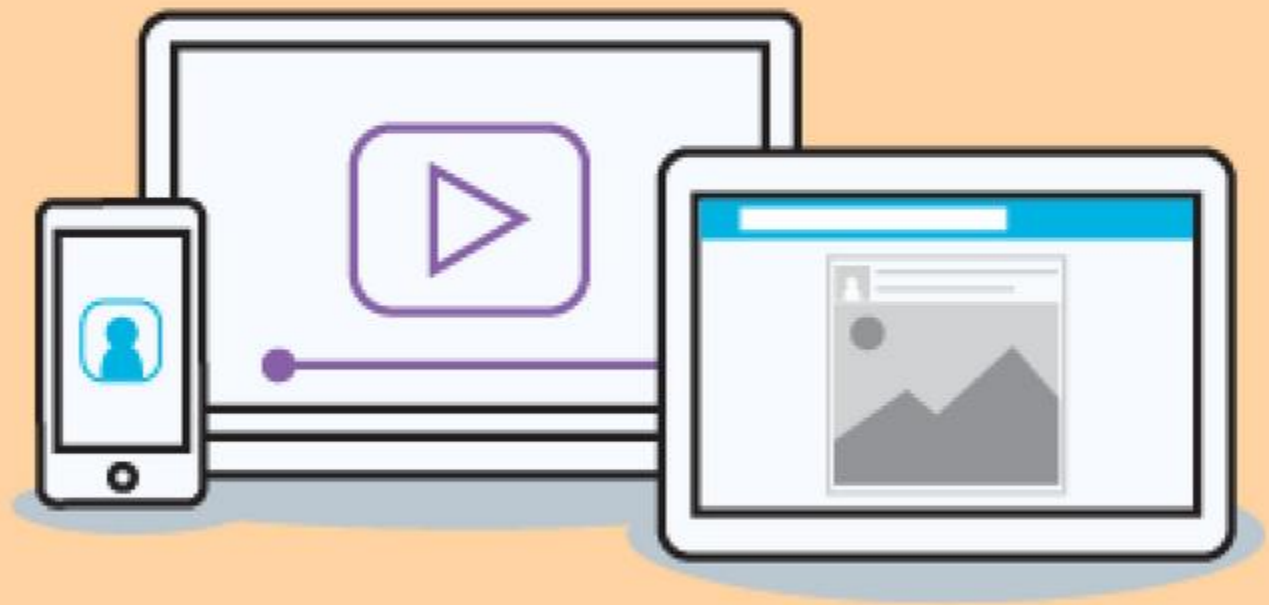


Project 2

Market your Content





Step 1

Getting Started

Marketing Objective


earnify have a marketing objective to get 300 blog visitor in october 2021.

KPI

What is your primary KPI to measure marketing success?

number of visitors gained in October.

Target Persona

Background and Demographics	Target Persona Name	Needs
<p>Egypt Engaged 25 years Faculty of business adminstration marketer</p>	 <p>Photo from pexels YARA</p>	<p>*To have the digital marketing abilities and tools necessary to improve my website and target and attract customers to my website. *work as freelancer *gain money</p>
Hobbies	Goals	Barriers
<p>Walking Reading Learning Travel</p>	<p>*Attract people to buy the digital marketing nanodegree course from Udacity. *start work as freelancer on platforms *get much money from online work .</p>	<p>*Afraid of the price of the course. *She is afraid of her monetary obligations *she scared from the exams and projects.</p>



Step 2

Write a Blog Post

1-I choose the theme:(why I decided to take the digital marketing nanodegree program)

2- I have used SCQA framework in my blog post.

That is why I decided to take the digital marketing Nanodegree program

"Finally I found it" that is my actual reaction when I saw udacity course for the first time in my journey for developing my own business

I am Doha, graduated from faculty of business administration,

The journey begins

I worked as a marketer for 3 years when I was still at university that work was the reason to love digital marketing field and see it as a future work so I decide to work in affiliate marketing and CPA, then started to

make my affiliate website store to show my products and offered reviews

but at this time I did not have enough information about digital marketing and how to market my content professionally and how to use social media platforms correctly so I decided to take courses about digital marketing and freelancing

but They were all theoretical, there were no practical projects, and did not produce valuable content for me at least

Until I discovered udacity's Digital Marketing Nanodegree program. As soon as I saw it I said to myself:

"Finally I found it"

This course has various advantages over other courses, such as gaining real-world experience by running live Facebook ad campaigns while learning from industry experts.

