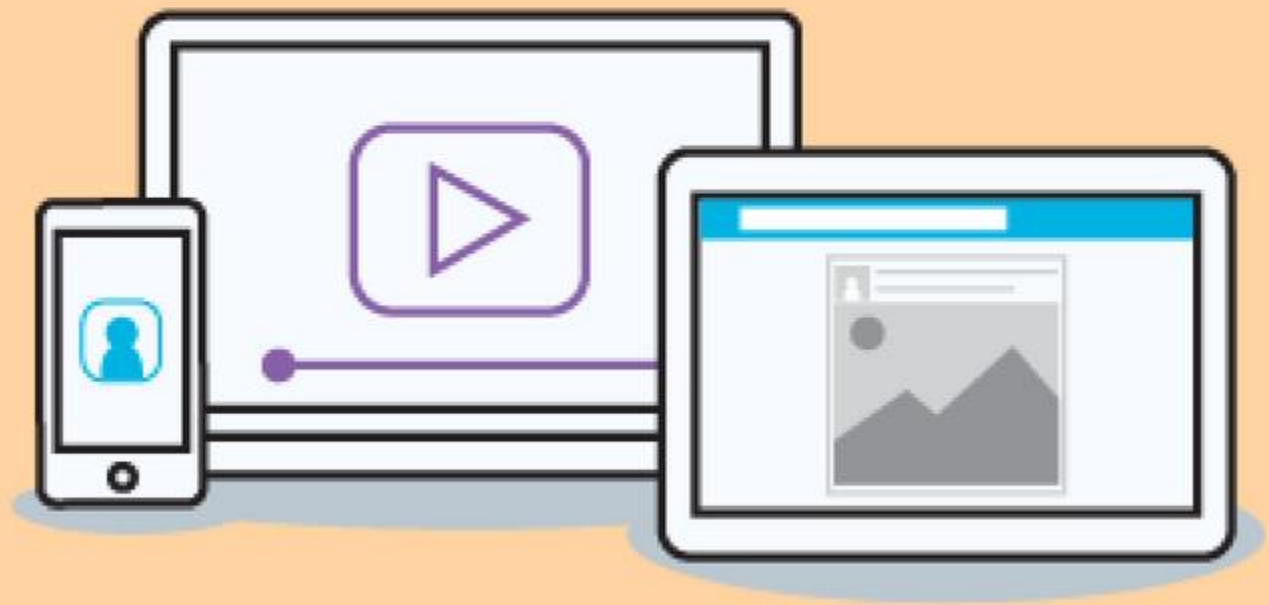# Project 2
Market your Content

Step 1

Getting Started

Marketing Objective

Get 300 unique blog visits by the end of Q2 2022.

KPI

Number of blog visits from the social media posts.

Target Persona

Background and Demographics	Target Persona Name	Needs
o Female o Single o 27 years o Mid-level professional o Based in Jos, Nigeria	 Eliana	o Work/Life balance o Clarity o Skills to break into digital marketing
Hobbies	**Goals**	**Barriers**
o Playing Tennis o Music o Content creation	o Branch off into digital marketing o Personal development o Get a new role outside of sales	o Limited time o Lack of right information/ connections o Not knowing where to start

Step 2

Write a Blog Post

What is the theme and framework of your blog post?

The theme of my blogpost is on my Journey to the Udacity's Digital Marketing Nanodegree using the SCQA framework

Blog Post

Image source: https://bit.ly/36DAA7w

The blogpost appeals to a young female career audience who is looking for a switch from their current path or interested in developing an in-demand skill. It helps give some clarity on why the nanodegree should be chosen over other online digital marketing courses.

Read more: https://bit.ly/3ufVn91

Step 3

Craft Social Media Posts

Summary

For this blog post campaign, the 3 social media sites to be used and why include;

1. LinkedIn – Our target persona is a sales and marketing professional who is tech savy and spends time on social media, this will imply this platform will be frequently used.

2. Instagram – The target persona has content creation as one of her interests, this will imply that Instagram is a frequently used platform, and our target is likely to see the post and interact with it.

3. Facebook – Also a social media platform that we can likely find our target audience for this campaign from our target persona.

LinkedIn Post

My first Linkedin post.

In 2021, I participated in **Oluwatosin Akinyan** vision board session, and let's just say I literally kept looking at the vision board without implementing. It's 2022, and I am ready to learn, unlearn and relearn (better late than never).

I recently started **Udacity** Digital Marketing Nanodegree thanks to the Edo state Goverment **#EdoworX** for the scholarship opportunity.

In the blog post below, I captured why I chose the **Udacity** Digital Marketing Nanodegree.
P.S I stepped out of my comfort zone to write that blog post. Kindly read and provide feedback on my writing skills. 😊

#IminDMND #careerdevelopment #opportunity

Tech 'sis' who isn't up for coding.

emaswanky.wordpress.com 🔗 • 3 min read

👍👏 15   1 comment

| 👍 Like | 💬 Comment | ↪ Share | ✈ Send |

📈 **495 views of your post**

Instagram Post

Monday Motivation

- - - - - - - - - -

The best time to make that switch or upskill is now!

https://bit.ly/3ufVn91

Image source: https://bit.ly/3ul6fCB

Sometimes it's not the lack of will power that causes us to not achieve our goals, it can be not knowing where to start. Interested in developing a digital skill, click on the link in our bio to gain some clarity on Udacity Digital Marketing Nanodegree. #digitalmarketing #mondaymotivation

DIGITAL MARKETING
NANODEGREE PROGRAM

Facebook Post

Image source: https://bit.ly/3umGWjx

Learning, Unlearning and Relearning are essentials in life, but knowing where to start can be tasking. Follow the story below on my journey to upskilling and starting my Digital Marketing Nanodegree.

Ready to take the bold step? Read more: *https://bit.ly/3ufVn91*

Extra Credit

Extra Credit: Post Online & Share Your Results

Platform	Traffic	Likes	Shares	Comments	Notes
Blog	15 views	nil	nil	nil	15 views on the blog post, with 57% from LinkedIn and 43% from a direct link. 71%of views was from the target location
LinkedIn	495 views	15	nil	1	42% of engagement was from people with target occupation and location.
Social Platform					
Social Platform					

Extra Credit: Analysis

Areas of improvement:

o Going forward, I can try out more compelling/
engaging content on social media to drive traffic to
the blogpost.

o Be more deliberate about my call to action and align
it to my campaign objective.

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

o A follow-up story once the DMND is completed,
stating where I am now, and lessons learned.