

# Marketing Objective

*Spread awareness about me and my professional marketing services which I offer.*

*get 100 followers for my Personal blog at the end of April*



# KPI

*KPI 1: use google keyword to write popular content .*

*Kpi2: use pixar theme and telling a story*

*Kpi 2: get 100 new follower for my blog.*



# Target Persona

## Background & Demographics

1. Egypte & USA
2. From 20 to 40 years old
3. House wife
4. FREELANCERS
5. femal

## Name & Image



## Needs

1. Learning in their house
2. Spread awarness about their products an services
3. TAKING COURSES ONLINE
4. Working from home

## Hobbies

1. learning
2. investing
3. Make relationships

## Goals

1. Learning how to Market their business
2. Working from home
3. Getting fans and followers
4. Working from home

## Barriers

1. Wast their times
2. Wast their moany in useless courses
3. left their childrens

# What is the theme and framework of your blog post?

- *I chose the theme of Why I have decided to take the Digital Marketing Nanodegree Program*
- *I chose Pixar Framework to write my blog post*

**Once there was :** I am Fatema I am graduated from the faculty of commerce in 2013

**Everyday:** .I chose to marry immediately after graduation

**Until one day :** i I leave my work and stay n home to take care of my young children and do chores

**Because of that** I completely forgot what I learned in my college

- **Because of that** . I became without work, knowledge, or money.

**Until finally** I read an advertisement for Nanodegree Courses provided by Udacity and signed up and take courses on digital marketing and web development

**Ever since then** now I open digital marketing agency and began



# Blog Post

i change my life :

Hy, my name is Fatema I am graduated from the faculty of commerce accountancy department in 2013. I chose to marry immediately after graduation instead of working. Days, months, and years passed and I became the mother of two children and I completely forgot what I learned in my college. I became without work, knowledge, or money, and I was in great pain for what happened to me. But also the options available to me forced me to leave my young children and work far from my field because I do not have previous experience in my field. So I read an advertisement for Nanodegree Courses on Digital Marketing provided by Udacity. And I learned that there are many fields which I can work from home only through the computer and the Internet. This became a Spotlight and hope for me. I really started learning at Udacity, and in fact, I took courses on digital marketing and website design and development. I became have massive experience in these two fields, thanks to the Udacity courses, now I opened my own online marketing agency (SAI , DIGITAL MARKETING AGENCY) and started freelancing from home. I now offer content writing services, creating and launching social media advertising campaigns, Website design, and development services, and these are some of the links. You can contact me to request any of these services provided by the agency,

- <https://www.facebook.com/digitalsaii>
- <https://twitter.com/digitalsaii>
- <https://www.linkedin.com/in/fatema-sayed-895b72140/>

Now I do not have to leave my home or my young children and go to work or do a job that I do not like,

this is the link of the nanodegree programs presented by Udacity,....change your life





## Step 3: Craft Social Media Posts

# Summary

## **I chose facebook, twitter, linked in platforms**

I chose facebook, because many business and resale pages which spread in facebook

, twitter because taking advantage of hashtags ##

And, LINKED IN because I target audience with Interested in working and learning and To advertise my digital marketing services

## **I used photopea.com to design blog post image**

## **I used pixar framework**

# Platform 1 [facebook](#)

i change my life :

i opened my own online marketing agency (SAI , DIGITAL MARKETING AGENCY) and started freelancing from home

Are you want to know how I do that ? [click here](#)

- [#IminDMND](#)





# Platform 2 [linked in](#)

i change my life :

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Are you want to know how I do that ? [click here](#)

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# Platform 3twitter

i change my life :

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- [#IminDMND](#)





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					
Social Platform					
Social Platform					
Social Platform					

# Extra Credit: Analysis

What would you do differently based on your results?

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