



Step 1: Getting Started

Marketing Objective

Digital Marketing Nanodegree Program has the marketing objective to attract 50 blog followers in December 2017.



KPI

The KPI for Digital Marketing Nanodegree's marketing objective would be the number of followers gained in December.



Target Persona: DMND

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Female, 18-35 years old• Secondary school to university education• Interested in online marketing and learning• Lives in Nigeria• Earns 1,440,000naira annually	<p>Rachael Alioha</p> 	<ul style="list-style-type: none">• Hands-on project to help her familiarize herself with all the applications necessary to make her a successful digital marketer.• An online digital marketing course which covers the major mediums and is well designed.• To be able to combine her knowledge of Economics and digital marketing• Mentorship on digital marketing Nanodegree course.• A course that has positive reviews and real certification.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Loves marketing goods• Designing• Community development• Research• Loves styling	<ul style="list-style-type: none">• Maintain financial independence• Use digital marketing to create brand awareness• Working on digital marketing projects and campaigns in a team friendly environment.• Create great content which will results to getting leads and then after making sales• Become an expert in digital marketing	<ul style="list-style-type: none">• Inadequate knowledge of ways to use the internet to make sales and advertise her designs• No knowledge of any digital marketing nanodegree program which will suit her needs.



Step 2: Write a Blog Post

What is the theme and framework of your blog post?

1. Select a theme for your blog post:

- *Why have you decided to take the Digital Marketing Nanodegree Program?*

I chose the digital marketing nanodegree Program so as to be able to enlighten people who are unaware about the course and its benefits.

2. What is the framework of your blog post?

The framework of my blogpost is the Pixar Framework.

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



Going with the fact that I just got my first degree in economics and looking at starting up a fashion brand, digital marketing was the best option for me because it would enable me juggle between being a freelance digital marketer for small businesses/companies or a digital marketer for my fashion brand.

Things got complicated when I started my search on digital marketing and all it entails. The knowledge gotten from being an economist did little or no good in my search for digital marketing knowledge; but I consistently sought to acquire knowledge. The drive to become a digital marketer encased me till I found myself entering search queries on becoming one alongside reading in-depth articles that has digital marketing tags in them.

However, numerous questions arose as to how this knowledge shall be gained, how long it will take to gain great knowledge in digital marketing field, what institute to learn under.

Fortunately, a friend referred me to Udacity, a hub for attaining the digital know-how. Signing up on Udacity was a bold step I made in this digital voyage. Strikingly, the fees broke my pocket but because of the goal I set my self to achieve, I made sure I utilized every opportunity.

Running a Nanodegree in Udacity gave me a chance to do real life campaign and get immediate result. I was given mentors who guided me from start to finish, I was also given materials (ebooks, links to articles) to upgrade my game on the digital journey.

Speaking as a potential certified digital marketer, I recommend everyone who has a business, to start up a course on Udacity today for the purpose of equipping themselves with a firsthand trending skills. Your brand stands a chance to penetrate gigantic list of brands using constant uploads of photos, articles, testimonials, slides, DIYs thereby impressing your target audience and convincing them to purchase your product or services.

Digital marketing is beyond knowing the tools and platforms to use. Although, it involves applying the right tools for specific campaigns, understanding the various ways to reach your target, translating the contents to their understanding, applying psychological principles and behavioral patterns and much more interpretation of data amongst others.

Forge your own path in becoming a cutting-edge digital marketer this New Year at Udacity.

Kindly follow the link to register: <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Blog Post



Ever wondered how people rose from nothing to super heros in the digital marketing world? Here is my tale on how I transformed from a digital marketing admirer to a practising digital martker.

http://bit.ly/digital_marketing_space_in_udacity



Step 3: Craft Social Media Posts

Summary

The three platforms I chose are:

1. Instagram
2. Facebook
3. Twitter.

The three social platforms were chosen because they'll enable me get to my target audience and also help achieve my marketing objective.

Instagram



Ever wondered how people rose from nothing to super heroes in the digital marketing world? Here is my tale on how I transformed from a digital marketing admirer to a practicing digital marketer.

Platform 2 and Post

Facebook



Ever wondered how people rose from nothing to super heroes in the digital marketing world? Here is my tale on how I transformed from a digital marketing admirer to a practicing digital marketer.

Platform 3 and Post

Twitter



You will be more interested in [#digitalmarketing](#) after reading this story



Extra Credit

Extra Credit: Post Online & Share Your Results

Put your social media plan to action and promote your blog on the platforms you chose. Share your results in the table below.

Platform	Traffic	Likes	Shares	Comments	Notes
Blog	84	NIL	NIL	NIL	
Social Platform 1	NIL	NIL	NIL	NIL	
Social Platform 2	134	NIL	NIL	NIL	
Social Platform 3	56	NIL	NIL	NIL	

Extra Credit: Analysis

What would you do differently based on your results?

- Share to more people
- Share on other platforms such as google+, linkedIn
- Mention successful brands
- Make use of influencers
- Make use of paid ads options

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

- How to improve your SEO
- Introduction to Digital marketing
- Content generation
- Social media status marketing