The stage of decision-making

Unlike other programs, Udacity collaborated with industry heavyweights including Facebook Blueprint, Google, Hootsuite, Hubspot, Mailchimp, and MOZ to build this course.

Many subjects are covered in the curriculum, including content, Google Analytics, Social Media Advertising, SEO, Email Marketing, and Google Adwords.

As a result, I opted to enroll in the Digital Marketing Nanodegree program, which will cover all of the topics that I require. In addition, each topic has a project that I must finish and submit to the Udacity team for assessment.

Everything is covered by the DMND! As I write this, I'm still in the middle of the course, and I'm quite excited about what I'm about to learn. All I know is that after completing the program, I will have the digital marketing abilities and tools necessary to improve my websites and target and attract customers to my websites.

#DMND

Link of blog post:

<https://bit.ly/2TOzO1t>



Step 3

Craft Social Media Posts

Platform 1 and Post

Twitter which I choose because I can market the DMND easily with short explanation about the course .

Earn Udacity's Digital Marketing nanodegree through egFWD initiative! Enroll Online and ,enjoy with unlimited creative classes which helps you more to improve and start working as freelancer join now : bit.ly/2TOzO1t

The screenshot shows a Twitter interface on a Windows desktop. The browser window has multiple tabs open, including 'Digital Marketing Professional', 'Udacity Reviews', 'Edit Post - Site Title - WordPress', and '(20) Rewards Gallery (@KatherineERoge1)'. The address bar shows 'twitter.com/KatherineERoge1'. The Twitter sidebar on the left includes links to Home, Explore, Notifications (18), Messages (2), Bookmarks, Lists, Profile, and More. A blue 'Tweet' button is visible. The main content area displays a tweet from 'Rewards Gallery @KatherineERoge1' dated Jul 14. The tweet text reads: 'Earn Udacity's Digital Marketing nanodegree through egFWD initiative! Enroll Online and ,enjoy with unlimited creative classes which helps you more to improve and start working as freelancer join now bit.ly/2TOzO1t'. Below the text is a photo of a clock face with the word 'MARKETING' in large yellow letters. The tweet has 42 retweets and is marked as 'Unretweeted all'. The right sidebar shows a search bar, a 'Show more' link, and a 'What's happening' section with trending topics like '#Loki' and 'olivia'. The Windows taskbar at the bottom shows the Start button, search bar, and several open applications including Edge, File Explorer, and Photoshop. The system clock indicates 1:59 AM on 7/14/2021.

Platform 2 and Post

LinkedIn I choose it because the people who use it are professional in their careers and want to improve their work more so I will get 100% targeted traffic.

Why did I decide to enrol in an Udacity Nanodegree in Digital Marketing?

With no marketing degree or credentials, I've been working as a digital marketing specialist for seven years, relying only on my marketing talents and self-learning via courses and random articles from HubSpot, and Udemy.

Finally, I decided to pursue Udacity's Nanodegree in Digital Marketing, and here I will share my thoughts on why I chose this course and whether or not it was beneficial.

I choose this DMND for a variety of reasons. When we sign up for this program, there is a very clear outline of what we will be studying. The course covers 11 different topics, including:

- Search Engine Optimization • Search Engine Marketing • Display Advertising • Email Marketing • Google Analytics • Content Marketing • Social Media Marketing • Social Media Advertising • Search Engine Optimization • Search Engine Marketing • Display Advertising • Email Marketing • Google Analytics

No experience required join today

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No experience required join today

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Platform 3 and Post

Facebook which I use because of the huge active number of people around the world so it will be a good choice to market with it.

- I have got many courses about digital marketing but , i didn't find what i need until i found the digital marketing nanodegree course i said "Finally i found it " As a result, I opted to enroll in the Digital Marketing Nanodegree program,
- which will cover all of the topics that I require. In addition, each topic has a project that I must finish and submit to the Udacity team for assessment.
- DMND helps me to improve and increase my income online
- join now for free before 14 july 2021
- bit.ly/2TOzO1t



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HA DO

July 11 at 4:51 PM ·

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photo from www.pexels.com

#DMND

