



UDACITY

# **DIGITAL MARKETING NANODEGREE PROGRAM**

PROJECT-2 MARKET YOUR CONTENT

# MARKETING OBJECTIVE:

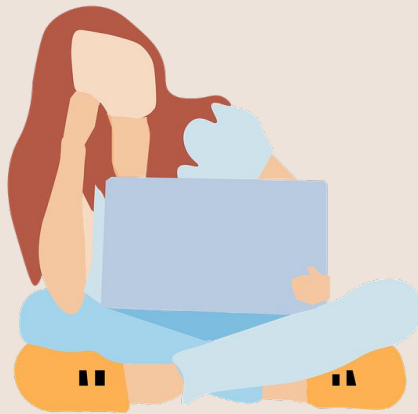
Our marketing objective is to achieve 700 new visitors on our site in the next three months.

# PRIMARY KPI:

A number of people who interacted on our blog within those three months.

## BACKGROUND AND DEMOGRAPHICS

- Female, 30 years old
- In a relationship, thinking of starting a family
- Has a college degree
- Lives in Slovenia
- Has a regular job
- Her yearly income is \$10k



## NEEDS

- Better knowledge on how to promote her hobbies
- Someone to show her how to advertise on social media
- Work on real projects

## HOBBIES

- Hiking
- Yoga
- Entertaining
- Reading

## GOALS

- To start her own business
- Make a living out of a hobby
- Have more time for family and friends

## BARRIERS

- Working long hours at work
- Low income

# Theme And Framework

- *Why have you decided to take the Digital Marketing Nanodegree Program?*
- *SCQA also called the Pyramid Principle*

# BLOG

I have always wanted to have my own business. However, working under constantly changing schedules have left me with no time and energy to think about how and where to start. During pandemic times things have changed. The business where I work is closed, so I used this time to work on myself. For any kind of business to come to life it needs customers and they are brought in through a good marketing. Therefore, signing up for DMND program was a straightforward option for me.

Picture source: <https://pixabay.com/>

## Turn Your Hobbies Into a Business



Link to a full blog post: <https://bit.ly/36KbzUA>

# Facebook

Facebook is an excellent advertising platform and serves as a good starting point for any kind of business. Being the largest media platform makes it a must for becoming recognizable.

Picture source: <https://pixabay.com/>

Can you imagine being paid to do your hobby?  
I have turned this pandemic times into my advantage and started working on a new business. To see where I started go ahead and read my blog <https://bit.ly/36KbzUA>  
#IminDMND



## Turn Your Hobbies Into a Business

One thing is true for any kind of business. It needs customers and they are reached through digital marketing.



# Twitter

Quick interaction with your followers using short messages to get their attention and tell them what is happening right now.

Picture source: <https://pixabay.com/>

What were your first steps when you started your own business? To see where I started go ahead and read my blog <https://bit.ly/36KbzUA>

#IminDMND



## Turn Your Hobbies Into a Business

One thing is true for any kind of business. It needs customers and they are reached through digital marketing.

# LinkedIn

It is business and employment-oriented platform, more than 30 million companies use it. It is vital to post business related topics here.

Picture source: <https://pixabay.com/>

Can you imagine being paid to do your hobby?  
Turning your hobby into a profitable business takes time and devotion. To see how I started go ahead and read my blog <https://bit.ly/36KbzUA>

#IminDMND



## Turn Your Hobbies Into a Business

One thing is true for any kind of business. It needs customers and they are reached through digital marketing.