena 🍅 I decided to start a career in Digital Marketing ! With uncertainty about my professional future, I decided to take actions that took me to discover the powerful tool of online education, to undertake my vocational path: the digital marketing, and a exceptional program. Know my journey! 🔗: <http://bit.ly/2UjXOIQ> 🔍. (Photo by Mantas Hesthaven on Unsplash) #Imindmnd #onlineeducation



Les gusta a luisacampo3 y 13 personas más

HACE 3 DÍAS

**LINKEDIN:** <http://bit.ly/2UlguYA>

The perfect platform to show my new skills and find interested audiences as it also allows me to categorize my interests with hashtags.



Photo by mkhmarketing on Flickr

## This is why I decided to start a career in Digital Marketing and how I discovered the power of online education.

Publicado el 3 de abril de 2019 [Editar artículo](#) | [Ver estadísticas](#)



BOLENA CAMPO

--

1 artículo

